

APA 2026-2027 Strategic Plan

APA Vision Statement:

A national association of professionals with knowledge and expertise in pursuit of compliance with accessibility regulations related to the built and physical environment.

APA Mission:

1. Support membership needs
2. Support organizational growth and recognition
3. Enhance professional development
4. Promote services provided by our members
5. Hold our members to high standards of professionalism and ethics
6. Participate in the development, interpretation, and adoption of accessibility regulations
7. Promote the value of certified accessibility professionals

APA vision and mission will be achieved by focusing the efforts of our Board, committees, and membership on the following objectives:

1. Support membership needs

- a. Strengthen existing member benefits through technical forums, website, job postings, product information, and industry partnerships
- b. Explore additional member benefits
- c. Encourage active participation by all APA members through networking, mentoring, and social activities

2. Support organizational growth and recognition

- a. Promote the national presence of APA
- b. Create state/regional chapters
- c. Grow and support existing chapters
- d. Collaborate with accessibility organizations to pursue mutual goals

3. Enhance professional development

- a. Provide accredited continuing education training
- b. Encourage APA professional certification
- c. Develop best practices manual

4. Promote services provided by our members

- a. Promote further use of graphics standards including the use of the APA logo on business cards and on email signature blocks
- b. Utilize website, trade shows, forums, and social media

5. Hold our members to high standards of professionalism and ethics

- a. Promote the APA ethics policy

6. Participate in the development, interpretation, and adoption of accessibility regulations

- a. Maintain a strong relationship with state and federal jurisdictional authorities as well as codes and standards promulgators
- b. Monitor comment periods and provide input on development of accessibility codes and standards, and hearings as appropriate
- c. Promote the appointment of APA members to code review boards (ICC, Access Board, AB Advisory, ICC A117.1)

7. Promote the value of certified accessibility professionals

- a. Educate public policymakers to seek out and consider the opinions of APA members on key issues affecting accessibility as appropriate
- b. Educate members of allied organizations, civic groups, building industry, and commercial real estate industry about the regulatory requirements for accessibility in the built and physical environment
- c. Encourage the industry to adopt the APAC certification as the standard for overall accessibility knowledge in the built environment