
**Draft Strategic Plan
2017/2018**

ASCE Arizona Section Vision:

ASCE members serving as global leaders to build a better quality of life.

ASCE Arizona Section Mission:

The American Society of Civil Engineers, Arizona Section, will lead by advancing the profession through membership, involvement, public outreach, and promoting sound public policy.

Goals:

- Encourage industry and individual participation in ASCE membership and activities
- Advance involvement participation and collaboration in Arizona between industry practitioners serving as technical and ethical leaders.
- Facilitate annual outreach to public officials educating public policy makers on infrastructure value
- Act as stewards of ASCE for the Section constituents through awareness, understanding, reporting, and a transfer of knowledge

Initiatives:

1. Increase communication of ASCE membership benefits and opportunities
 - a. Advertise section vision, mission, and goals (September 2017, Jeff)
 - i. Place in newsletter
 - ii. Place on website
 - iii. Post at conference (Fausto, Ted)
 - iv. Send revisions to membership
 - b. Define list of benefits of membership (September 2017, Fausto and Mark L)
2. Foster relationships with existing members
 - a. Identify Arizona section life members (September 2017, Jeff)
 - b. Identify Arizona section past leadership (September 2017, Jeff)
 - i. Begin work on past leadership dinner (Mark L, Fausto)
 - c. Board retreat organization (Event date July 2018, Mark L)
 - i. Retreat agenda and invitations (March 2018, Ted, Mark L)
3. Legislative events
 - a. Legislative drive-in (November 2017, Mark L, Mike W)
 - b. Regional Walk-in event (February 2018, Mark L)
 - c. GR and PR University workshops (Planning effort, November 2017, Mark L)
4. Section collaboration
 - a. Review other Region 8 websites (December 2017, Ted)
 - b. Engage past section leadership for lessons learned (December 2016, Ted)
5. Section Leadership Participation
 - a. Encourage Section Leadership participation in subsidiary activities. (All Board Members)
 - b. Executive Board members attend at least one meeting/event of subsidiaries and committees (Executive Board Members)
 - i. Develop schedule of subsidiary and committee meetings and Executive Board member responsible. (October 2017 Fausto)