



Long Range Strategic Plan 2020-2024 ACEC Ohio

ACEC Ohio Vision and Mission

Vision – ACEC Ohio will be the leading advocate, authority and voice for the promotion and protection of engineering businesses in Ohio.

Mission – Advocate for the advancement and protection of the engineering business.

Elevator Speech – ACEC Ohio is the leading authority that advocates, promotes and protects engineering business in Ohio.

Values, Goals and Objectives

Optimize Business Climate

Goal: ACEC Ohio is a critical partner in the support of strategic business interests for member firms.

Objectives:

1. Assist in the development and implementation of model contracts that recognize and value the essential nature of the professional services provided by our member firms.
2. Enhance ACEC Ohio's proactive and influential legislative and regulatory strategy and grow both ACEC and ACEC Ohio's effective PACs to further advance our advocacy influence.
3. Promote strategies that minimize impact of the commoditization of engineering services.
4. Educate and collaborate with industry partners, government officials, clients and general public.

Embodying Inclusion and Diversity

Goal: ACEC Ohio is recognized as a welcoming organization where all members are included, involved and can achieve their full potential.

Objectives:

1. Improve the diversity of ACEC Ohio through membership of companies including size, location and areas of practice.
2. Enhance the diversity of ACEC Ohio leadership through the board, chapters and committees.
3. Promote a culturally diverse workforce through programming for members.

Expanded Membership and Influence

Goal: Grow ACEC Ohio membership and influence through broader representation of firms working in engineering and professional services.

Objectives:

1. Increase membership by communicating the Council's value with particular attention to the vertical market and private sector.
2. Broaden opportunities through affiliate memberships.
3. Aggressively grow non-dues revenue to offset ACEC Ohio's reliance on member dues.

Vibrant Member Engagement

Goal: Members of ACEC Ohio are active and vibrant participants in all aspects of the Council.

Objectives:

1. Increase frequency of engagement and expand numbers of members engaged in all aspects of the Council.
2. Provide strong programming for members.
3. Increase the effectiveness of leadership development opportunities.
4. Leverage engagement of experienced volunteer leaders.