



# Security Industry Association Strategic Plan Framework

## Mission and Vision Statements

### Board-Approved Mission Statement:

To be a catalyst for success within the global security industry through information, insight, and influence.

### Board-Approved Vision Statement:

The world's leading association for security solutions.

### Strategic Goals

The Security Industry Association (SIA) Board of Directors has adopted five strategic goals: advocacy, SIA brand growth and visibility, collaboration, member engagement, and talent management. The SIA staff will strive to implement these strategic goals subject to Board of Directors approval.

### Advocacy

**Goal:** To drive and influence government security-related policies and standards.

### Key Objectives:

- Maintain a proactive advocacy program that effectively influences policies at all levels of government in the U.S while consistently monitoring international policy development.
- Promote participation in the SIA Political Action Committee to eligible individuals and corporate PACs to further public policy objectives.
- Influence regulatory/compliance requirements, grant guidance, and standards and codes affecting the use of security solutions in vertical markets.
- Actively participate in the development of government policies pertaining to AI, data privacy, and cyber security and provide timely analysis of government proposals and policies to SIA members.
- Support government policies and grant funding for academic programs (e.g., STEM curriculum) that align with common career positions in the security industry and attract student interest in security industry careers.
- Leverage innovative tools and creative methods to increase member engagement and networking, particularly by young professionals, in SIA government relations events.

### Brand Growth and Visibility

**Goal:** To increase public awareness of SIA, its value, and as the resource for trusted security solutions.

#### Key Objectives:

- To consistently promote the value of SIA, the collective expertise of its members, and SIA content to national business media representatives, industry trade press, customer-facing entities, government, prospective members, and the public.
- Implement a PR initiative that results in regular media coverage about SIA and on topics in the national news.
- Organize regular calls with media representatives to discuss the State of the Industry at SIA events and virtually.
- Leverage and cultivate growth in the SIA Speaker's Bureau as a platform for SIA member SMEs to share their perspectives on topics including AI, school security, and critical infrastructure protection.
- Continually invest in SIA Center of Excellence content and strongly promote it as the leading industry resource for training, research, and industry best practices.

### Collaboration

**Goal:** To develop “win-win” alliances with organizations/associations that will provide clear value to SIA members while expanding SIA's influence and expertise in new areas.

#### Key Objectives:

- Develop a structured communications approach with other standards organizations (e.g., ONVIF, ISO) that elevates information-sharing and education, identifies new areas of standards development, and helps to harmonize activities; therefore, avoid duplication of standards and confusion in the marketplace.
- Develop a regularly updated matrix of vertical market security industry associations and organizations that serves as a resource to members and a potential source of content partnership opportunities for SIA (e.g., conference sessions, recommended practice guides).
- Expand the SIA advisory board structure to reflect the SIA membership composition and to provide members with compelling content in areas of importance to the broad SIA community.
- Develop content strategy around the topic of Identity that is coordinated with existing SIA committees and advisory boards and includes collaboration with relevant academic institutions and organizations.
- Actively participate in coalitions to advance SIA priorities and member business objectives (e.g., U.S. Chamber of Commerce).
- Promote the ASAP-PSAP program within industry coalitions.

### Member Engagement

**Goal:** To increase the value proposition of membership for existing and prospective members and provide these businesses and individuals with regular engagement opportunities and experiences.

#### Key Objectives:

- Establish a consistent onboarding process for members that provides them with information on how to effectively participate within SIA and leverage association resources.
- Provide digital marketing and messaging templates to members that promote the value of SIA internally to management teams and employees.
- Enhance the member registration experience for SIA educational programs, conferences, and events. Solicit and evaluate member feedback toward the current registration process and consider new event registration software or improvements to the existing platform.
- Develop more creative methods for communicating information to SIA members.
- Increase member participation within SIA committees and foster diversity among committee participants.
- Accelerate efforts to grow the list of contacts for each member company beyond the primary contract.
- Continue efforts to broaden the scope of membership.
- Identify industry leaders/influencers to support membership recruitment efforts.
- Examine ways to cultivate networking opportunities for individuals in certain member segments roles (e.g., CSPM and SICC credential holders).

### Talent Management

**Goal:** To help members address their workforce needs including the recruitment of employees and the retraining and upskilling of existing workers.

#### Key Objectives:

- Expand SIA's outreach to colleges, universities, and vocational schools.
- Actively promote leadership development educational opportunities to all levels of the membership's workforce.
- Adopt strategies to foster industry diversity and engage millennials, students, and minorities as individual members and promote the industry as a source of employment to these constituencies.
- Leverage programs developed by the Foundation for Advancing Security Talent (FAST) to address talent management needs.
- Participate in coalitions that will help to attract qualified individuals to the security industry (e.g., HBCU Partnership Challenge; Professional Certification Coalition).