



STRATEGIC FRAMEWORK

CORE COMPETENCIES

Distinctive capabilities required to fulfill our mission.

MEASURES OF SUCCESS

Indicators of achievement of our core competencies.

STRATEGIC INITIATIVES

Critical actions required to achieve our core competencies.

RECRUITMENT

Encourage and assist Latinos to pursue careers in the CPA, accounting, finance, and related professions.

- Latino enrollment and graduation from accounting, finance, and related programs, at the baccalaureate and graduate levels
- Association membership
- Assistance to Latino students

- Encourage Latinos to pursue accounting, finance, and related higher education programs.
- Provide support to Latinos for completion of accounting, finance, and related education programs.
- Develop and support student chapters.
- Conduct career awareness activities.

OPPORTUNITIES

Create career opportunities for Latino students and professionals, and opportunities for Latino-owned CPA, accounting, financial services, and related businesses.

- Latino professionals employed in CPA, accounting, finance, and related positions
- Number of Latino interns
- Number of alliances facilitated

- Expand opportunities for Latino graduates of accounting, finance, and related programs.
- Provide networking opportunities for students and employers.
- Promote networking for experienced Latino professionals leading to career advancement in CPA, accounting, finance, and related positions.
- Facilitate relationships and business development among members, accounting and financial services firms and the corporate, government, and not-for-profit sectors.

DEVELOPMENT

Provide professional and personal development to enhance Latino leadership in the global workforce.

- Number of Latinos in CPA, accounting, finance, and related leadership positions
- Effectiveness of networking, mentoring, and CPE programs
- Extent and value of community service provided

- Sponsor educational programs, focused on cutting-edge advancement, that assist our members to succeed in a competitive marketplace.
- Promote and maintain the professionalism of our members.
- Increase economic and social contributions by Latinos to their local and global communities.
- Provide members with networking and mentoring opportunities.

GLOBAL IMPACT

Enhance the global workforce through the bilingual and bicultural composition of our membership.

- Partnerships with global companies
- Number of Latino interns

- Identify opportunities to leverage the bilingual and bicultural attributes of our membership.
- Partner with global employers who value Latino bilingual and bicultural CPA, accounting, finance, and related professionals.

INFRASTRUCTURE

Create an infrastructure that supports continuing development of our core competencies and provides high quality, cost-effective services to members.

- National recognition as the leading Latino professional association
- Membership growth and satisfaction
- Sponsor growth and satisfaction
- Organizational viability
- Public awareness of achievements by and opportunities for the Association, its members and sponsors

- Develop the governance structure, organization infrastructure, and resources that support our mission and programs.
- Provide management and technological support for national and chapter activities.
- Promote development of chapters and support membership development activities.
- Increase visibility of economic and social contributions and professional achievements of Latinos.

MISSION

To be the leading Latino professional association dedicated to enhancing opportunities for CPAs, accountants, finance and related professionals and students, while expanding Latino leadership in the global workforce.