

ACEC/MN STRATEGIC PLAN 2022-2025

Strategic Goal 1 LEADERSHIP

Establish ACEC/MN as a leader within the business community

- **Advocate:** Increase influence with the legislature, governmental agencies, and the business community.
- **Empower:** Actively engage our committees and our membership.
- **Collaborate:** Actively partner with professional groups and the business community.



Strategic Goal 2 VALUE

Promote the value consulting engineering brings to society

- **Elevate:** Communicate the essential roles of consulting firms to policy makers, decision makers, and other influencers.
- **Educate:** Inform the public and our future workforce of the broad and positive impact of engineering.
- **Demonstrate:** Promote the industry's role in enhancing economic and social equities in the built environment.

Strategic Goal 3 TRANSFORMATION

Embrace and grow workforce diversity and advancements in technology

- **Include:** Create a diverse consulting engineering industry.
- **Inspire:** Connect the future workforce to our industry through collaborative involvement in STEM education.
- **Innovate:** Advance best practices that embrace technology and foster engagement.