

ACEC/MN STRATEGIC PLAN 2018-2021

Strategic Goal 1 LEADERSHIP

Establish ACEC/MN as a leader within the business community

- **Advocate** – increase clout with the legislature and governmental agencies
- **Influence** – active engagement with the business community
- **Collaborate** – work with professional and business groups



Strategic Goal 2 VALUE

Promote and demonstrate the value engineering brings to society

- **Communicate** – market the benefits of consulting engineering companies
- **Educate** – inform clients and members on the true value of engineering
- **Demonstrate** – elevate the ACEC/MN brand

Strategic Goal 3 TRANSFORMATION

Embrace and grow workforce diversity and advancements in technology

- **Advance** – implement strategies to promote a diverse and capable workforce
- **Inspire** – encourage growth in STEM through collaboration
- **Innovate** – help members assess technological needs and trends