

2023 – 2026

# STRATEGIC GOALS AND ACTIVITIES

## VISION STATEMENT

*Advancing quality of life for all*

## MISSION STATEMENT

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

## STRATEGIC GOALS

### 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 CHAPTERS

Deliver an outstanding and valuable membership experience in collaboration with chapters.

# STRATEGIC GOALS AND ACTIVITIES 2023–2026

## VALUE:

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

- Expand our public visibility campaign about the value of public works
- Promote public work’s positive impact on society
- Promote public works careers

## VOICE:

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

- Create a Canadian and US public policy agenda
- Use advocacy and storytelling to influence infrastructure public policy
- Serve as subject matter experts to governments and media

## EDUCATION AND CREDENTIALING:

**Provide excellence in education and credentialing.**

- Provide an exceptional learning experience
- Complement and support chapters’ educational programming
- Deliver a world-renowned public works credentialing resource

## MEMBERSHIP AND CHAPTERS:

**Deliver an outstanding and valuable membership experience in collaboration with chapters.**

- Create an outstanding, positive member engagement experience
- Implement workforce recruitment and retention strategies
- Provide outstanding concierge services to chapters

## STRATEGIC INITIATIVES

