



**International Test and Evaluation Association  
(ITEA)**

**Strategic Plan**

**APPROVED  
March 19, 2009**



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## I. The ITEA Vision and Mission

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### A. Vision

ITEA's Vision defines what the Association desires to create and/or to become in the long-term. It provides a long-term focus for the Association, its programs and services, and its resource allocations. It is the image of the future we seek to create.

ITEA's Vision
<p><b><i>To be recognized as the premier professional association for the international Test and Evaluation community</i></b></p>

### B. Mission

ITEA's Mission defines the Association's scope, direction, and emphasis as the Vision is pursued. The Mission is a positioning statement for members, potential members, and related organizations in the short-term. It represents our purpose, reason for being, who we are and what we do.

ITEA's Mission
<p><b><i>To advance the field of Test and Evaluation worldwide in government, industry and academia</i></b></p>



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## II. ITEA's Strategic Goals

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ITEA's Strategic Goals are the Association's highest priority purposes. The Goals define areas of critical emphasis for ITEA over the 2009-2012 period represented by this plan. Strategic goals support both the organization's mission and vision statement, provide fundamental long-range direction, and are overarching and few in number.

<b>2009-2012 Goals</b>
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- **GOAL 1: Broaden participation within ITEA by the T&E community**
  1. Show a positive trend in participation by developing a leadership path for members
  2. Increase non US DoD membership by five (5) percent, providing increased diversity to the membership
  3. Achieve a 2% net increase in membership
  
- **GOAL 2: Strengthen ITEA chapters**
  1. Increase by 2 per year, the number of chapters that meet a “vibrancy” criteria established by the chapter committee
  2. Enhance scholarship programs and increase the number of scholarships awarded by Chapters
  
- **GOAL 3: Improve the quality and relevance of educational courses**
  1. Achieve an average of a 3.5 rating on at least 80% of course surveys
  2. Show a positive trend yearly in attendance
  3. Net two new short courses per year
  
- **GOAL 4: Increase opportunities for information exchange and networking through association events, publications, blogs and other avenues.**
  1. Increase job postings to Career Connections to 5 per year
  2. Increase the diversity of information exchanged and speakers at all events
  3. Achieve a proportionate number of individual session registrants to event registration (ratio of session attendance to event attendance)
  4. Show a positive trend in new attendees to events
  5. Investigate developing a member-only section to website (e.g. online member directory, virtual communities, event proceedings)



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## II. ITEA's Strategic Goals

<b>2009-2012 Goals</b>
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- **GOAL 5: Increase opportunities to recognize accomplishments of T&E professionals**
  1. Establish at least one new method for member recognition
  2. Increase the number and diversity of nominations for awards
  3. Revisit award criteria/structure
  4. Issue press releases and other notifications of award winners and member achievements
  
- **GOAL 6: Ensure ITEA's governance is effective and efficient**
  1. Define roles and responsibilities as a part of an organizational review – review operational policy manual and ITEA Bylaws
  2. Implement transition process to incorporate revisions determined by the board
  3. Conduct, review, and act on the results of a self evaluation
  4. Improve board member awareness by establishing a board orientation program and providing other board education opportunities