

IA Strategic Plan

July 2007

VISION:

Be the recognized authority on irrigation.

MISSION:

Promote efficient irrigation.

UNIFYING STATEMENT:

Ensure water is available for irrigation for future generations.

INITIATIVE

Resources

Grow IA resources and competencies to support strategic initiatives.

INITIATIVE

Education / Certification

Increase the recognized value of IA and IAEF educational programs and demand for IA certified professionals.

INITIATIVE

Marketing/Communication

Improve the clarity and delivery of internal and external IA messages.

INITIATIVE

Government/Public Affairs

Influence policy to increase the demand for efficient irrigation.

STRATEGIES

- build & align IA internal organization
- grow leadership and expertise talent pool
- grow dues income
- increase non-dues revenue

STRATEGIES

- improve quality
- expand offerings
- build brand value
- certify the certification process

STRATEGIES

- develop unified message & brand
- understand audience needs
- develop segment communication plans

STRATEGIES

- drive public policy
- impact Farm Bill
- lead SWAT
- increase alliances
- influence standards

