

APAC Program

2025-2026 Strategic Plan

Vision

Establish, assess, and promote recognized certification of competence among accessibility professionals with knowledge and expertise in pursuit of compliance with accessibility regulations related to the built and physical environment.

Mission

Develop and maintain an accreditation process to verify accessibility professionals' skills and knowledge of the accurate application of accessibility standards in project design, review, and inspection. The APAC Program encompasses multiple codes, regulations, and laws pertaining to accessibility in the built environment.

Objectives

1. Gain accreditation for the APAC-BE exam
2. Increase visibility and adoption of exam
 - a. Facilitate exam adoption by agencies and organizations
 - b. Encourage existing APACs to ask their own organizations to require or highly recommend the exam
 - c. Employ social media and other outlets to promote recognition of APAC-BE credential
 - d. Advocate for the exam

3. Market to potential candidates

- a. Approach accessibility professional networks (e.g., APA members, APACs' networks, ADA consultants)
- b. Develop and promote "master class retreats" hosted by APA, open only to APACs
- c. Attend professional conferences as an exhibitor (e.g., ADA Symposium)
- d. Employ newsletters, announcements, and forums frequented by accessibility professionals
- e. Offer discounts for staff of other organizations

4. Provide robust Continuing Education opportunities

- a. Provide multiple options for renewing APACs to gain CEUs through professional development activities and contributions to the profession
- b. Encourage high-quality options from Approved Providers
- c. Engage a well-functioning LMS