

ACEC VIRGINIA STRATEGIC PLAN

Core Purpose:

ACEC *Virginia* is an indispensable partner to Virginia's engineering companies to support them in building their businesses.

Mission:

ACEC *Virginia* advocates for a positive regulatory and business environment for consulting engineering firms by providing leadership, education, and programmatic support to expand and sustain their businesses.

Values: Leadership | Education | Advocacy

Leadership as demonstrated by actively seeking opportunities to serve the interests of the profession through public and private sector services.

Education as demonstrated by a commitment to serving stakeholders through anticipation of their needs, visionary thinking, and innovation.

Advocacy as demonstrated by being the acknowledged expert voice for engineering firms in Virginia.

Big Audacious Goal: Leading collaboration to shape the future of the engineering industry in Virginia.

Goals:

Advocacy | Education | Business

GOALS AND OBJECTIVES

Goal One: Advocacy

ACEC Virginia is the acknowledged expert voice for consulting engineering businesses in Virginia.

- Establish annual advocacy goals in conjunction with a review of the changing political environment, the realities of divided government, and trends in regulatory and code applications
- Continue robust lobbying efforts during session by sponsoring appropriate legislation, monitoring bills, providing expert testimony, and communicating results
- Expand grassroots engagement on a yearly basis including in-locale visits during times of the year when the GA is not in session
- Increase Engineering Companies of VA PAC (ECVPAC) donations by developing a firm donation strategy
- Continue to work with allied organization to amplify the impact of the expert voice of the engineering industry in Virginia
- Consider media/messaging training for leadership

Goal Two: Education

ACEC Virginia provides education and leadership opportunities and training to shape the future of the engineering industry in Virginia.

- Refine and continue leadership institute (ELI) and consider an additional more advanced track
- Refine strategies for engaging schools – consider a separate strategy for K-12 and one for colleges
- Work with schools at point of impact to attract more young people into the industry and embrace STEM
- Seek opportunities to educate future engineers about the opportunities and advantages of working in a firm environment
- Consider offerings for other employee roles at member firms vs. engineers (architects, designers, project managers, etc.)
- Consider partnering for content with members

Goal Three: Business

ACEC Virginia provides resources tools for members to grow their business

- Facilitate shared interest groups (SIGS) as learning collaborative between members and partners
- Consider replicating VSEC and expanding SIG offerings
- Provide relevant content for member firms that they cannot get anywhere else to assist them in running their businesses
- Provide leadership and executive training that is focused on business needs
- Increase impact of awards program
- Consider developing annual trends report and benchmarking survey

Internal Goal: Membership

Increase membership recruitment and retention and measure engagement in defined areas/categories

- Consider increasing capacity with a part-time membership person who can focus on retention, recruitment, and increasing engagement
- Develop a survey calendar to determine annual net promoter score and determine where members are deriving the most value from their membership
- Evaluate events for opportunities to fully utilize their engagement potential
- Survey participants to understand where they are finding value in events
- Strategic communications plan to reinforce value of membership
- Broaden offerings to appeal to deeper staff level at firms to increase the number of people active in ACEC *Virginia* in each firm, vs. solely engineers

***Mega Issues:**

What is the purpose of increasing the dollar value of ECV PAC?

Define the role of ECV PAC in advocacy efforts

Strategic and business value of events

Define how we partner with schools

Sponsorship opportunities package

*Mega issues are issues of overriding strategic importance to the organization and are “items of the future” to be discussed at board meetings using knowledge-based decision making.