



International Association of Commercial Collectors, Inc. (IACC)

# 2016-2018 Strategic Plan

**MISSION:** IACC enhances the growth of its members by delivering education and professional resources in a collaborative environment

## Recognition

*Increase recognition and awareness of IACC as the premier organization in the commercial collection industry through focused branding and marketing*

- » Accentuate “domestic” in brand
- » Create opportunities for interaction w/ credit grantors
- » Determine role of certification w/in IACC
- » Emphasize IACC’s core values
- » Increase external marketing
- » Maximize “B2B” newsletter circulation

## Membership Growth, Retention & Engagement

*Increase IACC’s membership and retention rate by delivering indispensable value-added benefits in alignment with core values*

- » Increase membership by attracting new members and maximizing member retention across all categories
- » Launch and maintain a “Rediscover IACC” campaign
- » Encourage attendance and participation in meetings
- » Encourage involvement in committees and leadership
- » Encourage and empower members to present educational sessions and write articles

## Partnerships & Alliances

*Build, strengthen and promote synergistic collaborations and partnerships to achieve our mission*

- » Identify and secure new domestic and international partnerships and sponsorships
- » Define and strengthen current alliances
- » Invite leaders of synergistic organizations to join and/or participate in IACC
- » Develop a content sharing program with alliances and partners
- » Communicate relationships with members, creditors, and regulators

## Member Value

*Deliver exceptional value by providing education, business development resources and networking opportunities to support our members’ needs*

- » Expand depth and value of Scope
- » Increase utilization of technology in delivering education and resources
- » Improve quality of education
- » Develop business development and networking opportunities
- » Developing programming for future leaders
- » Utilize affinity programs to enhance value