

2016-2017 Strategic Plan

Theme: “The Best Is Yet To Be”

Last Updated: June 23, 2016



Statement of Purpose

The strategic plan is a guide for allocating organizational resources. It is intended to be a living document that is revisited bi-annually at the January and August Board of Directors' meetings. The President-elect is responsible for guiding the discussion at these meetings. 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.

FINANCIAL MISSION



Objective	Responsible Party
1.1 Increase our global and domestic presence aware of the impact on chapter membership revenue increases	President, Director of Global Activities, Past President, Executive Director and Chapter Advocates
1.2 Enhance our value to Chairs and Deans through providing on-campus assistance in appropriate ways to relevant academic programs	President, Dean Representative, Chapter Advocates and Chapter Faculty Advisors
1.3 Increase the scope of our outreach to prospective BAP Professional Partner members [alternative levels of regional involvement?]	Professional Partners' Chair and Executive Director

CUSTOMERS/STAKEHOLDERS



Objective	Responsible Party
2.1 Increase value perception of BAP within the undergraduate student population	President , President-elect, Chapter Advocates (including first year Chapter Advocates), Alumni Representatives, Faculty Advisors and Executive Office
2.2 Increase the value proposition for graduate student membership in BAP [a new paradigm needed?]	Three Presidents, and both third-year Chapter Advocates, Chapter Faculty Advisors
2.3 Increase engagement of and support from general faculty members in addition to existing faculty advisors [such support not limited to Accounting faculty members]	Chapter Advocates, Three Presidents and Executive Office, Chapter Faculty Advisors

INTERNAL BUSINESS PROCESSES



Objective	Responsible Party
3.1 Identify opportunities to enhance our impact on current and prospective chapters by implementing new technologies as they develop [view the internet as a valuable tool for continuous improvement in our operations]	Past President and Executive Office
3.2 Continue to review the governing processes at the Executive level [solicit suggestions from various levels within BAP as to ways to make further improvements].	President, Past President, Dean Representative and Executive Director