

# Beta Alpha Psi

## 2010-2011 Strategic Plan



**Last Updated: September 1, 2010**

**Theme: "The Bridge to Our Future"**

Statement of Purpose

The strategic plan is a guide for allocating organizational resources. It is intended to be a living document that is revisited annually at the January Board of Directors' meeting. The President-Elect is responsible for guiding the discussion at the January Board meeting. This includes setting strategic goals for the following fiscal year and determining responsible parties. The President presents the results of the prior year's goals and objectives at the August Board meeting.

### **Mission Statement**

Beta Alpha Psi is a nonprofit international honorary and service organization for accounting, finance, and information systems students at AACSB- or EQUIS-accredited universities. Beta Alpha Psi provides opportunities for development of technical and professional skills to complement university education; participation in community service; and interaction among students, faculty, and professionals.

<b>Overview of Objectives and Responsible Parties No.1</b>	<b>Objective</b>	<b>Responsible Party</b>
1.0	<b>FINANCIAL/MISSION</b>	
1.1	Increase global presence	President Elect, Director of Global Activities
1.2	Increase domestic presence	Past-President, Executive Director, and Chapter Advocates
1.3	Develop new sources of revenue	President, Board members and Executive Director
1.4	Broaden and enhance recognition by Chairs and Deans	President, Dean Representative, Chapter Advocates and Chapter Faculty Advisors
1.5	Increase diversity of Forum members	Forum Chair and Chair-Elect
1.6	Revisit Best Practices strategic recommendations	Past President, President, and President Elect
2.0	<b>CUSTOMERS/STAKEHOLDERS</b>	
2.1	Assess effectiveness of the “Gold Award” recognition program	Past-President, Chapter Advocates, and Alumni Representatives
2.2	Increase student participation in BAP regional and annual meeting programs	Past President, President Elect, Chapter Advocates, Alumni Representatives
2.3	Increase alumni involvement in regional and annual meetings	Alumni Representatives, Chapter Advocates, and Faculty Advisors
2.4	Encourage an increase in alumni involvement at local chapter level	Alumni Representatives, Chapter Advocates, and Faculty Advisors

2.5	Increase faculty advisor attendance at regional and annual meetings	Chapter Advocates
3.0	INTERNAL BUSINESS PROCESSES	
3.1	Continue implementation and exploit state-of-the-art infrastructure	Past President, Executive Director and staff
3.2	Assess increased professional presence on the Internet	Past President, Executive Director and staff
3.3	Monitor on going technology issues	Past President, Director of Administration and Executive Director
4.0	LEARNING AND GROWTH	
4.1	Assist student members and faculty advisors with understanding opportunities through Beta Alpha Psi competitions	President and Chapter Advocates