

IACCA Strategic Plan

CORE VALUES

EDUCATION

PROFESSIONALISM

SUPPORT

VISION

VISION

Professional Excellence through
Education and Experience

MISSION

MISSION

The International Association of Conference Center Administrators (IACCA) is an association of nonprofit conference center leaders committed to education, professionalism and support.

1. IACCA offers educational opportunities for its members and for those with whom they work.
2. IACCA promotes professional excellence in nonprofit conference center leadership, administration and operation.
3. IACCA provides a supportive community that facilitates the sharing of knowledge and experience and the addressing of common challenges.

STRATEGIC ISSUES

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- EDUCATION:** Offer effective and comprehensive educational programs which meet the needs of the members.
- CERTIFICATION:** Maintain, promote and continually set the standards in the industry for professional certification.
- MEMBERSHIP:** Recruit, support and retain members.
- COMMUNICATIONS:** Provide effective and efficient internal and external communications.
- DIVERSITY:** Promote diversity initiatives for the Association and for its members' centers.
- MARKETING:** Position IACCA as the definitive source for information and expertise on nonprofit conference centers.
- STRUCTURE:** Create and maintain efficient, effective and transparent internal Association structures and process.



Adopted: March 2004