



# STRATEGIC PLAN

Adopted: September 19, 2019

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## **Major Goal #1:**

**Provide a competitive advantage for member firms to drive higher levels of business success.**

- ACEC will promote and protect the use of Qualifications-Based Selection for the procurement of design professional services in the engineering industry to ensure firms are compensated based on the value they provide.
- ACEC will be the pre-eminent resource for obtaining business and management education and training for engineering companies.
- ACEC will keep members informed of the newest technology, government tax and policy changes, and business practices that improve firm management and lower costs.

## **Major Goal #2:**

**Grow and diversify membership in the organization and develop strategic partnerships to broaden the platform for resources and engagement.**

- ACEC will broaden the membership base, in partnership with ACEC National, by adding firms from new market segments without sacrificing the value currently provided to its member firms.
- ACEC will promote a culturally diverse workforce through public relations, pathways for success, and workforce development of underrepresented population segments in the industry.
- ACEC will seek out opportunities to partner with allied professions and industries as a mechanism to introduce a broader range of firms to ACEC and to expand offerings for member firms.
- ACEC will develop and offer business practice forums to increase value for existing firms and as a recruiting tool for new members.

### **Major Goal #3:**

**Support efforts to create a robust pipeline of future engineering talent, to ensure long term sustainability and relevance of the engineering industry.**

- ACEC will inventory current programs designed to attract K-12 and college students to a career in engineering and increase the involvement of member firms in these programs.
- ACEC will partner with other engineering societies, such as ASCE, ITE, etc., to align our resources on workforce development initiatives that attract talent to the engineering community.
- ACEC will provide emerging leaders, management and executive level continuing educational and development opportunities for member firms.

### **Major Goal #4:**

**Serve as the primary voice of the engineering industry, promoting its achievements, communicating its value, and protecting a positive business environment.**

- ACEC will formulate definitive legislative positions and publicly communicate those positions to influence positive change as the advocate for private sector engineering firms.
- ACEC will use the Engineering & Surveying Excellence Gala and similar activities to share the talents and achievements of ACEC member firms and reinforce the positive impact we provide.
- ACEC will actively promote our collective expertise on issues affecting the built environment.