

1. Membership Growth
 - a. Engage and support strong programs and activities at the local units that support the engagement needed, advocate for the profession, and gain members
 - i. We will increase dues paying membership by 5% by October 2023 and 25% by October 2027
 - b. Each Section/Branch is visited by a Region leader on an annual basis.
 - c. Working with Sections and Branches to ensure 95% of student chapters have 1 active practitioner advisors and 75% have 2 active practitioner advisors by October 2023 and 95% with 2 practitioner advisors by 2027
2. Collaborate and support and develop strong student activities in the Region
 - a. Every student chapter is visited by a Region 3 leader at least once every three years
 - b. All Region 3 leaders attend at least one student symposium per year and actively participate in Region Support Champion Committees
 - c. Create and support continuity of student activities through Region leadership (student activities regional committee)
3. Broader engagement of region leadership in ASCE events
 - a. Every state in the Region is represented at the Flyin on an annual basis
 - b. 50% of Sections and Branches are represented at MRLC (WSBL and CRYMC) by October 2024 and 75% by October 2027
 - c. Each Region Governor attends at least 1 ASCE Society event per year for a total of 3 events over a single 3 year term.
4. Providing opportunity for connecting and supporting local units
 - a. 40% Sections and Branches represented at annual region assembly for 2023 and 80% by 2027
 - b. Provide a quarterly newsletter highlighting Section and Branch activities
 - c. Annual 80% Section and Branch have a Society Presidential Officer, Director or Region Governor speak at an event