

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.

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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
- Foster a diverse, equitable, and inclusive membership experience

STRATEGIC INITIATIVES

