



Vision 2020 Talking Points

Core Purpose

To promote excellence in property appraisal, assessment administration, and property tax policy.

Overall Vision for IAAO

IAAO will be the global leader and preeminent source of standards, professional development and research in property appraisal, assessment administration and property tax policy.

Professional Development

IAAO will be the leader in comprehensive, exceptional professional development in property appraisal, assessment administration and tax policy and will work to:

- Increase the number of participants in online education
- Increase the opportunities for individuals to earn designations
- Increase the number of jurisdictions obtaining the CEAA
- Strengthen the instructor competencies
- Improve quality of course materials.

Governance

IAAO will be efficiently structured, governed and aligned with financial, staff and volunteer resources to:

- Increase non-dues revenue
- Maximize staff resources
- Reduce barriers to meaningful volunteer engagement consistent with focus and direction of the plan.

Membership

IAAO will be a thriving global organization of experts in the field of property appraisal, assessment administration and property tax policy and reflect:

- Increased membership across all categories
- Expanded number of chapters and affiliates
- Increased membership retention
- Increased member use and satisfaction with product and services.

Research

IAAO will be regarded as the recognized source and promoter of research related to mass appraisal and property tax policy and will work to:

- Increase and enhance the use of IAAO research
- Increase recognition of IAAO as the leading source of research.

Standards

Property tax professionals will rely on IAAO for standards that represent fair and equitable appraisal practices, assessment administration and property tax policies by:

- Increasing acceptance and application of IAAO Standards
- Monitoring and revising standards to maintain relevancy in the industry.