



## STRATEGIC PLAN

The Florida Chapter chooses to emphasize the goals and activities for enhancing the Mission Statement, *"support those who operate, improve and maintain public works and infrastructure through advocacy, education and member engagement. The Florida Chapter exists to develop and support the people, agencies, and organizations that plan, build, maintain, and improve our communities."*

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### STRATEGIC GOALS

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#### VALUE

Promote the value of public works and enhance its visibility and awareness

#### VOICE

Be the voice of public works to government leaders, the public, and media

#### EDUCATION AND CREDENTIALING

Provide excellence in education and credentialing

#### MEMBERSHIP AND BRANCHES

Deliver an outstanding and valuable membership experience in collaboration with Branches

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## STRATEGIC ACTIVITIES

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### VALUE

- Promote public works professionals as First Responders “First to Respond, Last to Leave”
- Establish and promote public works as a premier career through outreach and student chapters
- Promote the value of future investment in creating, operating, and maintaining infrastructure utilizing asset management practices
- Increase public awareness of the positive impact public works has on quality of life, public health and safety through the development and expansion of initiatives such as National Public Works Week, public outreach, and volunteering.
- Promote annual award winners and encourage participation in the awards program.

### VOICE

- Serve as a resource for subject matter experts in public works and infrastructure to governments and media. Present on topics at meetings and events.
- Strengthen partnerships with other professional associations to develop a unified mission, goals, and objectives of public works services.
- Participate in committees on the Chapter and National levels to expand message and branding for deliver to membership.
- Enhance efforts to provide technical and practical guidance on current, pending, and proposed regulatory and funding issues by involving members on state-wide, regional, and local task forces and advisory groups.
- Submit reports and articles for magazine, website, and newsletter

### EDUCATION AND CREDENTIALING

- Provide professional continuing education opportunities through the Chapter and Branches via annual meeting, branch meetings and virtual opportunities.
- Promote professional credentialing certification from National.
- Support and promote the Public Works Institute.
- Continue providing scholarships for higher education and training.

### MEMBERSHIP AND BRANCHES

- Participate in recruitment and retention. Provide activities to include student and young professionals.
- Collaborate amongst other branches and with vendors, consultants, and contactors for tours, education, equipment rodeos, etc.
- Promote participation by developing committees and include in meeting agendas for succession planning.

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*Voice*

*Value*

*Education & Credentialing*

*Membership & Branches*

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