

# UESI STRATEGIC PLAN

## VISION

To be the worldwide leader in generating and promoting excellence in engineering, planning, design, construction, operations, and asset management for utility infrastructure and engineering surveying.

## MISSION

Deliver value to our members, and advance utility engineering and surveying professionals.

## DEFINITIONS

Utility Engineering is a branch of Civil Engineering that focuses on the plan, position, design, construction, operation, maintenance, and asset management of any and all utility systems, as well as the interaction between utility infrastructure and other civil infrastructure.

“The American Society of Civil Engineers (ASCE) defines Engineering Surveying as those activities involved in the planning and execution of surveys for the development, design, construction, operation and maintenance of civil and other engineered projects. Engineering surveying may be regarded as a specialty within the broader professional practice of engineering and includes all surveying activities required to support the conception, planning, design, construction, maintenance, and operation of engineered projects. Engineering surveying excludes the surveying of real property, for the establishment of land boundaries, rights of way, easements, and the dependent or independent surveys or resurveys of the public land survey system. ASCE believes that this definition should be adopted by state engineering licensing boards.” Reference ASCE Policy Statement 333.

## GOAL 1 – Technology

Be the catalyst in driving development and collaboration of best practice, innovation, and emergent technologies.

<b><i>Draft Focus Strategy</i></b>
None
<b><i>Ongoing Strategies</i></b>
a) Promote the benefits of state-of-the-art best practices, innovation, and emergent technologies for planning, positioning, design, construction, operation, maintenance, and asset management of all utility systems, as well as the interaction between utility infrastructure and other civil infrastructure.
b) Create content and share technical knowledge of utility engineering and surveying through appropriate committees and forums at a global scale.
c) Develop, promote, and lead the adoption of utility engineering and surveying related consensus standards.
d) Produce peer-reviewed journals, technical articles, and other publications to disseminate advances in technical knowledge.

### ***Key Performance Indicators***

- (1) The development of certification programs in utility engineering, utility locating and surveying.
- (2) Development of ASCE-UESI standards that are adopted into US and International codes.
- (3) Number of State laws which recognize and incorporate UESI Standards.
- (4) Number of citations/references to ASCE-UESI technical publications.
- (5) Number of content providers.

## GOAL 2 – Justification

Be the leader for creating, establishing, publishing, supporting, and maintaining the professional standards for utility engineers and surveyors.

<b><i>Draft Focus Strategy</i></b>
None
<b><i>Ongoing Strategies</i></b>
a) Provide continuing education opportunities to utility engineers and surveyors.
b) Develop technical conferences or tracts/presentations for other conferences to address a variety of subject matter and to offer networking opportunities.
c) Develop recognitions, credentialing, and other awards programs.
d) Coordinate one-call locators training and certification with other professional organizations
e) Coordinate with universities in developing utility engineering programs and developing/maintaining surveying/geomatics programs
f) Advocate with state and professional boards to recognize subsurface utility engineering for PE licensing experience

### ***Key Performance Indicators***

- (1) Number of UESI CEUs or PDHs awarded.
- (2) Number of technical conferences and/or tracks developed and conducted and number of attendees.
- (3) Number of credentialing programs developed and in progress for utility and surveying practitioners.
- (4) Professional organizations engagements and network development.
- (5) Number of universities developing utility engineering programs and/or developing/maintaining surveying/geomatics programs.
- (6) Number of state licensing boards recognizing subsurface utility engineering for PE licenses.
- (7) Number of UESI members involved in legislative engagement.

## GOAL 3 – Community

**Make UESI the valuable and useful professional home for every utility engineering and surveying practitioner.**

<b><i>Draft Focus Strategy</i></b>
Increase Member Value
<b><i>Ongoing Strategies</i></b>
a) Attract Public Sector engagement through scholarships and memorandums of understanding (MOUS).
b) Promote UESI engagement with the SUE Association.
c) Collaborate with UESI's Organizational Members to enhance their role and function within the Institute.
d) Develop strategic Memorandums of Understanding (MOUs) with Public Sector Organizations and Authorities.
e) Develop a young professional mentoring program.
f) Develop UESI Body of Knowledge in collaboration with academic institutions.
g) Develop media for educational outreach to students.
h) Leverage social media to expand engagement.

### ***Key Performance Indicators***

- (1) Annual student, individual and organizational membership growth.
- (2) Track student, individual and organizational membership retention rate.
- (3) Mentor/mentee partnerships.
- (4) Professional education engagements with academic institutions.
- (5) Social media presence and online metrics (posts, shares, views).