



# STRATEGIC PLAN 2023-2028

## VISION

Engineered and natural systems work in harmony for the benefit of humanity.

## MISSION

Lead the civil engineering profession to sustainably advance and protect the health, safety and welfare of all.

## COMMITMENT TO OUR MEMBERS

Inspire, connect, and serve our global membership to maximize their professional and personal growth and magnify their lifelong professional impact.

## STRATEGIC SHIFTS

### SOCIETY

**Innovate.** Define and drive creative development and renewal of future-ready infrastructure.

**Advocate.** Promote and facilitate civil engineering leadership in developing equitable solutions to global challenges.

### PROFESSION

**Inspire.** Energize and cultivate a diverse, inclusive, and engaged civil engineering community.

**Stimulate.** Accelerate development and adoption of emerging technologies, analytics, and systems thinking.

### MEMBERSHIP

**Magnify.** Amplify our collective impact through a vibrant, engaged, and growing membership.

**Deliver.** Effectively manage our resources to provide exceptional value to members.

# STRATEGIC OBJECTIVES

## SOCIETY

## PROFESSION

### 1 Innovate.

Define and drive creative development and renewal of future-ready infrastructure.

- 1.1 Accelerate infrastructure's transition into the future.
- 1.2 Be the authoritative source for adaptation of infrastructure to the changing global climate.
- 1.3 Champion integration of sustainability and equity in infrastructure solutions.

### 3 Inspire.

Energize and cultivate a diverse, inclusive, and engaged civil engineering community.

- 3.1 Position ASCE as the premier resource for civil engineering leadership development across our members' careers.
- 3.2 Cultivate a global, cross-disciplinary community of infrastructure professionals.
- 3.3 Improve pathways toward a more diverse, inclusive, and equitable profession that reflects the people we serve.

### 2 Advocate.

Promote and facilitate civil engineering leadership in developing solutions to global challenges.

- 2.1 Shape forward-looking infrastructure policy, investment, and implementation.
- 2.2 Equip civil engineers to shape public policy and awareness.
- 2.3 Elevate the visibility of civil engineers' leadership role in society.

### 4 Stimulate.

Accelerate development and adoption of emerging technologies, analytics, and systems thinking.

- 4.1 Energize partnerships between civil engineering practice, education, and research to propel technical innovation.
- 4.2 Be the essential hub for exchanging interdisciplinary research to catalyze advances in infrastructure systems.
- 4.3 Develop agile and future-ready codes and design standards for broad adoption that support system innovation.

## MEMBERSHIP

### 5 Magnify.

Amplify our collective impact through a vibrant, engaged, and growing membership.

- 5.1 Provide exceptional value and satisfaction throughout the member journey, from student to life membership.
- 5.2 Expand partnerships with employers to better serve employer and employee needs.
- 5.3 Attract new members from the broader infrastructure community.

### 6 Deliver.

Effectively manage our resources to provide exceptional value to members.

- 6.1 Embed a culture of growth and advancement across the organization to support our members' evolving needs while promoting and rewarding service, innovation, and leadership.
- 6.2 Enhance our systems and processes for efficiency and impact.
- 6.3 Continually improve programs and operations, recognizing strategic trade-offs, to support areas of increasing need.