

TSCPA 2025-28 STRATEGIC PLAN

OUR MISSION:

**Driving the
success of
our members
and the
communities
they serve.**



I'm excited to introduce TSCPA's 2025-28 Strategic Plan, a forward-thinking blueprint designed to serve Tennessee's accounting community and strengthen the profession. Rooted in our mission – to drive the success of our members and the communities they serve – and aligned with our vision to be the innovative and trusted partner for the accounting profession, this strategic plan organizes our collective efforts around five strategic pillars that reflect who we are today and who we aim to become.

You may notice some similarities between these five pillars and our 2022-25 Strategic Plan pillars. In the new plan, we will double down in some areas while broadening our scope in others. To ensure we are positioned for success well into the future, we are also adding a pillar focused on innovation – exploring new ways to meet the needs of members and the profession in a rapidly changing environment.

As you read more about these pillars, I urge you to consider ways that you can engage in this process, whether that's volunteering to serve in a leadership role, attending a society event for the first time, or providing feedback on how TSCPA can best serve you as a member.

Warm regards,
Kara Fitzgerald, CPA, CGMA, CAE
*President/CEO, Tennessee Society
of CPAs*



**RELATIONSHIPS
AND CONNECTIONS**



TALENT



**LEADERSHIP AND
PROFESSIONAL DEVELOPMENT**



**ADVOCACY AND
INFLUENCE**



INNOVATION



TSCPA

PRIORITY AREAS:



RELATIONSHIPS AND CONNECTIONS

In an increasingly complex world, our strength lies in the relationships we cultivate. We will grow engagement across our membership – from students and emerging professionals to experienced CPAs – through expanded networking events and enhanced outreach to various member segments and aligned organizations.



TALENT

A historic shortage of accounting professionals demands bold solutions. While we have made big strides in this area by adding an additional licensure pathway in Tennessee, we will continue efforts to promote accounting as the business profession of choice, support students and Exam candidates with scholarships and resources, and increase our efforts around retaining professionals – supporting them at both the individual and employer level.

OUR VISION:

The innovative and trusted partner for the accounting profession.

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As a CPA in the early stages of my career, being a member of TSCPA has aided in my development in numerous ways. Networking with other CPAs to gain insight of their operations to bring back to my role has enabled process changes to become more efficient. I have also gained valuable leadership skills by volunteering to serve on TSCPA committees.”

– Mikaela Cook, TSCPA Member



PRIORITY AREAS:



LEADERSHIP AND PROFESSIONAL DEVELOPMENT

We will build on our successful continuing education program to become a full-service professional development provider in Tennessee and beyond. We will build an intentional strategy that provides only the highest quality education opportunities focused on technical topics, leadership training and emerging technology – enabling all members to navigate change with confidence.



ADVOCACY AND INFLUENCE

TSCPA has always championed our members' interests, exemplified recently by our leadership in securing licensure flexibility through state legislation, which now allows new pathways with 120 hours of education plus experience. We will continue to engage policymakers and state and federal agencies to amplify our collective voice in shaping the future of the profession. As the political environment evolves both nationally and in Tennessee, TSCPA stands ready to be the voice of Tennessee CPAs – elevating and communicating key issues, protecting your license, and advocating for the profession at large.



INNOVATION

As our profession evolves, so must our approach to member services and programs. Three key forces – demographics, technology and competition – are reshaping what members expect from TSCPA and their careers. Innovation isn't just a buzzword; it is a strategic imperative for adapting our business model to meet the needs of the profession, harness the power of emerging technology, and unlock new program and service opportunities.



I joined the society before I was a CPA just because it was 'the thing to do,' but now I stay an active member of TSCPA because I know that I'll always have a network and a professional resource that's in my corner."

– Zachary Plattner, TSCPA Member

