ACEC/MN STRATEGIC PLAN 2022-2025

Strategic Goal 1

Establish ACEC/MN as a leader within the business community

- Advocate: Increase influence with the legislature, governmental agencies, and the business community.
- *Empower:* Actively engage our committees and our membership.
- **Collaborate:** Actively partner with professional groups and the business community.



Transformation

Strategic Goal 2

Promote the value consulting engineering brings to society

- *Elevate:* Communicate the essential roles of consulting firms to policy makers, decision makers, and other influencers.
- *Educate:* Inform the public and our future workforce of the broad and positive impact of engineering.
- **Demonstrate:** Promote the industry's role in enhancing economic and social equities in the built environment.

Strategic Goal 3

Embrace and grow workforce diversity and advancements in technology

- Include: Create a diverse consulting engineering industry.
- *Inspire:* Connect the future workforce to our industry through collaborative involvement in STEM education.
- Innovate: Advance best practices that embrace technology and foster engagement.



The American Council of Engineering Companies of Minnesota (ACEC/MN) is the leading business practice and policy advocate for consulting engineering firms in Minnesota. Formed in 1949, ACEC/MN's 150 member firms, representing over 7,500 employees, provide services to all segments of society, including federal, state and local governments, private industry and the general public.