

EAPA Strategic Plan 2010-2014

Primary Goal 1

The Value of EAP: Making the Business Case

EAPA will improve its ability to communicate and support the EA value proposition to EA stakeholders, including EA professionals, business leaders and decision makers, benefits consultants and brokers, and media.

Responsible Party: Board Member 1

Component Objective 1: Develop a practical value proposition that expresses, in business terms, the worth of comprehensive EA programs linked to the workplace.

	Form task force, consisting of EA researchers and EA leaders, to create a value proposition on the objective merits of EAP		
	Task force will customize the value proposition for specific target groups: purchasers and brokers, SHRM, labor organizations, and government entities.		

Component Objective 2: Promote EAPA Standards and Guidelines to members, potential members, purchasers, and media through multi-pronged initiative

	Convene an International Task Force composed of selected non-U.S. members to update EAPA's International Guidelines		
	Define and develop communications of diverse media that convey and promote the fundamental importance of the EAPA Standards		

Component Objective 3: Educate EAPA's stakeholders, workplace leaders, and members on the distinctiveness of EAP via the adherence to consistent language and definitions.

	Define and develop consistent communications of diverse media that distinguish the uniqueness of EA practice		
--	--	--	--

Primary Goal 2:

The Value of EAP and the Role of EAPA: Disseminating the Business Case to Purchasers, Their Consultants, and Brokers

EAPA will significantly increase the recognition, value, and relevance of its Standards, activities, and educational resources among purchasers and brokers of EA services.

Responsible Party: Board Member 2

Component Objective 1: Develop a clear strategy to disseminate the business case to purchasers, consultants, and brokers

Create a Customer Task Force	Task force will Identify key purchasers, brokers and consultants who influence EA purchasers	
------------------------------	--	--

Component Objective 2: Educate purchasers (HR, Benefits, Unions).

Develop dissemination strategy specific to purchasers of EA services including deliverables and timelines	
---	--

Component Objective 3: Educate consultants and brokers.

Develop dissemination strategy specific to consultants and brokers including deliverables and timelines	
---	--

Primary Goal 3:

The Value of EAP and the Role of EAPA: Disseminating the Business Case to Collaterals, Communicators, and Impactors

EAPA will be recognized by media, governments, and other interested parties as the authoritative and unifying voice of the EA profession.

Responsible Party: Board Member 3

Component Objective 1: Create and foster effective relationships with media.

Create a Media Relations Task Force	
-------------------------------------	--

Component Objective 2: Monitor, respond to, and influence matters of public policy relating to EA worldwide.

Create a task force charged with monitoring issues of public policy and articulating EAPA's positions on such	
---	--

Component Objective 3: Monitor, respond to, and influence news relating to EA worldwide.

Create a task force charged with monitoring issues of workplace and EAP relevance and articulating EAPA's positions on such	
---	--

Primary Goal 4

The Value of EAPA: Engaging a New Sector of Potential Members

EAPA will significantly increase the number of members, number of CEAPs, commitment to EAPA Standards, and engagement in EAPA activities among EA network clinicians.		
Responsible Party: Board Member 4		
Component Objective 1: Transform EA network clinicians into EAPA members.		
Create "New Sector" task force charged with attracting and retaining network clinicians into EAPA	Board Member 4	

Primary Goal 5

The Value of EAPA: Increasing General Membership through Attraction and Retention

EAPA will increase retention of current members, re-attract former members, and attract new members.		
Responsible Party: Board Member 5		
Component Objective 1: Increase retention of current members.		
Form the EAPA Membership Task Force charged with developing and implementing a strategy for member attraction and retention. The strategy should include specific approaches to retain current members, re-attract former members, and attract new members.		
Component Objective 2: Re-attract former members.		
Implement a survey which solicits candid feedback from a sample of former, current, and potential members.		
Develop and implement appropriate remediative actions based upon survey feedback.		
Component Objective 3: Attract new members from all models of EA practice.		
Develop a multi-tiered strategy for attracting members including, but not limited to: starting early by presenting to educational programs (even high school) to raise awareness of the workplace value of EAPs; encouraging/publicizing internships; utilizing social networking channels/media; providing "scholarships" for world conference attendance, presenting to other allied associations.		
Component Objective 4: Develop leadership.		
Form Leadership task force from those EAP managers and directors willing to contribute their knowledge and skills to develop and disseminate a leadership development and succession management strategy for EAPA		