

## ACEC CEO Bauer Darr Maps Out Road Ahead for Council



ACEC President/CEO Linda Bauer Darr addresses the more than 900 Council members attending the 2018 ACEC Fall Conference in Las Vegas.

After three months in office and in the wake of a listening tour of the State Organizations, ACEC President/CEO Linda Bauer Darr laid out her vision for the Council to the Board of Directors. Her vision is to:

"Work with and through our extensive network of grassroots member organizations to communicate and grow the ACEC value proposition for our members, and build strength and prominence for ACEC and the business of engineering locally, in Washington, DC, and on the national stage."

Over the next 12 months, the Council will update its strategic plan. "To support that effort," Darr said, "we will survey our members to assess where we are in terms of providing value and to get a sense of their priorities."

Darr will reallocate resources within the national organization, creating a new Membership and Member Organization Services Department "to strengthen our relationship with the MOs and to ensure that they are well-resourced to grow." Darr will move part of the existing team into the newly formed department to focus on enhanced member communications and to build greater awareness of the ACEC value proposition.

Darr plans to "build out the ACEC Research and Management Foundation to support our public policy agenda...and to create a new position focused on strategic communications to create a compelling narrative about our industry and to target opportunities to engage with the media, extend our influence, and build prominence for engineering and ACEC."