IACET will implement a five part strategic plan beginning in 2020 and continuing through 2021 to achieve the following goals:

1. Increase IACET Brand Awareness
2. Strengthen Stakeholder Engagement
3. Provide products/services that support the accreditation process
4. Acquire and retain customers
5. Expand IACET footprint worldwide

**MISSION**
Improve the quality of continuing education and training worldwide through accreditation

**VISION**
Advance the global workforce
Our brand is the distillation of our value proposition. It conveys who we are, what we do, and what we have to offer. How we present ourselves visually and through messaging has a direct impact on the way our value is perceived. We must communicate clearly and purposefully on behalf of the organization in order to positively increase awareness of the IACET brand.

**HOW WE WILL DO IT:**

**STEP 1**

Tactical Actions
- Maintain ANSI Accreditation

**STEP 2**

Tactical Actions
- Develop and implement a marketing and communications plan

Operational Actions
- Hire a Marketing Manager
- Review list of conferences we attend
- Integrate Member Coordinator role with Marketing Manager
- Develop a CEU acceptance list

**STEP 3**

Tactical Actions
- Celebrate 50th Anniversary of the CEU

**RESPONSIBILITIES**

For all groups (Council, Commissioners, Board, Staff)
- Provide better materials to help promote IACET
- Promote: I’m an accredditor!
- Post one thing per month on LinkedIn
- Develop brand center

**STEP 4**

Tactical Actions
- Increase exposure through co-branding opportunities

Operational Actions
- Create localized assets for AP’s to use
- Educate all IACET staff / volunteer how to use these tools to teach AP’s how to be brand ambassadors
- Work with Bill Rothwell and other authors on promoting book
Like all member organizations, IACET has a range of member profiles — from key stakeholders like board members on down to everyday customers. It is important for the health of the organization to incentivize leadership roles and to support new leaders as they emerge within the group. IACET will provide opportunities to strengthen stakeholder engagement as they become ambassadors for the organization.

**How We Will Do It:**

**Step 1**
- **Tactical Actions**
  - Develop opportunities for increased stakeholder interaction
- **Operational Actions**
  - Implement regional meetings

**Step 2**
- **Tactical Actions**
  - Implement formal onboarding for new stakeholders (Board Members, Commissioners, Council Members, and AP’s)
- **Operational Actions**
  - Review Commissioner Training AP onboarding toolkit

**Step 3**
- **Tactical Actions**
  - Explore partnership opportunities

**Step 4**
- **Tactical Actions**
  - Support advisory boards for specific industries

**Responsibilities**

- **Council**: consistent accreditation process
- **Commission**: consistent accreditation process
- **Board**: call AP’s to check in
- **Staff**: support onboarding process
Our model for measuring training programs is designed to maximize our customer’s investment in their accreditation processes from start to finish. We deliver value to our members by providing products and services that support the accreditation process.

**HOW WE WILL DO IT:**

**STEP 1**

**Tactical Actions**
- Ensure all IACET standards undergo ANSI approval process

**Operational Actions**
- Market as “guidance” until ANSI approval; then “standard”
- Acquire ANSI accreditation for PNG Addendum

**STEP 2**

**Tactical Actions**
- Evaluate current product and service offerings to ensure alignment with accreditation

**Operational Actions**
- Develop Guidance Documents: Distance Learning, Conference CEU’s, virtual site requests
- Pilot ODB standard
- Pilot CB standard

**STEP 3**

**Tactical Actions**
- Explore opportunities for new products and services (standards, accreditation, publications, training)

**RESPONSIBILITIES**
- **Council**: develop standard
- **Commission**: accreditation process; deliver training
- **Board**: governance / oversight
- **Staff**: customer support; manage process
To increase membership we must understand our existing customer base. Demographic analysis, customer research, and segmentation of our current membership will help define our strengths and outline areas for potential growth. We can then plan to market ourselves more efficiently by targeting existing and potential customers based on their respective needs thereby acquiring and retaining additional customers.

**HOW WE WILL DO IT:**

**STEP 1**

**Tactical Actions**
- Assess accreditation and reaccreditation processes through lens of customer experience

**Operational Actions**
- Leverage annual report data to shape reaccreditation requirements
- Offer virtual site visits

**STEP 2**

**Tactical Actions**
- Define and segment customers

**Operational Actions**
- Collect and analyze market data
- Conduct conversations with current & potential customers

**STEP 3**

**Tactical Actions**
- Assess business model

**RESPONSIBILITIES**

+ Council: support review of processes
+ Commissioners: support review of processes
+ Board: assess business model; finalize accreditation process
+ Staff: define and segment customers
Expanding IACET’s market share across the globe requires studying potential areas for growth. Local languages and customs must be taken into consideration as we present our value proposition in new places. When possible, we will leverage IACET assets in the form of member expertise to best communicate the importance of our accreditation standards to potential customers.

**How We Will Do It:**

**Step 1**

**Tactical Actions**
- ✔ Assess geographic markets

**Step 2**

**Tactical Actions**
- ✔ Develop prioritized target list

**Step 3**

**Tactical Actions**
- ✔ Enhance global resources

**Step 4**

**Tactical Actions**
- ✔ Increase global participation at BOD, Council, Commission level

**Operational Actions**
- ✔ KPI’s: # of international AP’s/members percentage of board members that do global work/located outside US

**Responsibilities**

- **Council:** apply cultural norms and language needs to standard
- **Commission:** adding commissioners outside interaction
- **Board:** add board members from outside the US/with global experience
- **Staff:** holding webinars at different hours