**2020-2023 STRAGETIC PLAN**

**With over 1,250 members, the Institute of Municipal Assessors is Canada’s largest association of property assessment and taxation professionals. Our diverse membership is comprised of individuals from the private and public sectors practicing in the fields of assessment, consultancy, appraisal, taxation and law. Incorporated in May 1957, the IMA is dedicated to advancing the interests, education and professional competence of its members. Our members are highly qualified and widely recognized as the leading professionals in the property assessment industry.**

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| *Vision* | To be the industry leader in education, ethical standards, and professional accreditation in the field of property assessment in Canada. |
| *Mission* | To provide specialized education through a comprehensive approach to training which embraces all available technologies. To promote professional development and to ensure our members are recognized as experts in the field of property assessment and related functions. |
| *Values* | The Institute of Municipal Assessors and its members value professionalism, inclusivity, diversity, integrity, ethics, accountability, and expertise. The IMA is committed to serving all members and stakeholders with competence and respect, rejecting all forms of prejudice and discrimination. |

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| **STRATEGIC PILLAR** | **STRATEGIC OBJECTIVE** | **STRATEGIC GOALS** | **SAMPLE SUPPORTING ACTIONS** |
| ***EDUCATE*** | Be the most trusted, relevant, and accessible provider of education and credentials in the field of property assessment in Canada | Ensure a catalogue of relevant, high-quality courses, which meet the evolving needs of assessment professionals | * Utilize technology to offer interactive and accessible online events * Develop provincial legislation-specific content for IMA courses * Lead opportunities for collaboration across districts to increase access to quality PD opportunities |
| Provide an equal IMA member experience and service, regardless of geography |
| ***GROW*** | Increase the IMA’s membership by serving all career levels and forging strong strategic partnerships. | Enhance opportunities for senior assessment professionals through the FIMA designation. | * Develop framework for a specialist designation track * Work collaboratively with strategic partners from across the country to develop criteria for, and launch, the FIMA designation * Redesign the new member onboarding experience |
| Connect with young professionals by enhancing member communications, improving member onboarding, and expanding scholarship opportunities. |
| ***LEAD*** | Strengthen the reputation of the organization and its members by acting as a leader within the field of property assessment in Canada | Embrace the role of leader and advocate within the property assessment profession | * Adopt an advocacy voice for the assessment profession to ensure interests are being represented * Work with strategic partners to produce industry white papers with national relevance * Engage with various levels of government across Canada |
| Strengthen current, and develop new, strategic partnerships with peer associations across Canada. |
| ***GOVERN*** | Fortify the future of the IMA through operational excellence and a diverse group of talented volunteers | Review and align association management practices with strategic objectives and statements of Vision, Mission and Values. | * Align the IMA budget and staffing needs to achieve clear strategic objectives * Utilize automation to modernize systems and administrative processes * Review and assess the relevance of current committees to determine if sufficient to meet the requirements of the strategic plan, and create new committees if deemed relevant |
| Secure the IMA’s financial stability by reviewing current pricing model and practicing sound risk management. |