

## **APWA/AZ STRATEGIC PLAN 2018/2020**

The primary objective of APWA is to create valuable connections and solutions for those serving our communities through public works. In compliance with the Strategic Plan adopted by APWA National, the AZ Chapter has identified the following **vision, mission, and strategic goals**:

### **VISION**

Advancing quality of life for all.

### **MISSION**

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

### **STRATEGIC GOALS**

On behalf of its members and the public works profession, the AZ Chapter has identified the following high level strategic goals to achieve the vision and mission of APWA National while furthering the growth, development and fiscal responsibility of the Chapter.

### **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 training.

### **MEMBERSHIP AND BRANCHES**

Provide innovative support and value for our members and branches.

## **VALUE:**

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

- GOAL: Define Public Works - what are the key areas of meaning to the AZ Chapter
- GOAL: Utilize a Peer Agency Awareness program - create value for agency participation.
- GOAL: Expand National Public Works Week - Elevate Public Works.
- GOAL: Promote and coordinate outreach activities for K-12 as well as higher education career awareness opportunities.

## **VOICE:**

### **Be the voice of public works to government leaders and media**

- GOAL: Increase individual member and chapter engagement in government advocacy.
- GOAL: Elevate APWA's reputation at both the state and local levels.
- GOAL: Create a Public Works subject matter speakers' bureau.
- GOAL: Increase activities w/ US House of Representative's Public Works & Infrastructure Caucus.
- GOAL: Serve as the voice of public works.

## **EDUCATION & CREDENTIALING:**

### **Ensure excellence in education and credentialing**

- GOAL: Create a comprehensive strategic education and credentialing plan
- GOAL: Provide an integrated strategic education and credentialing plan
- GOAL: Promote and enhance our Institute
- GOAL: Develop strategic business alliances for education
- GOAL: Create new and innovative educational offerings and delivery methods
- GOAL: Promote participation in accreditation, certification and certificates programs
- GOAL: Maximize available PDHs for each training program and promote availability

## **MEMBERSHIP & CHAPTERS:**

### **Create a dynamic membership and chapter model**

- GOAL: Increase net membership of chapter and branches.
- GOAL: Identify & Analyze Operational & Resource needs of the Chapter to provide Value to Members and Non-Members
- GOAL: Assess & Identify Potential New Membership Markets
- GOAL: Analyze & Evaluate Membership Levels and Costs