



AMERICAN COUNCIL OF ENGINEERING COMPANIES
of Colorado

STRATEGIC PLAN

May 2006

MISSION STATEMENT

The mission of the ACEC/CO is to assist its members in achieving higher professional, ethical, business and economic standards, enabling member firms to provide quality consulting engineering services for their clients and the public.

VISION STATEMENT

Enhance member resources

Enhance public influence

Shape the profession

VALUES

Advance the practice of consulting engineering

Hold prominent the protection of the public safety and welfare

Provide means for furthering satisfactory business relations between members and clients

Exchange business experiences

Promote cordial relationships among the members

Improve the image of member firms and the council

Continuously improve the value of membership

Introduction

ACEC has requested that each of the State Member Organizations review their existing Strategic Plan and bring them into harmony with the national Strategic Plan. With this request, each of ACEC/CO's committees were asked to review their current committee goals and recommend any modifications or updates to these goals for the next five years, as well as review how these goals fit into ACEC's goals.

The following Strategic Goals incorporate the comments received back from each of the committees. Committees attached to key action items are shown in [blue](#).

Strategic Goal #1: Legislative Advocate

ACEC/CO will advocate for legislation and policies that create a favorable business climate for consulting engineering companies in the State of Colorado.

1. Promote QBS by raising awareness in public agencies and private industry in the selection of professional services based on qualifications, not on fee, and to promote procurement practices of utilizing the QBS selection process.
[QBS Colorado](#)
2. Develop relationships with members of the State Legislature to be a trusted resource.
[Legislative along with all committees](#)
3. Promote the outsourcing of engineering services to take advantage of private sector expertise and innovation.
[Legislative, Transportation](#)
4. Promote education to our members of the legislative and political process and encourage their involvement.
[Legislative](#)
5. Utilize our lobbyist as needed to promote ACEC/CO's political agenda.
[Legislative](#)
6. Support our industry alliances (AIA and AGC) that have the same political objectives as ACEC/CO.
[Legislative, Transportation, AIA/AGC/ACEC Liaison](#)
7. Promote and encourage member firms and individuals to support the following state and national fund raising activities:
[Legislative, CEPAC, Board of Directors](#)
 - a. Meet a minimum goal of \$7,500.00 per year for state CEPAC funding.

- b. Meet the national ACEC PAC annual funding goal set for the state.
 - c. Meet the national ACEC Minuteman Fund annual goal set for the state.
8. Establish or maintain liaisons with various State and City Agencies and Professional Organizations: CDOT, CDPHE, State Engineer's Office, Denver City and County Building Department, AIA, AGC, State of Colorado Department of Regulatory Agencies, SWE, etc.
[Environmental, Transportation, Vertical Design, Water Resources, Women's Engineering Forum, AIA/AGC/ACEC Liaison, Business Practices](#)

Strategic Goal #2: Business Practices

ACEC/CO will be the primary resource on business practices for all consulting engineering companies in the State of Colorado.

- 1. Provide continuing educational programs and seminars in the business practice area for our members.
[Programs/Professional Development](#)
- 2. Promote ethical engineering practices by our members, as related to investigation and expert witness testimony.
[Expert Witness](#)
- 3. Maintain an up-to-date resource library for use by our members.
[Business Practices](#)
- 4. Promote ACEC's business resource programs, particularly the Institute for Business Management (IBM).
[Business Practices](#)
- 5. Promote the Future Leaders program as a means to grow leaders within member firms.
[Programs/Professional Development](#)
- 6. Provide a technology track in leadership training.
[Technology/Web](#)
- 7. Provide programs for members that promote improved communication between men and women in our member firms.
[Women's Engineering Forum](#)

Strategic Goal #3: Membership

ACEC/CO will continue to identify and recruit new member firms and to nurture and retain our existing member firms.

1. Increase the number of member firms by 2% per year, with a 3% per year increase in the number of employees of member firms.
[Membership](#)
2. Recruit a minimum of five new associate/sustaining member firms per year.
[Membership](#)
3. Maintain a maximum of 5% voluntary turnover of firms, which does not include mergers, dissolutions, retirements, etc.
[Membership](#)
4. Broaden firm wide involvement of member firms, including recruitment of new members from at-risk firms and promotion of ACEC to younger members. Also encourage women to pursue membership in ACEC.
[Membership](#)
5. Conduct annual satisfaction surveys of membership.
[Membership](#)
6. Investigate ACEC's Recruitment Grant program.
[Membership](#)

Strategic Goal #4: Public Awareness and Outreach

ACEC/CO will positively influence the public perception and increase the awareness of consulting engineering firms in the State of Colorado. ACEC/CO will position itself to be the leading resource for engineering information for state and local governments, educators, target business and associations, the media and the general public.

1. Continue to use a PR firm to help promote ACEC/CO to the industry and the public.
[Public Relations](#)
2. Promote the Engineering Excellence Awards program as a means to recognize excellence and innovation in the engineering profession.
[Awards](#)
3. Promote student interest in and understanding of consulting engineering as a profession by providing Scholarships to engineering students.
[Scholarship](#)

4. Promote a better understanding and appreciation for engineering among elementary, middle and high school students, as well as, college engineering students and promote engineering as a future career.

[Education](#)