**ACEC-NL STRATEGIC PLAN**

**2022-2024**

**VISION**

To be the recognized voice for the consulting engineering industry in Newfoundland and Labrador.

**MISSION**

To promote, support and advocate the consulting engineering industry on behalf of our membership in Newfoundland and Labrador.

**STRATEGIC PRIORITIES**

1. **Advocating for our members -** collaborate with government, strategic stakeholders and partners to facilitate a favourable business climate for member consulting engineering companies.
2. **Improve membership engagement**

a. Increase membership and increase awareness of the association to non-member firms

b. To be the voice of the entire industry for our members

c. To be financially sustainable

1. **Providing value to members** - increase awareness, interest and participation of members by creating opportunities and programs that support consulting engineering needs. ACEC-NL will provide education and collaboration opportunities to members on best business practices in the consulting engineering industry.

**Action Plan**

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| **Strategic Priority** | **Tactics** | **Tasks** | **Timeline/Status** |
| **Advocating for members -** *Collaborate with government, strategic stakeholders and partners to facilitate a favourable business climate for consulting engineering companies.* | ACEC-NL will be recognized by government departments, agencies and private sector clients that use engineering services as the trusted voice on issues and topics related to the consulting engineering industry in Newfoundland & Labrador. | Develop positions on major public policy impacting the consulting engineering industry, its proponents and clients. | * 2/year * 2/year * On-going |
| Develop promotional campaigns that leverage social and traditional media. |
| Maintain ongoing relationships with key Ministers and their staff, and senior government officials in order to educate and advise on issues related to the industry. |
| Develop long-term partnerships with complimentary groups/organizations to speak as one voice on issues that impact the industry | Create and maintain partnerships with like-minded organizations to create a stronger voice for the industry. | * Develop list of organizations * On-going |
| Participate in relevant coalitions and committees. |
| **Improve membership engagement -**  *a. Increase membership*  *b. To be the voice of the entire industry*  *c. To be financially sustainable* | ACEC-NL will have a website, social media channels and materials that are up to date and of interest to potential new members | Update membership benefits brochure. | * Yearly * Develop budget/content for new website in 2023 * On-going * Bi-annually * Monthly report from treasurer |
| Update website. |
| Create list of potential members. Contacts at least one new potential member per month. |
| Improve the way we receive feedback from member firms. Bi-annually send an email to entire membership asking for feedback/ issues for ACEC-NL to consider. |
| Review association financial status each month. |
| **Providing value to members** - *increase awareness, interest and participation of members by creating opportunities and programs that support consulting engineering needs. ACEC-NL will provide education and collaboration opportunities to members on best business practices in the consulting engineering industry.* | ACEC-NL will have champions within each firm to share what is being accomplished by the association on members’ behalf. | Continue to ensure there are member ambassadors within each firm. | * Yearly and membership renewal time |
| Continue annual member appreciation event. | Look at ways to expand awards program in addition to the President’s award | * On-going – in 2023 add a project award |
| ACEC-NL will be recognized by Young Professionals as a resource for professional development and cutting-edge association representing their interests. ACEC-NL will have more YPs involved in all areas of the association, ensuring member retention and future leadership | Continue Future Leaders (FL) participation in committees and events. | * On-going |
| The ACEC-NL board will provide support to the FL committee as needed. |
| ACEC-NL is recognized by members and clients as offering professional development opportunities relevant to the business of consulting engineering | Review training and seminars options relevant to the business of consulting engineering | * 2/year |