



**2016-2021 Strategic Plan Objectives
Adopted: February 16, 2017**

Core Focus: Protect, Educate and Advance the Business of Consulting Engineering

Niche: The Business Side of Engineering

Core Values:

1. Service
2. Integrity
3. Protect and Help Industry
4. Professionalism
5. Networking

Strategic Goals:

- 1) Increase membership by 25% through diversification and engagement
- 2) Become recognized as the voice and advocate of the engineering business community
- 3) Become recognized by all Louisiana engineering companies as the primary source on business practice
- 4) Maintain a highly effective board and committee structure
- 5) Enhance the financial strength of ACECL

Objectives for 2017 Strategic Plan:

1) Increase membership by 25% through diversification and engagement [Owner: Vice President]

Strategy:

Develop a plan to maintain and enhance the value for existing membership

Key Action Items:

- a. Identify and recruit strategic task force members
- b. Use current membership to reach out to other peers in the engineering profession
- c. Hire a recruiting director
- d. Start a subcommittee
- e. Change board structure to have other engineering disciplines by expanding board seats
- f. Expand our committees to include ASME, etc.

2) Become recognized as the voice and advocate of the engineering business community [Owner: President]

Strategy:

Strengthen the brand of ACECL through improved governmental relations and educational programs that provide measurable value to members and enhanced PR.

Key Action Items:

- a. Identify and recruit strategic task force members
- b. Create a stronger PR program,
 - i. Branding, social media, media relations, publications
- c. Create a stronger government relations program
 - i. State PAC
 - ii. Create a dedicated committee
- d. Create educational programs to achieve financial success of our firms

3) Become recognized by all Louisiana engineering companies as the primary source on business practices [Owner: President-Elect]

Strategy:

Develop a plan to establish ACECL as the primary source on business practices for Louisiana engineering companies.

Key Action Items:

- a. Identify and recruit strategic task force members
- b. Legal
- c. Advocacy / Legislative
- d. Education
- e. Networking
- f. Liaison with clients
- g. Voice on national issues through national organization
- h. Represent engineers on state construction issues

4) Maintain a highly effective board and committee structure [Owner: Past President/National Director]

Strategy:

Assess the current board and committee structure and develop a plan to implement a highly effective board and committee structure.

Key Action Items:

- a. Identify and recruit strategic task force members
- b. Assess the number of committees and the need for each
- c. Establish "guidelines" for selecting committees, their goals / activities and report to the Board
- d. Consider term limits or other methods to continue to get new members on the board
- e. Consider having some positions "semi-permanent" such as "National Director" in order to have better relationships with National Legislators
- f. Implement formal new board member training program
- g. Check against current by-laws

h. Local chapter board expansion

5) **Enhance the financial strength of ACECL [Owner: Secretary/Treasurer]**

Strategy:

Develop a plan to improve the financial performance of ACECL.

Key Action Items

- a. Identify and recruit strategic task force members
- b. Review membership fee structure
- c. Diversify revenue sources through:
 - i. Affiliate members
 - ii. Conferences, events and seminars
 - iii. Business insurance
 - iv. Annual media advertising
 - v. Engineering excellence awards, other national awards
 - vi. Review reserve fund investment practices
 - vii. Gathering aggregation data and information for a fee
- d. Establish revenue goal [% of dues and % of non-dues]