



ITEA 2020 Strategic Plan

I. ITEA's Vision

ITEA's Vision defines what the Association desires to create and/or to become in the long-term. It provides a long-term focus for the Association, its programs and services, and its resource allocations. It is the image of the future we seek to create.

ITEA's Vision
<i>To be the premier global association for test and evaluation professionals, organizations, and related communities.</i>

II. ITEA's Mission

ITEA's Mission defines the Association's scope, direction, and emphasis as the Vision is pursued. The Mission is a positioning statement for members, potential members, and related organizations in the short-term. It represents our purpose, reason for being, who we are and what we do.

ITEA's Mission
<i>Advance test and evaluation globally by providing professional development resources, best practices, networking, and learning opportunities for the test and evaluation community.</i>

III. ITEA's Strategic Goals

ITEA's Strategic Goals are the Association's highest priority purposes. The Goals define areas of critical emphasis for ITEA to achieve by 2020. Strategic goals support both the organization's mission and vision statement, provide fundamental long-range direction, and are overarching and few in number.

2020 Goals

1. Provide professional development opportunities that help T&E professionals acquire and demonstrate that they have the knowledge, skills, and abilities necessary to excel.
2. Broaden and diversify participation.
3. Clarify ITEA's image and better communicate benefits of participation.
4. Strengthen ITEA Chapters and Volunteer leadership.
5. Improve the quality and relevance of educational courses.
6. Increase opportunities for information exchange and networking through association events, publications, social media, and other avenues.
7. Increase opportunities to recognize accomplishments of T&E professionals.
8. Improve the financial performance of the Association.