

Our vision:

The MACPA will be the most recognized professional organization for CPAs in Maryland. All CPAs will look to us as the primary professional resource for technical assistance, business development opportunities, continuing education and general business information. Through our customized programs and services, the MACPA will create a highly valued professional network that will help members compete and survive in a changing environment. Our success will be measured by the retention and growth in membership, positive legislative changes, increased participation in programs and enthusiastic advocacy for the association among our members.

Our Purpose

The MACPA is a progressive, professional association dedicated to serving CPAs in the Maryland region, enabling them to grow, prosper and remain viable in a dynamic, rapidly changing environment.

Our Core Values

- Objectivity & Integrity
- Openess & Member Involvement
- Professional Foresight
- Responsiveness
- Protect the Public Interest

Our Promise:

The MACPA recognizes the diversity in the CPA profession and will provide the necessary resources and services to help its members maintain the highest level of integrity, professional ethics and knowledge for the benefit of the public and the good of the profession. To that end, MACPA will...

- C**onnect members to their Profession, the Community, and to each other
- P**rotect & Promote the CPA license and brand
- A**chieve success for our members by sharing knowledge and education



Our Value Statement:

The MACPA is a dedicated team that:

- is dedicated to serving members, the public and the profession;
- is knowledgeable about the organization and the profession;
- works with professionalism, enthusiasm, courtesy and mutual respect;
- is committed to excellence and high ethical standards;
- seeks to identify and anticipate members' needs and wants by "active listening";
- is committed to enhancing the image of the CPA and the MACPA;
- expects each staff member to "own" every member's problem and efficiently direct every member inquiry until it is resolved;
- seeks to provide win-win solutions to problems;
- utilizes technology to the fullest; and
- appreciates every opportunity to learn.

Our Mission:

- MACPA will...
- protect and further the interest of our members;
- enhance the image of certified public accountants;
- enable our members to conform to high standards of professional service;
- provide the necessary resources for members to thrive in a dynamic, rapidly changing environment.

Our strategy: How we are going to get there

Strategic Focus Areas

Mobilize the Membership

MACPA is the membership, and we are building a community of value. There is strength in numbers and it is the collective strength of more than 9,000 members as much as the merits of arguments that can influence legislators and regulators and maximize our impact in the community. Communication and connections, governance, leadership, chapters and committees, member-service center, on-line communities and social networks are the core of our community initiatives.

Drive the Market to Our Members

A simple definition of a brand is an identity in the market that is familiar, well understood, and preferred. MACPA is committed to building the CPA brand so that the market moves to our members as we adjust to the market. We are no longer satisfied to react and respond. We know we can increase market understanding and demand for integrity and insight of CPAs. This value stream includes student recruitment, financial literacy programs, public relations, and other market-focused initiatives.

Enable Our Members to Deliver

In 1997, the CPA Vision was developed with the input of several thousand members. It identified Core Services and Core Competencies that would be critical in the future. MACPA's value to members depends on our ability to help members gain those competencies and deliver those services. This has everything to do with keeping our members ahead of the rapid changes in the profession and the business environment.

Protect the Public Interest & CPA License

The high standards of the CPA Profession and the core values of integrity and competence go hand in hand with the public interest. These two vital elements are at the heart of virtually every legislative and regulatory initiative supported by MACPA. They are at the heart of the steps we take to monitor ourselves and our profession, and they are at the core of the new peer review requirement, mandatory ethics training, tort reform, and so much more. With integrity and competence at the center of the CPA brand, it is critical to protect them in every way we can.

Innovation & New Product Development

The central reality of the new normal is change, so we have built responsibility for change into our organization. Innovation & new product development--and the commitment to retire ineffective or outdated programming--are central to the new organization. To be member- and market-driven means interpreting and anticipating, not merely responding, to the market. This includes our new products team and our strategic portfolio of projects aimed at keeping us and our members ahead of change.

Operational & Financial Excellence

The MACPA will develop an organizational structure and allocate resources to maximize the combined talents, skills and knowledge of members, staff and other strategic alliances to provide the highest level of member service at a reasonable cost. The MACPA will utilize technology and other tools to help identify and deliver the services and information members want and need. MACPA leaders and staff will actively listen and consistently identify and meet members' needs in a culture of excellence, professionalism and good will.

Strategic Initiatives

- Deliver WOW member service at every opportunity
- Grow our membership to increase our strength in numbers
- Enhance communications with members to inform, educate, and inspire action
- Increase participation of MACPA members in our community (listen, learn, and respond) and meet our members wherever they are physical & virtual
- Execute our major member events for mobilizing members
- Implement Board / Volunteer strategy to drive and focus our volunteers to make the maximum impact in the community and for our members

- Continue our Financial Literacy efforts to make a difference in the community and show CPAs care
- Continue student recruitment efforts to ensure supply of future CPAs in Maryland
- Increase public awareness and involvement in Swearing-in Ceremony at MACPA member summit
- Expand and grow sponsorship programs and member awareness

- Deliver comprehensive professional development program (seminars & Webcasts) to keep members on top of changes in profession
- Provide tax resource center (books, fed tax podcasts, self study, etc.)
- Plan and run successful MACPA Conference programming on major topic areas of the Profession identified by our volunteer leaders
- Expand on-site training programs/services
- Add new conferences to meet changes in Profession & member needs
- Increase our communication & marketing effectiveness to increase member awareness & attendance at MACPA programs

- Develop & execute our State legislative/regulatory advocacy plan
- Coordinate and execute our Federal legislative agenda
- Maintain the quality of the Profession and protect the public interest
- Develop and implement a strategy to address non-CPAs using SSARS language (safe harbor in Maryland Statute)
- Advocate for CPE standards

- Implement new CPA2Biz (LearnLive engine) webcast platform for e-delivery
- Successfully run the pilots of the CPA-2Biz Learning & Compliance system (LMS)
- Continue developing & increasing the portfolio of new products for members
- Implement BLI 3.0 strategic plan
- Implement e-Strategy priorities
- Successful launch of BLI/SBI (Sounding Board Inc) leadership development programs M2M: Mind to Matter & I2A:Insights to Action

- Proactively monitor our financial results against budget and support growth in revenue / services
- Work with our Board of Directors and volunteer leadership to continue success in strategy development and partnership with MACPA team
- Work on our culture and environment to support growth & adaptability of our team