

QRCA Strategic Plan

Vision: The Qualitative Research Consultants Association (QRCA) provides industry leading resources that are essential to its members and the professionals who use qualitative research.

Mission: The Qualitative Research Consultants Association is dedicated to advancing the discipline of qualitative research worldwide.

1. GOAL: ENHANCE MEMBER VALUE

- a. Expand awareness and accessibility of content
- b. Foster membership engagement
- c. Maximize benefits and offerings

2. GOAL: INCREASE THE STATURE OF QRCA

- a. Build awareness of and familiarity with QRCA
- b. Enhance and expand industry partnerships
- c. Promote excellence in qualitative research

3. GOAL: MAINTAIN A SUSTAINABLE ORGANIZATION

- a. Ensure financial stability
- b. Grow membership
- c. Create meaningful volunteer/leadership opportunities

Approved January 11, 2015

