



American Council of Engineering Companies
Maryland

American Council of Engineering Companies/Maryland STRATEGIC PLAN

May, 2020

MISSION:

To advance the business interests of engineering companies by enhancing the impact of the profession through thoughtful advocacy, education, business acumen and safe and impactful solutions.

VISION STATEMENT:

ACEC/MD represents a broad range of professional services provided by engineering firms with diverse workforce. Through thought leadership and action, as well as inclusion and diversity, our members are an innovative resource and champion for government and private industry business leaders. As a trusted resource for industry trends and data, our members value and respect the engagement and contributions of business partners at the national, state and local levels to make a difference in our community.

STRATEGIC GOALS:

Strategic Goal: Offer our Members and Industry Thoughtful and Strategic Advocacy

Key Objectives:

- Through legislative action and advocacy and by collecting and appropriating Political Action Committee (CEPAC) funds, promote the legislative and regulatory interests and achievements of member firms to general and targeted audiences.
- Expand joint legislative efforts with other professional/construction associations and our public sector clients.
- Continue and strengthen efforts to communicate important advocacy opinions to our member firms and call them to action.
- Expand our voice by joining with clients and partners to provide influential leadership to promote and educate the public on key issues facing our industry.

Strategic Goal: Engage our Member Firms in an Inclusive and Meaningful manner

Key Objectives:

- Encourage all member firms to participate in committee work, advocacy and other events
- Ensure the participation and conduct of committee work reflects inclusion of various firm focus areas and a diverse range of perspectives
- Promote a variety of activities and formatted events for the purposes of networking, interaction with our clients and fellow member firms, membership growth and education, including promoting the full range of ACEC courses and seminars
- Foster the growth of future leaders through committee involvement, leadership activities, leveraging experienced volunteers, and other events
- Provide enhanced communication tools through the website, social media and other updates and allow for effective member feedback
- Facilitate a forum for sharing lessons learned and industry experience among member firms.

Strategic Goal: Expand and Diversify Membership and support industry growth

Key Objectives:

- Promote outreach, our value proposition and connection to, and membership from, all types of engineering and engineering-related type firms with similar business interests
- Continue to conduct aggressive and coordinated membership campaigns to increase membership
- Increase membership of firms that primarily provide services to the private sector.
- Promote ACEC/MD's efforts and successes, and demonstrate it's trusted resource role in the engineering industry.

Strategic Goal: Promote good business practices for our member firms

Key Objectives:

- Strengthen advocacy and communication with state/local agency liaisons to improve procurement policies and partnering opportunities
- Monitor and lobby for stronger terms and conditions and contract language to foster better balance between parties
- Serve as a resource for member firms and clients for best industry practices, trends, analysis and education.
- Facilitate training and education among member firms on industry trends that will support the growth of our business.