

ACEC VIRGINIA FY 2025- FY 2027 Strategic Plan

Why do we exist?	<u>Purpose:</u> ACEC Virginia exists to represent and promote the interests of the consulting engineering industry, and our member companies, to ensure the health, safety and welfare of Virginia’s communities.			
How do we behave?	<u>Core Values</u> <ul style="list-style-type: none"> • Leadership • Collaboration • Integrity • Advocacy 	<u>Aspirational Values</u> <ul style="list-style-type: none"> • Influential • Inclusive • Innovative 	<u>Accidental Values</u> <ul style="list-style-type: none"> • Averse to change/risk 	
What do we do?	We foster a collaborative environment where engineering companies can grow and thrive through impactful advocacy, business education, and industry engagement.			
How will we succeed? <i>Strategic Anchors</i>	I: Influential Advocacy	II: Valued Membership [Firms]	III: Dynamic Engagement [Individuals within Firms]	IV: Purposeful Visibility
Criteria for Success	<ul style="list-style-type: none"> • Achieve and maintain annual net positive revenue by end of FY 2026 to be in a position to fund strategic initiatives and maintain operational reserves • Utilize FY 2025 (July 2024 – June 2025) performance as baseline to set FY 2026/2027 goals • FY 2025 metrics: <ul style="list-style-type: none"> • Recruit a minimum of 3 net new member firms and 1 net new affiliate member • Achieve 90%* member and affiliate member retention annually [<i>*retention rate to exclude loss through M&A</i>] • Continued support of current committees, present proposed plans/feasibility of adding Wastewater and Energy committees by fiscal year end • Gather past data and track ELI/ELP graduate engagement with ACEC Virginia annually to develop baseline and goals for committee engagement and event participation • Focus on events and programs that align with strategic plan goals, including successful integration of VEC into Annual Summer Conference • Continue to grow # of state and federal PAC donors, state and federal PAC contributions and participation at PAC/advocacy events and develop a consistent methodology to track efficacy of advocacy efforts • Explore feasibility of launching a Virginia Legislative Day “Hill Day” by FY 2027 o Increase brand awareness via social media presence, public relations, industry outreach, event attendance and speaking opportunities • Develop a KPI report for ACEC Virginia to accompany quarterly President/Executive Director Board Report • FY 2028 – FY 2030 strategic plan to be completed by end of FY 2027 (June 2027) 			

Key Action Items: Enclosed

Evaluation: Quarterly Board and KPI Report by President/Executive Director and Annual Strategic Plan Review

Strategic Plan Key Action Items



Influential Advocacy



Advocate for sensible legislation that protects QBS and enhances the business environment for consulting engineers



Promote a positive regulatory atmosphere for consulting engineering firms



Expand ECV PAC and ACEC PAC influence in Virginia and increase ECV PAC and ACEC PAC donations from our membership



Explore feasibility of launching a Virginia Legislative Day “Hill Day” by FY 2027



Be the trusted voice for the consulting engineering industry

Valued Membership



Educate existing and prospective members on ACEC (Virginia and National) membership benefits, offerings and strategies for membership ROI



Facilitate and convey access to networking opportunities with clients and state agencies



Continued support of current committees and assess feasibility of adding Wastewater and Energy committees



Empower volunteer leaders to drive more effective member to member outreach and grow the ACEC Virginia member pipeline



Raise awareness of reciprocal membership for ACEC Metropolitan Washington members with ACEC Virginia

Dynamic Engagement



Be nimble and allocate resources on relevant and profitable education, training and networking offerings



Increase connectivity and engagement, within member firms across the Commonwealth, through innovative offerings and regional socials (in person and virtual)



Continue to evolve ELI and ELP programs for sustained programming success, increased membership engagement and source for ACEC Virginia's volunteer leadership pipeline



Effectively recruit for volunteer committee participation and Board service



Collaborate with industry related organizations to create and enhance offerings

Purposeful Visibility



Enhance branding, marketing and on-going communications to support strategic plan goals and better convey membership ROI



Increase visibility with state agencies and industry partners



Strategic industry event attendance and speaking opportunities for ACEC Virginia leadership



Assist firm member efforts to grow their future talent pipeline: Increase member firm utilization of ACEC (Virginia and National) resources for K-12, higher ed and trade program outreach and Increase awareness of ACEC Virginia, and its member firms, among engineering programs at higher education institutions in Virginia



Empower ACEC Virginia members to be champions and influencers for our organization
