



STRATEGIC FRAMEWORK

2026 - 2028

VISION & MISSION

Vision:

Wisconsin's trusted leader for engineering business excellence.

Mission:

Elevating the engineering profession through effective advocacy, meaningful connections, and talent development.

COMMITMENTS

Our commitments are intentionally woven into all that we do—from strategic goals to day-to-day decisions.

Organizational Excellence

ACEC WI is recognized as a trusted, high-performing organization.

We belong at ACEC WI

ACEC WI is an organization that reflects diversity and an inclusive environment where all members feel welcomed, engaged, and valued.

STRATEGIC GOALS

Advocacy

ACEC WI successfully establishes and nurtures strategic relationships, positioning our organization as a trusted advisor.

Success is:

- Increasing political giving from membership.
- Consistently ranking in top five infrastructure advocacy groups in political giving.
- Wisconsin's infrastructure has long-term, sustainable funding.



Develop & Engage

ACEC WI provides accessible growth and leadership opportunities across career levels and paths.

Success is:

- Leadership Institute at enrollment capacity and 50% of graduates continue engagement post-graduation.
- A strong foundation of volunteerism fueling participation and engagement across the organization.
- Professional development and networking opportunities that support our diverse membership.

Promote & Elevate

ACEC WI increases public awareness and perception of the vital work of engineering companies.

Success is:

- Development and implementation of a communications plan with measurable goals.

Invest in the Future

ACEC WI will identify our resources and role in growing interest in entering the engineering field.

Success is:

- Determine and define our role and next steps in workforce development.