

ACEC WI Strategic Plan 2016-18

MISSION

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

GOALS

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

STRATEGIES TO ADVANCE GOALS

- I. **Creating a Favorable Environment** - Representing the interests of professional engineering firms to improve public policy and public image.

Public Policy

- A. Advocacy Team – Represent the diverse interests of member firms through effective advocacy.
- B. Agency Relations – Build trusted beneficial relationships with governmental agencies.
- C. Trusted Resource – Position ACEC WI as the preeminent resource for government and media.
- D. Grassroots Involvement – Increase member involvement in public policy and identify members as potential candidates for elected and appointed positions.
- E. Candidate Support – Maintain sufficient funding of Conduit and Political Action Committee.
- F. National Public Affairs – Leverage ACEC national resources and involvement.

Public Awareness

- G. Charitable Initiatives – Highlight the contributions that individuals, member firms and ACEC WI make in their communities.
 - H. 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.
 - I. Brand Awareness – Encourage members to promote ACEC affiliation through use of the distinctive brand on business collateral.
- II. **Providing Access to Knowledge** – Delivering the education and expertise to support business success.
 - A. Networking with Results – Facilitate networking and learning opportunities through programs that promote the exchange of expertise.
 - B. Leadership Development – Contribute to leadership development through educational and volunteer leadership opportunities.

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- C. National Resources – Promote the availability of resources from ACEC national, such as education, conferences and committee involvement.
 - D. Licensure – Offer programs and education that support licensure and professional designations.
 - E. Custom Offerings – Provide state-level continuing education offerings.
- III. **Delivering Member Value** - Providing benefits and services exclusively for members.
- A. Agency Access – Connect members to agencies through exclusive opportunities.
 - B. Benefits and Services – Promote the benefits and services available through ACEC national and ACEC WI.
 - C. Awards and Recognitions – Recognize outstanding efforts and best practices through a vibrant awards program.
 - D. Firm Relationships – Assist in establishing healthy firm relationships by facilitating connections among members.
 - E. Leadership – Offer meaningful training and unique opportunities for industry leadership.
- IV. **Maintaining a Strong ACEC Wisconsin** – Maintaining a healthy and dynamic association.
- A. Membership Growth – Identify opportunities to serve new members having diverse interests.
 - B. Retention – Maintain member engagement and strong renewal through personal visits, improved communications and opportunities for participation and leadership.
 - C. Governance – Maintain an effective structure of governance.
 - D. Committees – Ensure engagement of committees and their alignment with strategic plan goals
 - E. Staff Development – Maintain staffing needed to manage a growing association through professional development and succession planning.
 - F. Technology and Communications – Invest in the technology to support association functions and member preferences for communications.
 - G. Foundation – Assess the Foundation and its value for supporting charitable efforts, scholarship or education.
 - H. Finances – Serve as stewards of resources and adopt policies that safeguard finances.