

Beta Alpha Psi Strategic Priorities

Approved by the Board of Directors - July 2024

Membership Experience

- Improve accessibility and co-create BAP's online resources
- Amplify the reach and depth of Midyear and Annual meetings
- Build self-sustaining local connections
- Membership journey map
- Create practices and policies that foster a genuine sense of belonging
- BAP Leadership develops policies and procedures that cultivate an environment of belonging at all meetings
- Foster learning, development, and education that encourage a culture of belonging through skills-based programming
- Partner with the community to increase BAP membership and the pipeline to all potential Beta Alpha Psi financial and informational professionals and students

Professional Engagement

- Increase the number of Professional Partners
- Increase the industry, cross-section of Professional Partners
- Review fee structure
- Enhance success of Professional Partners

Growth and Fiscal Sustainability

- Increase number of chapters
- Increase number of members
- Decrease operating losses

Societal Impact

- Encourage activities that positively affect the local community
- Communicate those impactful activities