



# 2025 Strategic Plan Update

## *5-year plan*



### Our Mission

Founded in 1994, the Career Services & Employer Alliance is the premier provider of education, information and expertise for the support and development of individuals in the MBA and other graduate business career management and employment professions.

### Vision Statement

Our vision is to be globally recognized as the foremost expert and resource fostering innovation and connections for career services and employers in MBA and business masters programs.

### Core Values

- Collaboration
- Integrity
- Diversity
- Member-focused
- Thought Leadership



**Career Services &  
Employer Alliance**

Setting the Standard. Connecting the  
Business Masters Community.

# Areas of Focus



## THOUGHT LEADERSHIP

- Enhance the value of research through member perspectives and in-depth analysis
- Develop and distribute new and repurposed content
- Enhance member thought leadership through recognition and spotlights



## PROFESSIONAL DEVELOPMENT

- Develop microcertifications based on core competencies, delivered by experts in the field
- Create more extensive benchmarking opportunities for disaggregated data



## MEMBERSHIP ENGAGEMENT

- Tell the CSEA story through more member testimonials
- Connect members with the board more
- Develop informal member recognition programs
- Increase engagement in the online community



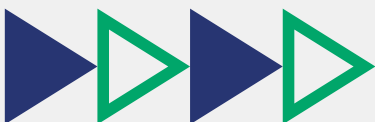
## EMPLOYERS

- New employer membership model: complimentary membership with partnership investment opportunities
- Enhanced marketing plan for employers, with increased outreach from school members



## APAC & EMEA REGIONS

- Increase participation in data collection through shorter surveys
- Provide qualitative data to supplement quantitative
- Create and share stories by sector and region



**Career Services & Employer Alliance**

Setting the Standard. Connecting the Business Masters Community.

# How can members support the plan?

## JOIN A COMMITTEE

Put your expertise to work on priorities like programs, research, content development, and member onboarding.

## SHARE YOUR CSEA STORY

Tell peers how CSEA helps you—one quote can inspire dozens to engage.

## PARTICIPATE IN RESEARCH SURVEYS

Shape industry benchmarks and legitimize our research by lending your data or perspective.

## SHARE IN THE ONLINE COMMUNITY

Post a question, answer one, or drop a resource or best practice.

## INVITE EMPLOYERS TO JOIN CSEA

Know a hiring partner who should be here? A warm intro goes a long way.

## SHARE CSEA CONTENT

Amplify CSEA articles, research highlights, and event announcements across your channels to expand our reach.

