

**2012-2015 NHSCPA
BOARD OF DIRECTORS'
STRATEGIC PLAN**

Strategy	Programs	Tasks & Actions
ADVOCACY Develop a volunteer-driven advocacy program utilizing differentiated approaches resulting in positive relationships with key government decision-makers and other professional groups and has the Society viewed as the subject matter experts.	Relationship focused special events	*Host breakfast with Executive Council
	Coalition building: trade groups and industries	*Invite other professional groups leadership to luncheon (NH Bar, Estate Planners, Bankers)
		*Wine tasting event
	Coordination & integration of CPA professional resources	*Meet with border NE CPA Society Leadership
	Political Action	Invite PAC Chair to BoD meeting
		PAC Chair article for newsletter
		Establish separate advocacy committee
Professional resources	To be determined as needed	
COMMUNICATIONS Execute a communications program that targets members, prospective members, and students.		Explore LinkedIn
	Keeping members informed	Meet with firm MPs and newer staff members (less than 2 years) *Note
		* Town Hall Meetings (regional) Note: Invite new staff to town hall meetings
	Attracting new members to the Society	Ask BofA to link to our website (member benefits page)
	Attracting and retaining individuals to the profession	Expand scholarship program to assist students in achieving 150-hour requirement
Sustainability (Green Initiatives)	Consider online CPE materials	
MEMBER INVOLVEMENT Develop and implement programs and marketing enabling every member to have a connection to NHSCPA that is relevant to them and results in increased membership and participation in the Society.	Person-to-person outreach	Identify and contact or meet with firms w/ low membership (refer to keeping members informed initiative) (Data not available)
	Focused special events	*Invite NH Bar, Estate Planners, Bankers to networking event
		*Wine tasting event
	Specialty forums	Develop specialty focused groups as necessary
Firm-to-firm networking	Encourage focused-topic regional networking mtgs	