



Strategic Plan

Mid-Atlantic Chapter Board adopted August 11, 2015

Mission

The Mid-Atlantic Chapter of APWA advances professional excellence and public understanding through education, advocacy and community stewardship.

Vision:

The Mid-Atlantic Chapter of the APWA is the recognized leader in providing public works education, networking, advocacy and stewardship.

Core Values:

The Mid-Atlantic Chapter of APWA desires to promote membership in the organization through three dynamic core values:

- *Personal and Professional Development.* Providing meaningful training and education to enable members to meet the challenges of providing public works services.
- *Networking and Communications.* Bringing members together in fun and productive ways to promote growth, learning, and sharing of information.
- *Stewardship and Advocacy.* Helping members discover the joy of making a difference in the lives of others and their communities and advocating on behalf of the Public Works profession.

Stakeholders:

Our stakeholders are diverse individuals, groups and organization with a public or private interest in public works services. We serve citizens, elected representatives and appointed officials. We also serve those who are associated with local, state, and federal government activities, including consultants, contractors and vendors.

Our primary obligation is to APWA and in particular Chapter members. However, we also serve stakeholders who are not members of the APWA Chapter, including employees of member organizations who are not members of the Chapter, and employees of non-member organizations.

Services:

The services we provide to our stakeholders include: forums to exchange information; education and training opportunities; enhanced communication through the Chapter newsletter and membership directory; annual meetings and networking opportunities for marketing, contracting, and introducing new technology and equipment.

Guiding Principal:

The Executive Board of the Mid-Atlantic Chapter believes that member involvement is essential to the success of the Chapter and of APWA.

Goals and Strategy:

Goal 1. Young Professionals. Target public works professionals early in their career to enhance the profession and develop their knowledge/skills.

Key Strategies:

- Identify potential young professional candidates to serve as liaison to implement a Chapter young professional activity/presence at the annual conference.
- Develop a survey for emerging leaders to complete to provide feedback on what is most important to young professionals.

Goal 2. Membership Outreach and Engagement. Sustain and broaden Chapter membership.

Key Strategies:

- Offer Chapter conference registration fee incentives for members and non-member; Non-member fee to include a one-year membership in APWA.
- Offer reduced membership fees to first time members.
- Extend outreach to target conference attendees for new APWA membership.
- Prepare newsletter articles articulating the benefits and values of APWA membership.
- Complete a membership analysis to determine agencies who are not represented and develop a plan to reach out to these agencies and extend an invitation for membership.

Goal 3. Education. Target successful educational program formats, provide a diverse offering of topics.

Key Strategies:

- Promote lunch and learn events to member and non-member audiences, track attendance and follow up with membership invitations.
- Self-fund educational programs offered in the Chapter region.
- Free first-time attendance to Lunch and Learn event.
- Charge each technical committee to hold at least one educational event per year.
- Identify emerging trends for educational programs.