



2025-2027 Strategic Plan Objectives

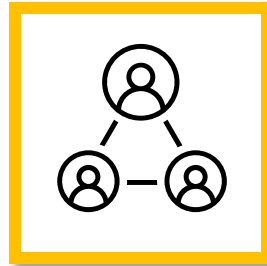
As the united voice of North Carolina's engineering community, ACEC/NC drives positive change through advocacy, professional development, and industry collaboration.



Expand **ADVOCACY**

Position ACEC/NC as the definitive voice of engineering, leading and advancing the industry's interests through influential relationships, strategic coalitions, and effective advocacy that shapes North Carolina's future.

- Expand **Agency** Engagement & **Regulatory** Relationships Beyond DOT*
- Strengthen **Legislative** Relationships*
- Enhance Advocacy **Communications** & Engagement*
- Strengthen **Political** Impact*



Ensure **EFFECTIVENESS**

Strengthen ACEC/NC's organizational foundation through enhanced financial stability, modernized governance practices, and optimized operational systems that ensure best-in-class service to member and long-term sustainability.

- Modernize **Governance** to Diversify Participation and Ensure **Accountability***
- Modernize Operational Systems***
- Strengthen Organizational **Capacity***



Celebrate **IMPACT**

Champion engineering's indispensable role in North Carolina while inspiring future generations through compelling demonstrations of the profession's power to transform communities, strengthen economic vitality, and enhance quality of life.

- Empower **STEM/Workforce** Task Force to Build Educational **Partnerships***
- Amplify and Share Engineering's **Story***
- Demonstrate **Community** Impact*
- Engage the **Next Generation** of Engineers*



Energize **ENGAGEMENT**

Foster a vibrant, inclusive engineering community that maximizes participation and delivers exceptional value to firms of all sizes, specialties, and locations while creating clear pathways for leadership development and meaningful engagement across North Carolina.

- Clarify & Communicate **Value Proposition***
- Strengthen Member **Experience***
- Create Engagement **Pathways** & Expand Member **Participation***
- Build **Business** Resources*

During its recent strategic planning engagement, ACEC/NC undertook a deliberate and collaborative process to envision the future, define direction and clarify priorities. With a new strategic plan as its foundation, ACEC/NC and its members will continue engineering a dynamic community of knowledge and business development, ensuring member success and organizational impact.

Future Scenario
Brainstorming

SWOT Analysis &
Resource Alignment

Strategic Tactics &
Measurables

Stakeholder
Surveys



AMERICAN COUNCIL OF ENGINEERING COMPANIES
of North Carolina