



AMERICAN COUNCIL OF ENGINEERING COMPANIES
of Ohio

Proposed Final Long-Range Strategic Plan 2020-2024

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.
 - a. Continue to pursue Indemnification Bill
 - b. Assist OFCC on contracts/documents modifications
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.
 - a. Access to events for those who have met PAC goal
 - b. Advocacy Awareness training/outreach.
 - c. Measure increase in PAC dollars by percent, increase by 20% per year
 - d. Connect Ohio Legislature to our member firms work, trusted advisor
3. Promote strategies that minimize impact of the commoditization of engineering services.
 - a. QBS Speakers Bureau, PSA's, Education Campaign after ACEC Institute finalizes report
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 by setting up a specific diversity ad-hoc committee.
2. Enhance the diversity of ACEC Ohio leadership through the board, chapters and committees.
 - a. Evaluate current ACEC Ohio Bylaws and need for revisions to meet this goal.
 - b. Evaluate recruiting to committees to enhance diversity.
3. Promote a culturally diverse workforce through programming for members.
 - a. Focused invitations for Young Professionals; Small Firms; Women; Vertical/Private

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.
 - a. Target all Professional Services, increase affiliate members by 4 per year
3. Aggressively grow non-dues revenue to offset ACEC Ohio's reliance on member dues.
 - a. Current Dues/Non-Dues Revenue is 88%/12% metric goal 70/30%

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.
 - a. National volunteer path outlined
2. Provide strong programming for members, both virtual and in-person.
3. Increase the effectiveness of leadership development opportunities.
 - a. Phase 2 Chapter Integration
4. Leverage engagement of experienced volunteer leaders.
 - a. Create an ACEC Ohio Advisory Committee with defined role