



INTERNATIONAL ASSOCIATION
OF ASSESSING OFFICERS

– IAAO Strategic Plan –
Adopted by the IAAO Executive Board October 7, 2006

Vision Statement:

“IAAO will be the internationally recognized leader and preeminent source for innovation, education and research in property appraisal, assessment administration and property tax policy.”

Mission Statement:

“The mission of the IAAO is to promote innovation and excellence in property appraisal, assessment administration, and property tax policy through professional development, education, research, and technical assistance.”

Goal 1:

Ensure that the organization continually recognizes the needs of its stakeholders.

Strategy 1: Establish feedback mechanisms.

Sample Action Item: Conduct member survey.

Strategy 2: Monitor industry trends, governmental policy and public awareness and understanding.

Sample Action Item: Provide periodic reports regarding the Appraisal Foundation activities.

Strategy 3: Evaluate data gathered and take appropriate action.

Sample Action Item: Disseminate survey results through "Fair & Equitable".

Goal 2:

To be the leading provider of education and professional development programs.

Strategy 1: Improve and expand educational opportunities and programs with a focus on the needs of current and potential members.

Sample Action Item: Update courses to meet Appraisal Qualification Board requirements.

Strategy 2: Promote professionalism.

Sample Action Item: Encourage participation in the Professional Development Program through target marketing.

Goal 3:

To be the recognized source for research, technical assistance, and information services to assure the property tax is administered fairly.

Strategy 1: Promote and maintain an ongoing program of research.

Sample Action Item: Determine emerging issues to research.

Strategy 2: Develop and maintain policies and standards.

Sample Action Item: Evaluate current standards for relevance.

Strategy 3: Provide technical assistance and information services to our stakeholders.

Sample Action Item: Create an ongoing awareness of library services.

Goal 4:

Increase association membership.

Strategy 1: Establish procedures for ongoing member recruitment.

Sample Action Item: Establish annual member campaign theme and goals.

Strategy 2: Establish procedures for ongoing member retention.

Sample Action Item: Contact non-renewing members and new members.

Strategy 3: Incorporate the importance of membership recruitment and retention into all IAAO activities.

Sample Action Item: Include a membership application in each student reference manual.

Goal 5:

Adopt and instill as a fundamental principle the highest ethical standards and practices.

Strategy 1: Promote awareness of, importance of, and effect of, high ethical standards and practices to our membership and the assessment and appraisal industry.

Sample Action Item: Annually publish the Code of Ethics and Standards of Professional Conduct in the IAAO "Fair & Equitable".

Strategy 2: Provide information, training, and resources on issues related to ethical standards and practices.

Sample Action Item: Continually offer IAAO course 171, Standards of Practice and Professional Ethics, to members and non-members.

Strategy 3: Provide a process by which alleged violations of the Code of Ethics and Standards of Professional Conduct are fairly investigated and acted upon.

Sample Action Item: Maintain procedural rules regarding the process of investigating alleged violations.