

## STRATEGIC PLAN 2020-2025

### PURPOSE:

ACEC of Louisiana (ACEC/L) exists to protect, educate and advance the business of consulting engineering.

*“The Business Side of Engineering”*

### VALUES:

- Political advocacy to foster a positive business climate.
- Industry advocacy to provide a strong voice for our profession.
- Qualifications-Based Selection (QBS) procurement support to maximize the benefits to members, clients and the communities we serve.
- Member educational programs to improve business performance, develop leaders, and assist firms in meeting professional continuing education requirements
- Collaborative partnerships to provide networking opportunities and heighten the image of ACEC/L.
- Member firm promotion to enhance client awareness and elevate industry image.
- Membership value through cost saving benefits and affinity programs.

### VISION:

Membership in ACEC of Louisiana will be considered essential by engineering firms and affiliate professionals by acquiring ACEC of Louisiana’s core values: service, integrity, protect and assistance in industry, professionalism, and networking.

ACEC of Louisiana is committed to **advancing the private practice of consulting engineering, enhancing markets for private engineering services, educating the public on the importance of infrastructure investment, and promoting sound business practices within the industry and its client base.** We are committed to **aggressive involvement in legislative and public sector decision-making, with a focus on protection of qualified-based selection of engineering services, expanded project delivery options, and appropriate legal and liability systems affecting the industry.**

**EXPANDED AND INFLUENTIAL MEMBERSHIP**

**GOAL:** ACEC of Louisiana is robust and represents a diversified membership roster.

**OBJECTIVES:**

1. Actively recruit new firms to ACECL to maintain a strong roster of firms representing all consulting engineering disciplines and firm sizes.
2. Increase affiliate membership to reflect a broad spectrum of activities supporting the A/E/C industry.
3. Identify methods to pursue new membership by engaging existing members in recruiting.
4. Diversify membership categories to attract other professional service firms in the built environment.
5. Participate in strategic events and programming that exposes ACEC of Louisiana to engineering firms and affiliated organizations.
6. Solicit membership opinions to direct programming and activities to align with expectations.
7. Maintain up-to-date recruitment materials with relevant membership benefits.

**ESSENTIAL VALUE TO SOCIETY**

**GOAL:** ACEC of Louisiana is recognized as a thought leader in the engineering business community and broader public at large.

**OBJECTIVES:**

1. Establish and maintain working relationships with the legislature, public and private clients, A/E/C firms, and the broader business community.
2. Increase organization's visibility and public profile to demonstrate role of ACECL as influential thought leader.
3. Activate ACECL State PAC to influence public policy.
4. Maintain active ACECL committees to identify and promote solutions to engineering business challenges.
5. Elevate policymakers', decision-makers' and other influencers' understanding of the essential role of member firms through Engineering Excellence Awards Program and educational programming.

**LEADING BUSINESS STRATEGY**

**GOAL:** ACEC of Louisiana is a critical resource for the development of business strategy for member firms.

**GOAL:** Members are actively participating and engaging in ACECL programming and networking opportunities.

**OBJECTIVES:**

1. Communicate with membership relative to priority issues.
2. Enhance ACECL's proactive and influential legislative, policy and regulatory strategy.
3. Offer sponsorship opportunities for firm and affiliate members to showcase their businesses.
4. Promote business forums for member knowledge exchange.
5. Advocate for Qualifications-based Selection of Engineers.
6. Develop ACECL mentor-protégé program.

**HIGHLY EFFECTIVE BUSINESS ENTERPRISE**

**GOAL:** The ACEC of Louisiana Board and Committee Structure is active and operates efficiently and effectively.

**OBJECTIVES:**

1. Create limited but focused board meetings and agendas.
2. Maintain active committee structure.
3. Formally orient new members.
4. Ensure balanced and diversified board reflecting the membership.
5. Establish new committees as necessary to respond to industry challenges.

**GOAL:** ACECL is financially strong

**OBJECTIVES:**

1. Diversify and grow revenue through sponsorships and new membership categories.
2. Increase membership roster.
3. Maintain healthy reserve balance.