

## VISION

TSAE is the essential community for all association professionals in Texas, delivering meaningful impact and nationally positioned to propel the association industry forward with expertise, innovation, and influence.

## MISSION

Providing association professionals a community for collaboration, learning, and leadership growth.

## GOALS

**GOAL #1:** TSAE will deliver deeper impact for association professionals in Texas by building new strategic partnerships and funding opportunities to strengthen its financial foundation and expand capacity.

**GOAL #2:** TSAE will significantly expand and diversify membership by enhancing the personal and organizational return on investment through customized offerings, continuous feedback, and development of robust networks.

**GOAL #3:** TSAE will champion the adoption of innovative practices among associations by proactively identifying emerging trends and solutions that propel the association industry forward and by modeling best practice.

**GOAL #4:** TSAE will strengthen the unity and influence of the Texas association community by building government affairs capabilities.