

# 2025-2028 STRATEGIC PLAN



## Vision

Strong Firms.  
Smart Solutions.  
Better Minnesota.

## Mission

ACEC/MN advances the business of engineering through advocacy, business resources, and leadership development.

## Values

Innovation  
Collaboration  
Community  
Integrity

## Strategic Directions



### ADVOCACY

Advance policies that strengthen Minnesota's engineering industry by engaging with government at all levels, and promote the value of engineering to policymakers and the public.



### LEADERSHIP DEVELOPMENT

Support leadership growth at every career stage through programs and opportunities that empower individuals and enhance the greater engineering community.



### BUSINESS RESOURCES

Provide tools, insights, and events that help members navigate industry changes, make connections, and grow their businesses.



### OPERATIONS

Strengthen ACEC/MN's internal systems, staffing, and financial sustainability to enhance member value and long-term organizational impact.