



SETTING TOMORROW'S STANDARDS

STRATEGIC PLAN 2020–2021



Standards for Lifelong Learning

MISSION

Improve the quality of continuing education and training worldwide through accreditation

VISION

Advance the global workforce

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



1 Increase IACET Brand Awareness

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

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

RESPONSIBILITIES

For all groups (Council, Commissioners, Board, Staff)

- + Provide better materials to help promote IACET
- + Promote: I'm an accreditor!
- + Post one thing per month on LinkedIn
- + Develop brand center

2 Strengthen Stakeholder Engagement

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



3 Provide products and services that support the accreditation 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

4 Acquire and retain customers

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

5 Expand IACET footprint worldwide

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





STANDARDS FOR LIFELONG LEARNING

www.iacet.org