



# ACEC

AMERICAN COUNCIL OF ENGINEERING COMPANIES  
*of Georgia*

***2010 – 2015 Strategic Plan***

# Five-Year Strategic Plan

Review Previous Plans

Vision and Mission (Committed to Previous)

Five-Year Strategy

10-Point Plan

Committees

# Vision

*Enhance our business and political  
interests*

# Mission

- 1. Protect, promote, and enhance the business of consulting engineering*
- 2. Promote harmony, cooperation, and mutual understanding among independent consulting engineers engaged in private practice*
- 3. Ensure that high ethical and professional standards required of an independent engineer are maintained*
- 4. Cooperate with other organizations and public bodies in all matters of common interest*

# **ACEC/G Five-Year Strategy**

- 1. Business Practices**
- 2. Political Influence**
- 3. Communications**
- 4. Technology Enhancement**
- 5. Philanthropy**
- 6. Membership**
- 7. ACEC/G Operations**

# Business Practices

1. **Value Proposition – Competitive Advantage to Member Firms**
2. **Limitation of Liability – Electronic Practices**
3. **Project Delivery – Changing Role of Engineers/Design-Build**
4. **Emerging Trends**
5. **Budget & Dues**
6. **Non-Dues Revenue**
7. **Sustainable Design/LEED Accreditation**
8. **Effective Management of GEA**

# Political Influence

1. **Quality-Based Selection (QBS) – In five years, all public-sector projects will be QBS compliant**
2. **Enhance our voice in government affairs**
3. **Training for PE involvement in political arena**
4. **Political Involvement – 236 state representatives and 9,000 resident PEs**
5. **Develop “Political Touch List”**
6. **Identify and support member candidates for appointment to agencies, authorities, and elected offices**
7. **Engaged infiltration into: government, influential state and local boards**

# Communications

1. **Address Communication Barriers/Implement Database**
2. **Promote Role of Engineer in Society**
3. **Value Proposition for Members and Member Firms**
4. **Image (Full-Service Approach)**
5. **General Press Coverage – PR Firm, Measure Public Hits for ACEC and Member Firms**
6. **Communication Plan (staffing, use of technology, efficiency)**
7. **Use of Social Media**

# Technology Enhancement

1. **Assume Leadership in New Evolving Technology (firm based)**
2. **IT Forum for Small- and Mid-Sized Firm Development**
3. **BIM/3D – Integration into Business Model**
4. **Technology Investment in Best Practices for Association Management**
5. **Social Networking**
6. **Global Workforce and Virtual Workplace**

# Philanthropy

1. **Community Involvement**
2. **Attract Young Students to Engineering**
  - ✓ Engage students in college to promote consulting engineering and the importance of obtaining a professional engineering license
3. **Award Scholarships**

# Membership

1. Member Participation
2. Add Mid-Management Involvement
3. Future Leaders Engaged and Transition
4. Geographic Barriers to Participation
5. Forum Evaluation and Coordination
  - ✓ Revenue Generation/Programs
  - ✓ Young Leaders Forum/Leaders Forum
  - ✓ Leadership Transition
  - ✓ Cost/Benefit
6. Collaboration with Affiliate Organizations
  - ✓ *Business Practices Partners:* i.e., Southface, Green Building, EPD, Georgia Conservancy, GSWCA
  - ✓ *Political Partners:* i.e., Georgia Chamber of Commerce, AGC, AIA, Atlanta Chamber
  - ✓ *Client Groups:* i.e., Corps of Engineers, GSFIC, BOR, ACCG, GMA
7. Mentor-Protégé – Firm to Firm

# ACEC/G Operations

1. **Address Communication Barriers/Implement Database**
2. **Value Proposition for Members and Member Firms**
3. **Image (Full-Service Approach)**
4. **Use of Social Media**
5. **Budget & Dues**
6. **Non-Dues Revenue**
7. **Effective Management of GEA**

# ACEC Committee Appointments

## 1. Business Practice

- ✓ Member Programs
- ✓ PDH Saturday
- ✓ CEO Roundtable

## 2. Political Influence

- ✓ Government Affairs/Political Action Committee (5 people)
- ✓ National PAC Chair

## 3. Communication

- ✓ Future Leaders Board Liaison
- ✓ Young Leaders Liaison
  - ❖ Young Leaders Forum
- ✓ Other Board Appointments

# ACEC Committee Appointments

## 4. Technology Enhancement

### ✓ Forum Chairs

- ❖ Building Systems
- ❖ Environmental
- ❖ Transportation
- ❖ Geotechnical

## 5. Philanthropy

- ✓ R. Berl Elder Scholarship Trust (5 people)
- ✓ ULI Task Force (3 people)

## 6. Membership

# Other Board Appointments

1. **AIA - ACEC/G - AGC Liaison (3 people)**
2. **Engineers Week Committee**
3. **Georgia Professional Engineers & Land Surveyors Board of Registration Coalition (2 people)**
4. **Georgia Engineers Legislative Coalition**
5. **Georgia Engineering Alliance Leadership Council (3 people)**
6. **Georgia Engineering Alliance Summer Conference**
7. **Georgia Engineers Week Committee**
8. **Georgia Engineering Foundation**
9. **Georgia Engineers Magazine Editorial Board (2 people)**
10. **Georgia Partnership for Quality Transportation (GPTQ) (8 people)**
11. **Georgia Tech Advisory Board**
12. **Georgia Transportation Summit**
13. **Get Georgia Moving Coalition**
14. **Livable Communities Coalition (2 people)**
15. **QBS Georgia Steering Committee**
16. **Southface Sustainable Roundtable**
17. **Task Force - Review of International Building Code (IBC) (DCA)**
18. **The Georgia Conservancy's Blueprint Steering Committee (2 people)**

# Path Forward

- *May - Submit this planning document to board for review*
- *June - Receive comments*
- *June - Update plan*
- *May/June - Identify champions*
- *July/August - Develop work plans*