



Strategic Plan 2020-2025

Priorities for 2020-2021; Approved July 8, 2020

GOAL 1 Develop a Community of Process Education (PE) Experts.

- OBJECTIVES
- 1 Develop a PE Certification Program.
 - 2 Create a Professional Development Process for Advancing PE Practice.

GOAL 2 Integrate developmental community principles into the Academy.

- OBJECTIVES
- 1 Assess member awareness and interest in developmental community principles and practices.
 - 2 Develop a member *Academy Primer* and *Guidebook*.
 - 4 Integrate performance mentoring and developmental coaching practices.

GOAL 3 Establish a forward-looking business model for the Academy.

- OBJECTIVES
- 1 Prepare an audit report of the status of the Academy regarding fiscal policies and practices.
 - 2 Become more fiscally sustainable.

GOAL 4 Implement a responsive, multi-faceted communication strategy.

- OBJECTIVES
- 1 Develop a social media strategy.
 - 3 Integrate social media outreach to members/recruits.

GOAL 10 Cultivate an inclusive, engaged membership that values contributions of all stakeholders.

- OBJECTIVES
- 3 Engage members by seeking their input into programs, practices and projects that increase member expertise.