

# IES STRATEGIC PLAN

2026-2028: Lasting, Scalable Growth



**Mission :** The IES seeks to improve the lighted environment by bringing together those with lighting knowledge and by translating that knowledge into actions that benefit the public.

**Vision :** To become the leading global lighting organization dedicated to communicating the value of lighting quality to its members, allied professional organizations, and the public.

## Our Goals:

**Grow membership** by expanding renewal options, engagement pathways, and support for local sections.

**Diversify revenue** by expanding IP use, introducing new sponsorship opportunities, optimizing shared resources, and setting measurable revenue targets across all events.

## Our Priorities:

<b>Deliver Precise and Trusted Information</b>	<ul style="list-style-type: none"><li>• Elevate awareness of our collective expertise and create clear pathways to become Subject Matter Experts</li><li>• Develop and maintain efficient modalities for information delivery</li><li>• Uphold rigorous processes and procedures that ensure technical integrity in all standards and publications</li></ul>
<b>Grow Global Brand and Relevance</b>	<ul style="list-style-type: none"><li>• Create consumer-facing education to increase understanding of lighting quality and value</li><li>• Strengthen visibility through strategic media placement, search engine optimization (SEO), targeted campaigns, and global partners</li><li>• Diversify live educational experiences to differentiate IES</li></ul>
<b>Energize Our Members and Modernize Our Structure</b>	<ul style="list-style-type: none"><li>• Simplify engagement with IES across all platforms and programs</li><li>• Establish succession planning and leadership development within volunteer committees</li><li>• Enhance the membership experience through improved communication, transparency, and connection within local sections</li></ul>
<b>Balance Tradition with Transformation</b>	<ul style="list-style-type: none"><li>• Honor achievements, awards, and milestones while celebrating the next generation of lighting professionals</li><li>• Embrace emerging technologies and evolving workflows that strengthen technical excellence</li><li>• Support innovation that aligns with IES's commitment to scientific accuracy, integrity, and education</li></ul>

This plan affirms our commitment to progress and excellence—driving scalable growth, strong partnerships, and adaptive solutions. Honoring our history, we remain agile, forward-thinking, and united in shaping the future of our profession.