

Mission, Vision & Goals

2019 – 2021

MISSION

Creating a healthy environment for engineering firms to advance the prosperity and welfare of Wisconsin

VISION STATEMENTS

- I. Creating a **favorable environment** for engineering firms
- II. Providing access to **knowledge**
- III. Delivering **member value**
- IV. Maintaining a **strong organization**

GOALS

1. By 7/31/2021 each Committee shall have at least 15% of individual membership less than 40 years old.
2. Between 1/1/2019 and 12/31/2021 there will be 50 new individuals engaged in organization activities in committees, political giving, event attendance, etc. (excluding Leadership Institute participants)
3. ACEC Wisconsin will have at least 90 member-firms by 12/31/2020
4. Appoint a Diversity and Inclusion Committee by 3/1/2019 charged with the following by 12/31/2019:
 - a. Defining Diversity
 - b. Recommending education program
 - c. Recommending diversification goals
5. Increase social media presence to promote the ACEC WI brand and share each member firms' community impact stories highlighting charitable initiatives, social responsibility and STEM by July 1, 2020. (PR Committee Charge)

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STRATEGIES TO ACHIEVE VISION

I. Creating a favorable environment for engineering firms

Representing the interests of professional engineering firms to improve public policy and public image.



Advocacy Team – Represent the diverse interests of member firms through effective advocacy.



Agency Relations – Build trusted beneficial relationships with governmental agencies.



Brand Awareness – Encourage members to promote ACEC affiliation through use of the distinctive brand on business collateral.

Trusted Resource – Position ACEC WI as the preeminent resource for government and media.

Grassroots Involvement – Increase member involvement in public policy and identify members as potential candidates for elected and appointed positions.

Candidate Support – Maintain sufficient funding of Conduit and Political Action Committee.

National Public Affairs – Leverage ACEC national resources and involvement.

Charitable Initiatives – Highlight the contributions that individuals, member firms and ACEC WI make in their communities.

Social Responsibility – Promote programs at the state level that increase public awareness such as the annual Engineers' Week, involvement in STEM education, and other opportunities. Use social media to improve public awareness.

II. Providing access to knowledge

Delivering the education and expertise to support business success.



Networking with Results – Facilitate networking and learning opportunities through programs that promote the exchange of expertise.



Leadership Development – Contribute to leadership development through educational and volunteer leadership opportunities.

National Resources – Promote the availability of resources from ACEC national, such as education, conferences and committee involvement.

Licensure – Offer programs and education that support licensure and professional designations.

Custom Offerings – Provide state-level continuing education offerings.



= high priority item

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III. Delivering member value

Providing benefits and services exclusively for members.



Agency Access – Connect members to agencies through exclusive opportunities.



Awards and Recognitions – Recognize outstanding efforts and best practices through a vibrant awards program.



Leadership – Offer meaningful training and unique opportunities for industry leadership.

Benefits and Services – Promote the benefits and services available through ACEC national and ACEC WI.

Firm Relationships – Assist in establishing healthy firm relationships by facilitating connections among members.

IV. Maintaining a strong organization

Maintaining a healthy and dynamic association.



Membership Growth – Identify opportunities to serve new members having diverse interests.



Retention – Maintain member engagement and strong renewal through personal visits, improved communications and opportunities for participation and leadership.



Committees – Ensure engagement of committees and their alignment with strategic plan goals.

Governance – Maintain an effective structure of governance.

Staff Development – Maintain staffing needed to manage a growing association through professional development and succession planning.

Technology and Communications – Invest in the technology to support association functions and member preferences for communications.

Finances – Serve as stewards of resources and adopt policies that safeguard finances.



= high priority item