



## Summary

### **A. Increase the value of IAIA membership through**

- Enhanced internal and external networking
  - Strengthen interaction between new and existing members
  - Maintain IAIA annual conference as the premier event
  - Promote the use of *IAIAConnect* and promote IAIA through other social media
  - Develop projects/event with other organizations
  - Maintain diversity in professional expertise and geographic spread
- Expanded opportunities and resources for professional development and development of the profession
  - Develop additional training opportunities
  - Develop [www.iaia.org](http://www.iaia.org) to be the best source of impact assessment information
  - Increase opportunities for student and early professional involvement
- Identifying, disseminating and promoting innovation, emerging practice and issues
  - Monitor debates/developments
  - Develop videos expanding on existing and new IAIA materials
  - Increase resources available

### **B. Improve financial sustainability of the association by**

- Promoting IAIA membership to target groups
  - Identify target groups
  - More fully develop corporate membership
  - Seek capacity development opportunities
- Developing a donor program
  - Create various donor categories and benefits
- Exploring additional sponsorship options
  - Develop additional strategies to raise conference-related sponsorship
  - Seek corporate sponsorship of individual section initiatives

**C. Promote communication of the strategic direction of IAIA to**

- Membership, to generate interest and pride in the initiatives
- Sections and Committees, to ensure that all IAIA components have opportunity to be part of the initiatives, as appropriate, and to ensure no duplication of effort
- Affiliates, so that they are able to contribute, promote and support IAIA's initiatives, as appropriate
- Board and President, to find ways they can more effectively carry forth the plan and its activities
- IAIA HQ staff, so they schedule their workload in a way to assist the Board with meeting strategic goals
- Potential donors, so that they are ensured of the professional approach taken by IAIA in its operations.