

# FPA Advisory Council: 2025 One-Page Strategic Plan

## Theme: Enhancing Engagement, Strengthening Chapters, and Driving Impact

The **FPA Advisory Council** will serve as the vital connection between **FPA and local chapters**, ensuring that engagement is strengthened, resources are maximized, and communication is effective. This plan aligns the Council's efforts with the **FPA Strategic Plan**, making the Advisory Council a **key driver of chapter success and national progress** in 2025.

Strategic Focus	Key 2025 Actions	Alignment with FPA Strategic Plan	Success Metrics (KPIs)
<b>Clarify the Role and Accountability of Advisory Council Representatives</b>  <i>ACEC Leads:</i> <ul style="list-style-type: none"><li>James S.</li><li>Patty</li></ul>	<ul style="list-style-type: none"><li>Define clear expectations for representatives, including responsibilities and reporting structure.</li><li>Develop guidance and recommendations for each chapter to appoint a representative and implement structured onboarding.</li><li>Create an accountability system to track participation and engagement.</li></ul>	Strengthens FPA's networking and engagement by ensuring stronger chapter connections and deeper collaboration between FPA and chapters.	<ul style="list-style-type: none"><li>90%+ chapters have a designated Advisory Council representative.</li><li>Increased follow-through on commitments from representatives.</li></ul>
<b>Improve Communication and Information Flow</b>  <i>ACEC Leads:</i> <ul style="list-style-type: none"><li>Aaron</li><li>Dan</li></ul>	<ul style="list-style-type: none"><li>Establish a structured two-way communication process between FPA, the Advisory Council, and chapters.</li><li>Develop a quarterly engagement report summarizing key Council updates, successes, resources, and best practices.</li><li>Standardize meeting agendas and summaries with clear action items for follow-up.</li></ul>	Enhances awareness of chapters to stay informed and aligned with national efforts.	<ul style="list-style-type: none"><li>80%+ of representatives actively engage with chapter boards.</li><li>100% of meetings result in clear action steps and follow-up.</li></ul>
<b>Increase Chapter Support and Resource Utilization</b>  <i>ACEC Leads:</i> <ul style="list-style-type: none"><li>Thomas</li></ul>	<ul style="list-style-type: none"><li>Provide a role-specific guide for Advisory Council reps on how to maximize their impact.</li><li>Increase visibility of FPA benefits and resources to representatives through impactful communication.</li><li>Adopt a regular communication schedule with clears asks of Council representatives for them to engage their respective chapters.</li></ul>	Empowers Advisory Council representatives to be effective liaisons and advances FPA's mission.	<ul style="list-style-type: none"><li>80%+ of representatives actively engage with their chapters.</li><li>10% improvement in chapter satisfaction scores related to awareness and engagement.</li></ul>
<b>Enhance Engagement and Participation</b>  <i>ACEC Leads:</i> <ul style="list-style-type: none"><li>Stacy</li><li>Deshawn</li></ul>	<ul style="list-style-type: none"><li>Improve Advisory Council meeting structure with pre-set agendas, key discussion topics, and action-driven breakout groups.</li><li>Schedule periodic regional chapter collaboration calls to improve idea-sharing and problem-solving.</li><li>Implement an engagement tracking system to monitor representative involvement and effectiveness.</li></ul>	Reinforces FPA's community-building and networking initiatives, strengthening collaboration among chapters.	<ul style="list-style-type: none"><li>75%+ attendance at Advisory Council meetings.</li><li>Increased chapter-to-chapter collaboration and resource-sharing.</li></ul>
<b>Measure and Drive Impact</b>  <i>ACEC Leads:</i> <ul style="list-style-type: none"><li>Lance</li><li>Ben</li></ul>	<ul style="list-style-type: none"><li>Implement KPI tracking for chapter engagement and Advisory Council effectiveness.</li><li>Establish quarterly check-ins and action-based reporting for representatives.</li><li>Define a process for collecting and integrating chapter feedback into national initiatives.</li></ul>	Supports FPA's mission to be the leading membership organization by ensuring engagement and responsiveness.	<ul style="list-style-type: none"><li>Quarterly impact reports shared with the Council and FPA leadership.</li></ul>