VISION
Civil engineers are global leaders, building a better quality of life.

MISSION
Deliver value to our members, advance civil engineering, and protect the public health, safety, and welfare.

GOAL 1
An ever-growing number of people in the civil engineering realm are members of, and engage in, ASCE.

FOCUS STRATEGY
- Improve member satisfaction among key member segments.

ONGOING STRATEGIES
- Improve student to member transition and younger member retention.
- Encourage and provide greater opportunities for younger member engagement and leadership in ASCE.
- Enhance and strengthen the relationships between the 10 geographic region boards of governors and the nine institute boards of governors through the successful implementation of the RIPG.
- Deliver, improve, and communicate member value included in membership dues, and benchmark against competitive associations.
- Enhance leadership skills development opportunities, identify and operationalize mentoring opportunities, and optimize employment and career-related services.
- Improve the information, guidance, activities, and opportunities for student chapter involvement.
- Continue to build international membership and benefits.
- Develop new products and services for domestic and global members that specifically appeal to younger members, delivered through the Society level, institute level and local regions, sections, and branches.
- Explore different membership models to broaden outreach to non-members and to capture additional members of the project team.
GOAL 2
Civil Engineers develop and apply innovative, state-of-the-art practices and technologies.

ONGOING STRATEGIES
- Promote the benefits of transformational innovation and state-of-the-art practices for the design, construction, and maintenance of civil infrastructure.
- Improve the practice of civil engineering, advance best practices, and share technical knowledge through collaborative committee activities, events, forums, publications, standards, and educational offerings.
- Facilitate the global exchange of civil engineering knowledge and educate members on professional practice in the global environment.
- Expand the opportunities for volunteers to engage in the technical activities of the ASCE institutes and divisions.
- Improve the profession’s access to a wide array of civil engineering technical and professional literature.
- Recognize the achievements of civil engineers and challenge the biases against the implementation of innovation and advancing the state-of-the-art.

GOAL 3
All infrastructure is safe, resilient, and sustainable.

FOCUS STRATEGIES
- Implement and promote the ASCE Grand Challenge within the civil engineering profession, encouraging the use of life-cycle cost analysis, innovation, performance-based design, best practices for sustainable engineering, and resiliency standards in planning and design of all infrastructure projects.
- Effectively execute the agreed upon Sustainability Road Map so that all civil engineering is “sustainable.”
ONGOING STRATEGIES

- Advocate so that public and private-sector decision-makers and the public at large take action to improve and modernize the nation’s infrastructure through national and state public policy efforts and increased member engagement in programs such as the Fly-Ins and Drive-Ins.

- Raise awareness among decision-makers and the public on the need for infrastructure investment at the state and local levels by providing information and resources such as the national and state Infrastructure Report Cards.

- Promote successes in innovative project delivery and funding solutions as models of effective infrastructure development.

- Develop and advocate for sound positions on civil engineering-related public policy issues (such as policies related to infrastructure, sustainability, risk, professional licensure, STEM education, procurement, etc.).

- Promote best practices and model policies to ensure that infrastructure is more resilient to extreme events.

- Develop a new project/program development process that ensures engineers are directly involved at the earliest stage of project/program planning.

GOAL 4

ASCE advances the educational and professional standards for civil engineers.

ONGOING STRATEGIES

- Plan and execute the “Engineer Tomorrow” initiative for civil engineering to protect the public health, safety, and welfare.

- Lead and engage CE academic programs, CE department chairs and heads, CE faculty, CE practitioners, and ABET Inc. to continuously improve the formal education of civil engineers.

- Educate, train, and equip civil engineers to increase their technical competency and develop their interpersonal and organizational leader skills with online, in-person, and webinar continuing professional development.

- Maintain and enforce ASCE’s Code of Ethics and educate members and the public on professionalism and the ethical practice of civil engineering.
➤ Equip civil engineers to practice sustainable civil engineering by offering an ASCE sustainability certificate program and promoting sustainability standards and tools.

➤ Lead and participate with others in the professional engineer licensure processes, procurement, and business practices in all U.S. jurisdictions to protect the public health, safety, and welfare.

➤ Integrate civil engineering technologists into the family of civil engineering.

➤ Promote diversity, equity, and inclusion as essential to the advancement of the civil engineering profession.

5

GOAL 5

The public values civil engineers’ essential role in society.

FOCUS STRATEGY

➤ Promote greater public awareness and recognition of the positive achievements of civil engineers to society throughout history through a campaign or program reaching audiences in the popular and social media.

ONGOING STRATEGIES

➤ Develop a messaging platform that positions civil engineers as valued leaders, emphasizing the attributes needed to achieve Vision 2025, in language that resonates with the public.

➤ Encourage civil engineers to engage in public policy activities and leadership at the local, state, and national level. Train and equip civil engineers with the skills and messages necessary to interact with the public and decision-makers on important community and national issues.

➤ Offer pre-college outreach programs and participate in partnerships to help foster a sufficient and diverse supply of quality civil engineers to meet the future needs of society.

➤ Leverage the Dream Big movie and outreach materials to promote civil engineering careers to youth and raise the stature of civil engineers among families and community leaders.
GOAL 6
ASCE excels in strategic and operational effectiveness.

FOCUS STRATEGY

- Ensure the Society’s business model(s) respond to changes in the nonprofit professional society environment, characteristics of current and potential members, and outlook for available resources. Evaluate all aspects of the Society’s operations and structure.

ONGOING STRATEGIES

- Continue to develop an ASCE staff culture based on core values to provide a rewarding environment for staff to work in that will lead to increased member value.

- Evaluate the level of effort and spending for major program areas, e.g., geographic entities, government affairs, educational activities. Looking to the future, determine where to best allocate available resources (volunteer, staff, and other expenses) to accomplish ASCE’s goals and build membership and revenue streams.

- Enhance the member experience with ASCE through a more robust e-commerce platform, better database integrity, and improved interfaces for interactions and communications with members.

- Use available technology to enhance the learning experience and adapt education delivery methods to correspond to the changing educational needs and environment.

- Strengthen ASCE’s global culture by maintaining existing foreign relationships and building new ones, collaborating to foster sustainable practices, sharing technical knowledge, and working to improve global engineering practices.

- Provide members attractive opportunities to support ASCE programs beyond volunteer hours and membership dues through gifts to the ASCE Foundation. Seek a substantial increase in donations to the ASCE Foundation so that the foundation’s annual monetary contribution to ASCE programs can be increased.