

MISSION	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.			
VISION	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 <i>(Director Emily Steinau)</i>	<ol style="list-style-type: none"> 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 <i>(Director Liz Reed)</i>	<ol style="list-style-type: none"> 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 <i>(Director John Ford)</i>	<ol style="list-style-type: none"> 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
Last Updated January 13, 2019