

A VISION OF EXCELLENCE---CGA-BC'S 2009-2013 STRATEGIC PLAN

CGA-BC's Strategic Plan: In June 2008, the Certified General Accountants Association of British Columbia's (CGA-BC) Strategic Planning Group (SPG), made up of the Board of Governors, Advisory Group Chairs and senior staff, developed its long-range strategic direction for 2009 – 2013. This version of the Strategic Plan incorporates changes proposed by the Strategic Planning Group at their meeting held on June 19, 2009 and approved by the Board of Governors at the September 17, 2009 Board meeting.

Strategic Assumptions: The SPG recognized the significant changes that are taking place in the economic and political climate. In addition, it also acknowledged important changes are occurring demographically as many CGAs prepare to retire and a new generation of CGAs, many from overseas, enter a workforce with very different requirements and expectations. Moreover, the Canadian education system cannot supply enough qualified graduates and there is a critical need to recruit immigrants to Canada.

Mission Statement: The Certified General Accountants Association of British Columbia is a self-regulating professional body that acts in and serves the public interest. Its mission is to promote the excellence of its members and advance the accounting profession.

CGA-BC's Core Values: Core values are a small set of timeless, guiding principles that define the actions required for an organization to achieve its goals.

- Quality Service — Provide the highest level of quality service.
- Protect the Public — Adhere to the highest professional standards and ethical behavior.
- Effective Performance — Realize efficiency and high performance utilizing advanced technologies and allocated resources to maximize the strategic plan.
- Positive Work Environment — Construct a positive workplace environment that inspires people by example and where open communication, innovation, and creativity are hallmarks.

Long-Range Goals: The Association's strategic plan consists of three-to-five-year goal statements and supporting strategies. Both of these goals will need to be accomplished if CGA-BC is to achieve its objectives.

In 2013:

Goal A: CGA will be the professional accounting designation of choice.

Strategies:

1. Expand and implement CGA's branding initiative.
2. Expand employment partnerships.
3. Expand recruitment activities within our target market.
4. Engage and equip all members and students to be brand ambassadors and leaders.
5. Influence public and economic policies.

Goal B: CGA-BC will be its members' and students' indispensable resource for lifelong learning and innovative services.

Strategies:

1. Expand programs to support members and students.
2. Expand members' and students' access to career advancement and leadership development.
3. Expand opportunities for member and student interaction.