

MISSION: ICA is a not-for-profit organization dedicated to the growth and success of catering and event professionals.

LEADERSHIP Leading a robust nonprofit association, since 1981.	KNOWLEDGE Providing resources and education that support catering and event success.	AWARENESS Raising awareness of the impact of the catering and events profession.	COMMUNITY Maintaining a dynamic membership community that shares experiences and knowledge.
<p>Dedicated Board and Committees Update the governing documents; and align and define the structure of committees to supplement board work.</p> <p>Financial Strength and Sustainability Generate sustainable streams of income by offering new programs and services to expanded markets.</p> <p>Subsidiary Structure Strengthen relations with allied organizations or create new ICA subsidiaries. Collaborate with new partners.</p> <p>Management Staffing Capacity Invest in the staffing needed to be a model of excellence and to provide superior member service.</p>	<p>Educational Resource Create a cohesive approach to education, including enhancements to conference, webinars, workshops, fireside chats led by ICA members, and zoom roundtables. Increase revenue from education to exceed \$200,000 by December 2024</p> <p>Business Intelligence Offering Use talent within ICA, consultants, and member surveying, to create tangible products and publications available to members and nonmembers.</p> <p>Consulting Services Identify evolving needs of catering and event professionals with an intent of creating a peer-to-peer specialized consulting service. Develop in 2024 and implement by 2025 as a new service and added revenue for ICA or a for-profit ICA subsidiary.</p> <p>Catering and Events Information Vault® Continue to add templates, forms, and manuals that can be shared with members-only having access to "the vault."</p>	<p>Economic Impact Develop and promote an industry statement (info-graphic) depicting the economic and positive impact of catering and events.</p> <p>Industry Sectors Develop a plan to segment, communicate with, enroll, and deliver value to allied markets, including Off-Premise Catering; On-Site Venue Catering; Private Clubs; Restaurants; Hospitality; and Colleges/ Universities.</p> <p>Communication Strategies Create a marketing and social media strategy that increases awareness of ICA's value and impact amongst the catering organizations. Provide incentivize to exceed 25 percent response rate.</p>	<p>Awards, Scholarships, and Recognitions Refresh the award programs to become the most prestigious opportunities in the industry and elevate the ICA brand.</p> <p>Connectivity Develop public platforms for roundtables and community conversations that intentionally engage members and new segments of the industry.</p> <p>DEI Create a template for members to integrate a model of DEI in their companies.</p> <p>Membership Through segmentation and by providing increased ICA value, grow membership to reach at least 500 by close of 2025. Provide new member orientation to increase engagement and awareness programs. Review and enhance the CATIE award.</p>

TERMINOLOGY

Mission: Purpose for existence; submitted to IRS.
Vision: Inspiring, organizational aspiration.
Values: Guiding principles.
Goals: The core competencies to achieve the mission.

Strategies: Program and priorities requiring resources to advance the goals.
KPIs: Performance metrics to monitor progress.
Committees: Aligned; support work of board and staff.
Program of Work: Tracking deadliners and accountability.