

# STRATEGIC PLAN

## 2026 – 2029

### 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 membership engagement.***

#### PILLARS



#### PEOPLE

Create a welcoming and engaging membership experience.



#### PURPOSE

Provide excellence in workforce development, education, and credentialing.



#### PRESENCE

Promote the value of public works to government leaders, the public, and the media.

#### STRATEGIC GOALS

- Collaborate with chapters to provide support and resources that enhance member engagement and satisfaction.
- Optimize communication tools so members receive accurate, relevant, and timely information.
- Foster a strong, collaborative community of public works professionals by creating meaningful opportunities to share ideas, exchange solutions, and strengthen connections.

- Be the leading resource for public works agencies to implement effective workforce recruitment and retention strategies.
- Create and deliver education opportunities that meet the evolving needs of all public works roles and career stages.
- Advance APWA's credentialing and accreditation programs to set the standard for public works.

- Elevate awareness and recognition of Public Works First Responders as essential partners in emergency response and community resilience.
- Increase advocacy engagement by APWA chapters and members to create and share impactful messages on public works' critical role and positive contributions in communities.
- Demonstrate the positive fiscal impact of public works on the nation's economy and public health.