



2024

Strategic Goals & Objectives



Strategic Objective #1

Advocate for the business of engineering in Ohio to ensure that ACEC Ohio's companies and workforce thrive while delivering excellent professional services.

- Develop an advocacy plan to identify key issues over the next three years.
- Expand advocacy efforts with clients, partners, and legislators.
- Provide "Advocacy 101" training for members.
- Launch a public relations campaign promoting the value of engineering.
- Increase membership engagement to support enhanced PAC funding.

Strategic Objective #2

Enhance and Communicate the value proposition of ACEC Ohio to reflect the diversity of engineering firms across Ohio.

- Revamp the membership target list.
- Promote training program opportunities for non-members.
- Develop a “new member buddy” system.
- Implement a financial incentive plan to attract non-transportation new members.





Strategic Objective #3

Strengthen the value proposition of ACEC Ohio to ensure that all current members and their employees understand our impact and engage in our initiatives.

- Evaluate our committee structure to determine mission impact
- Clearly define ACEC Ohio's value proposition.
- Launch a “Lunch and Learn” series, including both general and company-specific video content.
- Reintroduce the “Bring a Young Professional” program.
- Diversify speaker topics at chapter meetings.



Strategic Objective #4

Attract, retain, and train a skilled workforce for ACEC Ohio members to ensure a talent pool ready to meet the industry's demands.

- Continue supporting current committee work on workforce development.
- Collaborate with universities to explore alternative pathways and share metrics.
- Implement an “Engineer for a Day” program with member firms.
- Conduct an employee needs survey to establish retention benchmarks and explore a “Best Place to Work” award for incentive.
- Assess training needs in areas such as risk assessment and negotiation