

Chicago Metro Chapter



Strategic Plan 2020-2023

MISSION STATEMENT:

Advancing quality of life for our communities.

VISION STATEMENT:

Support those who operate, improve and maintain public works and infrastructure through advocacy, education, and member engagement.

STRATEGIC GOALS:

VALUE:

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

VOICE:

Be the voice of public works to government leaders, communities and media.

EDUCATION & CREDENTIALING:

Provide training and credentialing for all aspects of public works.

MEMBERSHIP & BRANCHES:

Create a dynamic and diverse membership through our branches.



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STRATEGIC GOALS & ACTIVITIES

VALUE:

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

- Create a public awareness campaign
- Expand National Public Works Week
- Develop the Chapter Expo for increased participation by all members
- Be universally recognized as first responders
- Develop outreach activities for K-12 and higher education while sharing career opportunities
- Establish public works as a career choice
- Serve as expert resource

EDUCATION & CREDENTIALING:

Provide training and credentialing for all aspects of public works.

- Maintain support of Illinois Public Service Institute, Midwest Advanced Public Service Institute and Roads Scholar Program
- Improve Expo to encourage greater participation
- Be the leader in Asset Management education
- Continue to support scholarships for all types of education
- Raise awareness on credentialing programs and accreditation
- Grow and offer new education events for members & non-members
- Collaborate between branches and Chapter on education event timing and topics
- Develop a mentorship program

VOICE:

Be the voice of public works to government leaders, communities and media.

- Create a public works subject matter expert speakers' bureau
- Maintain liaisons with other organizations to enhance governmental influence
- Utilize Councils of Governments
- Create a more focused message and increase participation for Springfield drive down event.
- Explore marketing potential to elevate APWA recognition
- Grow public works representation on state committees & task-forces
- Enhance internal awareness of current government affairs

MEMBERSHIP & BRANCHES:

Create a dynamic and diverse membership through our branches.

- Assess and identify potential new members
- Enhance existing member participation
- Approach National APWA regarding membership structure enhancements
- Develop unified approach for membership services across Chapter and Branches.
- Create opportunities for engagement of students, young professionals, & emerging leaders