RPOA RECRUITMENT PROCESS OUTSOURCING ASSOCIATION

RPOA Vision 2026–2028: Strategic Framework

By 2028, the Recruitment Process Outsourcing Association (RPOA) will be recognized as the world's leading authority on recruitment process outsourcing foresight and innovation, and as a trusted convener for a growing global community.

Leading Authority

The RPOA will be the starting point for understanding what great RPO looks like by producing and publishing:

- Widely cited industry foresight
- Collective thought leadership
- Buyer trends research
- Accredited certificate programs

Trusted Convener

- Be a neutral connector for decision makers and experts in the RPO ecosystem.
- Fuel industry foresight and innovation shaped by community engagement.
- Bring an RPO community together through conferences, summits, peer forums, task forces, and committees.

Our Strategic Priorities

- Be the most recognized authority on the current trends and future outlook of recruitment process outsourcing.
- Serve as the trusted convener of a vibrant and collaborative community.
- Publish the industry's most impactful research and thought leadership.
- Grow membership, partnerships, and diversified revenue.
- Advance AI literacy and responsible adoption of recruitment technology.
- Expand its presence globally.

Emerging Strategic Opportunities for Horizon Considerations

Establish a standards body for RPO. → Explore AI & labor regulation advocacy. → Introduce Employer Membership tier.

Together, these priorities position the RPOA as the home of RPO — THE PLACE TO GO FOR RPO™ — and the essential partner for those shaping the future of recruitment process outsourcing, ethically, strategically, and globally.

RPOA RECRUITMENT PROCESS OUTSOURCING ASSOCIATION

Who We Serve And How We Deliver Impact

providers

Business growth and resilience for emerging and established providers through:

- Peer learning
- Strategic connections
- AI literacy & innovation
- Market intelligence
- Certificate programs

Technology Partners

- Recognition as a trusted partner for RPOs
- Brand visibility in a target market
- Market intelligence
- Business development opportunities
- Business growth

Talent Leaders

- Buyer guidance & evaluation frameworks
- Outcome-based research
- AI ethics & governance insights
- Workforce strategy best practices

How We Will Build a Strong and Scalable Organization

Revenue & Membership

- Diversified revenue streams from membership, partnership, events, certificate programs, and content
- Growing memberships and partnerships
- Hybrid membership for organizations and individuals

Governance & Leadership

- Purposeful autonomous committees
- Innovative AI-enabled operations
- Longevity through succession planning

Our Identity and Core Culture

The RPOA thrives on open collaboration, community to ensure competition, high trust and transparency, continuous innovation, and stewardship to ensure success and resilience.

Our Path Forward

- Expand global relevance beginning with Europe
- Strengthen member and partner value
- Shape talent acquisition through AI and global talent trend foresight

By 2028, RPOA Will...

- Provide practical playbooks and guidance for buyers and providers
- Validate solutions with providers
- Direct access to decision-makers
- Shape research direction through industry leaders
- Enable credible collaboration, participation in research and events
- Expanded technology partnerships, employer membership, and individual paid membership