



UESI STRATEGIC PLAN 2025-2027

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.

GOAL 1 – Promote Innovation

Be the catalyst in driving development and collaboration of best practice, innovation, and emergent technologies for utility engineering and engineering surveying

Strategies
a) Promote the benefits of state-of-the-art best practices, innovation, and emergent technologies for engineering surveying and utility engineering.
b) Integrate emergent technologies (e.g., AI) into product development.
c) Promote the adoption of utility engineering and engineering surveying consensus standards.
d) Engage in research that will advance and integrate innovation into industry practice.

Key Performance Indicators

- (1) Development of ASCE-UESI standards that are adopted into US and International codes.
- (2) # of State laws which recognize and incorporate UESI Standards.
- (3) # of citations/references to ASCE-UESI technical publications.
- (4) # of members/volunteers participating in content development.
- (5) # of peer-reviewed journal articles and other technical papers that disseminate advances in technical knowledge.



GOAL 2 – Create Products

Be the leader for creating, establishing, publishing, supporting, and maintaining the professional publications*, certifications, and education for utility engineers and engineering surveyors.

Strategies
a) Produce standards, peer-reviewed journals, technical articles, manuals of practice, and other publications to disseminate advances in technical knowledge.
b) Provide continuing education opportunities for utility engineers and surveyors.
c) Develop technical content for conferences to promote UESI subject matter expertise and engagement through educational and networking opportunities.
d) Develop certification programs in utility engineering, utility locating and engineering surveying.
e) Promote professional licensure and certification through the development of training and education that supports licensure and certification programs.
f) Support, educate, and help universities develop utility engineering programs and maintain surveying/geomatics programs.

**Publications = standards, guidance documents, manuals of practice, journals.*

Key Performance Indicators

- (1) # of UESI CEUs or PDHs awarded.
- (2) # of technical conference sessions developed and conducted.
- (3) # of licensure, certification, and training programs developed.
- (4) # of state licensing boards recognizing subsurface utility engineering for PE licenses.
- (5) # of UESI members involved in legislative engagement.

GOAL 3 – Industry Stewardship

Make UESI the destination for every utility engineering and engineering surveying practitioner.

Strategies
a) Educate government leaders, regulators, project owners and their engineers on the value UESI best practices and standards provide to serve as an objective professional resource for legislative matters affecting the Utility Industry.
b) Promote UESI engagement with industry related professional organizations.
c) Increase UESI's Individual and Organizational Memberships and enhance collaboration of members within the Institute.
d) Develop strategic Memorandums of Understanding (MOUs) with industry partners, public sector organizations, and regulatory agencies.
e) Develop and promote a young professional mentoring program.
f) Recognize UESI member achievements through credentialing and awards programs.
g) Leverage social media to expand engagement with members and prospective members.
h) Advocate with state and professional boards to recognize subsurface utility engineering for PE licensing experience.

Key Performance Indicators

- (1) Student, individual, and organizational membership growth & retention rates.
- (2) # of UESI young professionals mentor/mentee partnerships.
- (3) # of education engagements and mentor partners with academic institutions.
- (4) # of professional organization partnerships and MOUs.
- (5) Social media presence and online metrics (posts, shares, views).
- (6) Track first-time non-member conference attendance conversions to UESI membership.