ACEC STRATEGIC PLAN 2016-2019

VISION	MISSION
A successful, trusted and sustainable consulting engineering industry	*Promoting a business environment that recognizes and rewards our members' expertise and contributions to society*

GOALS & OBJECTIVES	PRINCIPLES
1. Have consulting engineers widely recognized as trusted advisors to society 2. Promote a healthier business environment for consulting engineering 3. Provide value to member firms that service private and public sector clients 4. Improve the availability and development of leaders for consulting engineering firms	1. We deliver value to society as a professional industry 2. We provide a national voice for our members 3. We promote integrity and transparency 4. We provide strategic leadership 5. We promote quality, innovation and sustainability

STRATEGIC PRIORITIES

1. *Advocacy*

   Influence the federal government and collaborate with national stakeholders to create a favorable public policy and business climate for consulting engineering companies in all sectors.

   Promote the use of business practices, including procurement systems, delivery models and contracts that offer consulting engineering firms a fair and appropriate sharing of risk and reward.

2. *Profile*

   Increase the stature and influence of ACEC and its member firms by showcasing the impact of consulting engineers' contributions to Canada's social, economic and environmental quality of life.

3. *Member Engagement*

   Increase participation of member firms by creating opportunities to develop, participate and utilize ACEC programs and services that support their business needs.

ENABLING STRATEGIES

1. *ACEC & Member Organization Alignment*

   Improve alignment between and among ACEC and the Member Organizations to optimize resources and enhance delivery of programs and services to member firms.

2. *Defining the Member Value Proposition*

   Identify programs and services that support the business needs of member firms.

3. *Non-Dues Revenue*

   Strengthen the member firms' value with programs that generate non-dues revenue that mutually reinforces the financial resources of ACEC and the MOs.

4. *Defining Members*

   Review and consider types of firms and practices that should be eligible for membership and create an appropriate membership structure that best serves the consulting engineering sector.

Presented: April 2016