

APWA/AZ STRATEGIC PLAN FY2019/2022 - Chapter Goals

VALUE:

Define the value of public works and enhance its visibility/awareness

- GOAL: Define Public Works - what are the key areas of meaning to the AZ Chapter
- GOAL: Utilize a Peer Agency Awareness program - create value for agency participation.
- GOAL: Expand National Public Works Week - Elevate Public Works.
- GOAL: Promote and coordinate outreach activities for K-12 as well as higher education career awareness opportunities.

VOICE:

Be the voice of public works to government leaders and media

- GOAL: Increase individual member and chapter engagement in government advocacy.
- GOAL: Elevate APWA's reputation at both the state and local levels.
- GOAL: Create a Public Works subject matter speakers' bureau.
- GOAL: Increase activities w/ US House of Representative's Public Works & Infrastructure Caucus.
- GOAL: Serve as the voice of public works.

EDUCATION & CREDENTIALING:

Ensure excellence in education and credentialing

- GOAL: Create a comprehensive strategic education and credentialing plan
- GOAL: Provide an integrated strategic education and credentialing plan
- GOAL: Promote and enhance our Institute
- GOAL: Develop strategic business alliances for education
- GOAL: Create new and innovative educational offerings and delivery methods
- GOAL: Promote participation in accreditation, certification and certificates programs
- GOAL: Maximize available PDHs for each training program and promote availability

MEMBERSHIP & CHAPTERS:

Create a dynamic membership and chapter model

- GOAL: Increase net membership of chapter and branches.
- GOAL: Identify & Analyze Operational & Resource needs of the Chapter to provide Value to Members and Non-Members
- GOAL: Assess & Identify Potential New Membership Markets
- GOAL: Analyze & Evaluate Membership Levels and Costs