**IPAC Strategic Plan 2018-2020**

IPAC serves personnel assessment practitioners and scientists by facilitating interaction with a community of peers and experts and delivering the practical tools they need to achieve professional success.

**IPAC aspires to be the first stop for assessment professionals seeking a network of expertise and applied resources.**

**CORE VALUES**

- Community
- Learning
- Practice

**GOALS AND OBJECTIVES**

**FOSTER MEMBER GROWTH**  
*(Director Emily Steinau)*

1. Establish and monitor member performance metrics (retention, growth, satisfaction, etc.), leveraging the Membership Committee to support recruitment, retention, and renewal efforts  
2. Establish partnerships with relevant organizations to increase IPAC’s visibility and impact  
3. Conduct outreach or reengage academic institutions to increase student participation in IPAC activities  
4. Identify target regions for growth, applying the GLEAN model to new Chapters

**INCREASE MEMBER VALUE AND ENGAGEMENT**  
*(Director Liz Reed)*

5. Optimize and ensure consistency of member and lapsed member messaging campaigns, including onboarding and renewal messages  
6. Develop content ownership, curation, and development plan to include listserv enhancements and repackaging of GLEAN and conference content  
7. Establish segmentation approach to tailor communications and resources to prioritized communities of practice  
8. Implement website enhancements and redesign, including content updates and development of online volunteer tools

**MAXIMIZE OPERATIONAL EFFICIENCIES**  
*(Director John Ford)*

9. Complete, maintain, and execute key internal process plans, including policies and procedures manuals, website content, data storage plan, and annual operations plan  
10. Develop key roles succession plan to ensure consistency among IPAC leaders and support knowledge transfer over time  
11. Research and develop proposal for the support services needed to implement ongoing operations (legal, finance, marketing, communications, etc.)

**OUTCOMES**

- Develop and Commit to Internal Plans and Processes  
- Grow and Diversify Membership  
- Increase Online and Regional Presence  
- Activate and Engage Volunteer Network

*Adopted November 10, 2017  
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