

American Council of Engineering Companies of South Dakota

2018 – 2020 Strategic Plan Goals and Objectives

Goal A: Advocate

Objective A.1. Proactively prepare for legislative activities at the local and/or national level each year.

Objective A.2. Meet or exceed the national ACEC/PAC goal and support state-level advocacy efforts through direct contributions from member organizations, as needed.

Objective A.3. Raise \$1,000 for the ACEC Minuteman Fund to respond to critical state issues and federal cases. Call on the fund in South Dakota, if necessary.

Goal B: Membership

Objective B.1. Retain 100% current member firms (baseline 29 member firms of 91 total firms in 2017). By the end of the plan period (2020), target 75% of the member firms to be active in one or more capacities and 50% or greater attend ACEC/SD meetings.

Objective B.2. Recruit additional engineering firms to join ACEC/SD. Target 33-member firms by year end 2019 and 36 by year end 2020.

Objective B.3. Develop action plan for associate firm membership. Recruit 5 -8 associate members to join ACEC/SD by year end 2020.

Goal C: Business Practices and Professional Development

Objective C.1. Provide education during meetings for leadership, management and technical education to help member firms improve business performance.

Objective C.2. Continue the Emerging Leader Program to develop leadership capacity in member firms.

Goal D: Communication

Objective D.1. Modernize the ACEC/SD website and prioritize keeping content up-to-date, fresh, and relevant.

Objective D.2. Issue a quarterly newsletter that informs and engages active and prospective member firms and their employees.

Objective D.3. Maintain an active and relevant social media presence.

Goal E: Infrastructure

Objective E.1: Conduct Executive Director performance review discussions once per year.

Objective E.2: Update all governance documents by 4Q2019.