



AMERICAN COUNCIL OF ENGINEERING COMPANIES
of Florida

Strategic Plan

***Vision:** To be the recognized advocate for all consulting engineers in Florida.*

***Mission:** To represent and promote consulting engineering.*

Recognized:

ACEC-FL has the vision to be the “Recognized” advocate for all consulting engineers in Florida. It is generally accepted that ACEC-FL is currently not recognized as the definitive organization that represents the collective and varied interests of consulting engineers in Florida. This is somewhat due to the large number of professional organizations that promote the interest of engineers in Florida. It is similarly due to the size and complexity of the State of Florida such that many individuals and organizations are unaware of ACEC FL. To address this problem, ACEC-FL needs to decide by whom it wants to be recognized within the State of Florida. Are these initiatives with the engineering community or outside, will it be organizations or individuals or both?

Advocate:

As the advocate for consulting engineers and companies in Florida, ACEC-FL represents and promotes the interests of its constituent members. Unfortunately, engineering firms doing business in Florida, both member and nonmember, are not informed of existing advocacy initiatives pursued by ACEC-FL, nor do they appreciate the value of those initiatives. Conversely, ACEC-FL has not developed a definitive understanding of the advocacy needs of its constituency. As a result, both ACEC-FL member firms and nonmember firms are either unaware of what benefits a ACEC-FL membership provides or they ascribe diminished value to ACEC-FL membership and active participation in the organization.

To address this problem ACEC-FL must first identify and define an accurate and comprehensive description of (1) the advocacy needs of its constituency, and (2) its constituency’s assessment of the effectiveness and value of existing ACEC-FL advocacy activities. This information should then be used to formulate and implement a comprehensive advocacy program that is fully responsive and congruent with constituency needs. To ensure the success and effectiveness of the new program, complementary support communications must be developed and executed to both inform the ACEC-FL constituency of ongoing advocacy activities and successes as well as to provide timely and substantive constituency feedback. Finally, a set of meaningful metrics and

polling initiatives should be developed and activated to monitor advocacy program effectiveness and constituency awareness.

Inclusive

The vision of ACEC-FL is to be the recognized advocate for all consulting engineers in Florida. The mission is to represent and promote the business of consulting engineering. Unfortunately, there are several problems that are hindering these objectives. For one, ACEC-FL is not perceived to represent all engineering disciplines. Instead, the organization is perceived as an association that represents “civil” engineers in general—and transportation engineers specifically. As a result, only 16 percent of engineering firms in the state are represented by ACEC-FL. This then becomes cyclic, because ACEC-FL activities represent the majority of the ACEC-FL membership—who are primarily civil/transportation engineers—discouraging the enrollment of consulting firms representing other engineering disciplines. In addition, there are numerous competing organizations and organizations vying for the membership of engineers in the state. Finally, ACEC-FL does not have enough “advocates” helping promote the organization as the advocate for **all** consulting engineers in the state.

To address this problem, ACEC-FL must promote the diversity of its membership, the value of its legislative “clout,” and the desire to represent all disciplines comprising the consulting engineering community. In order to do so, ACEC-FL must identify the various disciplines that it should represent and give these constituents a reason to join and become active in ACEC-FL.

Amended/Approved
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