

STRATEGIC GOALS & ACTIVITIES

VISION STATEMENT

Advancing quality of life for all

2017
through 2020

MISSION STATEMENT

*Support those who operate, improve and maintain public works and infrastructure through **advocacy, education & member engagement.***

STRATEGIC GOALS

VALUE

Define the value of public works and enhance its visibility/awareness

VOICE

Be the voice of public works to government leaders and media

EDUCATION & CREDENTIALING

Ensure excellence in education and credentialing

MEMBERSHIP AND CHAPTERS

Create a dynamic membership and chapter model



STRATEGIC GOALS & ACTIVITIES

VALUE:

Define the value of public works and enhance its visibility/awareness

- Create a public awareness campaign
- Expand National Public Works Week
- Be universally recognized as first responders
- Clearly define the meaning of “public works”
- Develop outreach activities for K-12 and higher education while sharing career opportunities
- Develop comprehensive employment and career toolkit for members
- Establish public works as a career choice
- Establish a national and local public works internship program
- Serve as expert resource by conducting research and gathering data on public works

VOICE:

Be the voice of public works to government leaders and media

- Increase individual member and chapter engagement in government advocacy
- Elevate APWA’s reputation in both the Canadian and U.S. government to be their source for subject matter experts in public works and infrastructure
- Create a public works subject matter expert speakers’ bureau
- Increase activities with the U.S. House of Representatives Public Works and Infrastructure Caucus
- Serve as expert resource by conducting research and gathering data on public works to serve as the voice for public works and infrastructure to the government and all media outlets

EDUCATION & CREDENTIALING:

Ensure excellence in education and credentialing

- Create a comprehensive strategic education and credentialing plan
- Provide chapters with an integrated strategic education and credentialing plan
- Promote and help chapters to enhance Institutes
- Develop strategic business alliances for education and credentialing
- Create new and innovative educational offerings and delivery methods
- Increase participation in accreditation, certification and certificates programs

MEMBERSHIP & CHAPTERS:

Create a dynamic membership and chapter model

- Identify and analyze the operational and resource needs of chapters to support their role in providing value to members and non-members
- Assess and identify potential new membership markets
- Analyze and evaluate membership levels and costs
- Improve the collection of membership data
- Define and measure levels of engagement
- Create opportunities for engagement of students, young professionals and emerging leaders through new and positive experiences