

STRATEGIC PLAN - Updated July 2025



MISSION	ACCP advances the effectiveness of corporate social impact professionals by sharing knowledge, fostering solutions, and cultivating inclusive peer communities.
VISION	ACCP envisions a more equitable, sustainable, and prosperous society strengthened by corporate, community, and stakeholder alignment.
VALUES	Collaboration, Inclusion, Learning, Trust

Pillars:	Advance Knowledge & Practice	Foster Community	Advance Equity	Advocate for the Profession
Goals Statements describing the end state we seek to achieve	Equip professionals with the <u>knowledge needed to catalyze change</u> for long-term success in their companies and communities.	Foster a <u>supportive, inclusive and active peer community</u> that maximizes connections and learning.	<u>Increase the diversity and inclusiveness of the field and promote equitable practices</u> to maximize social impact and business success.	<u>Amplify data and messages that elevate the vital role</u> of corporate social impact* professionals.
Objectives Distinct and measurable elements that show how we will achieve the goal	<ol style="list-style-type: none">1. Educate the field on evolving fundamentals of corporate social impact.*2. Enhance expertise in how CSR aligns to the business and supports cross-functional priorities.3. Progress careers in corporate social impact.4. Identify trends and anticipate future demands to contribute knowledge and adapt ACCP programs and resources.	<ol style="list-style-type: none">1. Maximize member-driven peer learning and reciprocal information sharing.2. Foster career-long peer relationships among members of the ACCP community.3. Nurture a trusting, non-judgmental, and inclusive community culture.	<ol style="list-style-type: none">1. Diversify the field by investing in skills development and career pathways that lead to more inclusive and representative leadership in corporate social impact.2. Advance equitable practices in CSR and ESG by incorporating relevant knowledge and open dialogue throughout ACCP’s learning opportunities, community, communications, and advocacy initiatives.3. Purposefully foster belonging in ACCP among diverse practitioners by progressing an inclusive culture.	<ol style="list-style-type: none">1. Prepare professionals to elevate the relevance and importance of their work within their companies.2. Use ACCP’s voice independently and through collaborative partnerships to increase business commitment to social impact.3. Showcase ACCP member stories to strengthen the appreciation of the shared value CSR programs provide to companies and communities.

* For the purposes of this document we are using the terms "corporate social impact", "corporate social responsibility (CSR)", and "corporate citizenship" interchangeably.