

# ASCE Region 7 Strategic Plan 2023-2028 (Approved 11/30/23)

Vision: Region 7 is a welcoming, collaborative community that offers resources, professional growth, opportunity for leadership and sets the standard of success for all regions.

Mission: Inspires, engages and connects our members and local units through communication, networking and leadership opportunities.

## Strategic Priorities:

Priority 1: **Profession/Stimulate** - Engaging Sections and Branches in different areas.

- Each Section has at least one program in partnership with another unit or outside association that is connected to *Future World Vision/Cities of the Future: Reimagining Our World* by **end of 2024**.
- Increase member participation in Student Symposia

### Strategic Goals to Accomplish Priority 1:

Responsible party from Board of Governors – **Ernie Longoria, At-Large Governor**, with **assistance from all Governors and Corresponding Members** of the Region 7 Board

- FUTURE WORLD VISION:
  - Outreach to current and new faculty in partnership with our Student Chapters
  - Partner with vendors (events, series of work sessions/discussions, incorporate into clubs, etc.)
  - Complete by May 2024** for Faculty and end of 2024 for Vendors
- CITY OF FUTURE: Reimagining Our World
  - Reach out to local theaters for hosting film
  - Reach out to organizations for related Outreach Events
  - Date: **Through end of 2024** (Initial release to IMAX is February 2024, 7 releases planned and none of these are in Region 7 as of 11/29/2023)
- STUDENT SYMPOSIUM:
  - Assign Liaison from Region Champion Support Team to represent the local Sections/Branches at the Region level
    - Section President associated with that chapter, and the Branch and YM President associated with that chapter are already invited to be on the Region Champion Support Team
    - Liaison to maintain fluid communication throughout the year (ie. assist with sponsorship opportunities and ideas, personal asks for volunteers, etc.)
    - Liaison to be reassigned each year to correspond with the host school(s)

## Priority 2: **Society/Innovate** - Improvements to Grants and Awards

- Each Section (can be from represented Branch, Younger Member group, or Student Chapter) submits at least one **award or grant application for 2023**, and by **2027 each unit** submit one.
- Review local award nominations for consideration at the Region level.
- Review Society awards for consideration of Regional support (ie. Region 7 pass through nomination requirements, advertisement of, etc.)

### Strategic Goals to Accomplish Priority 2:

Responsible party from Board of Governors – **Jenny Taylor, Kansas/Kansas City Governor**, and newly developed **Task Committee** to assist (consider Region 7 pre-assigned Roll Assignment)

- a. Look at Edmund Friedman, among other Society awards, and encourage nominations be developed for deserving folks in the region. Date: **December 2025**
- b. Provide the history of the Awards to the Website. Date: **December 2025**
- c. Add a Student Award. Date: **July 2024**
- d. Change the title of the existing *Lifetime Achievement Award* to the *Professional Progress Award* to allow for a broader candidate pool (to remove the focus to those nearing the end of their career and redirecting to those that have accomplished a significant impact to the profession). Date: **July 2024**

## Priority 3: **Membership/Magnify** – Students and Recent Graduates

- Enlighten Student Members into ASCE after-graduation
- Focus on maintaining recent graduates who are automatically “opted in” as student member to member (M.ASCE) their first year and are required to renew their 2nd year of membership (first invoice)

### Strategic Goals to Accomplish Priority 3:

Responsible party from Board of Governors – **Ernie Longoria, At-Large Governor**, and newly developed **Task Committee** to assist

- a. Establish a Region Champion/Liaison resource page to be included in the Onboarding Packet discussed in Priority 5.
  - i. Incorporate to Onboarding Packet by **May 2024**
- b. Gain insight from 5% of our region’s students and young professionals on what might/has enticed them to continue their membership after graduation. Date: **December 2024**
  - a. Define engagement paths for students and professionals – Best Practices
- c. Standardize obtaining long-term contact information with students prior to graduation (email, social media connections, cell phone number, etc.).
  - i. This may be through presentations by a Governor or Corresponding Member

at student chapter meetings, recognition of graduates' event, etc.  
Sample Language: "If you are staying in an area, we welcome and encourage you to come to local meetings, please leave us an email that will not disappear after graduation (have a signup sheet or electronic contact connection available for them). If you are leaving the area after graduation, let me know and I will connect you with the younger member group in that area. Come and talk with me after the meeting or here's how you can get ahold of me."

Action Plan:

- a. Measurable in 2 years
- b. Create a Survey in November to send to December Grads (annually)
- c. Review membership **October 2024** to identify those that have renewed membership from the "opt in" list of the previous year.
- d. Additional contact with all recent grads including those that haven't renewed
- e. **May 2024** - evaluate and identify best practices and areas for improvement
- f. Repeat

Priority 4: **Membership/Deliver** - Financial Management

- Develop new revenue sources to support Student Symposia, the Region Assembly, and the Region Grant Program.

Strategic Goals to Accomplish Priority 4:

- Responsible parties from Board of Governors to work in tandem – **Shawwna Erter, St Louis Governor** for the Mid-America Symposia; **Caleb Stock, Colorado Governor** for the Rocky Mountain Student Symposia
- a. Identify opportunities for funding opportunities with companies in our industry
    - i. This can include multi-year sponsors, or
    - ii. Sponsorship form multiple symposia
    - iii. The sponsorships above could be managed or run through the region
    - iv. Consider streamlining the requests for funding so companies are getting multiple requests. Maybe a single request that would fund multiple events
    - v. Through the partner program, companies can earmark additional money for other priorities. Work with potential sponsors to help streamline their contributions in this way.
  - b. Compile information on what funding requests are currently being made from different sections and branches to just understand trends.
    - i. Use caution as to not take over or interfere with established local trends
    - ii. Identify what companies are sponsoring, how much they are sponsoring, etc.
  - c. Designate one liaison for each symposium to specifically focus on coordinating and sharing financial planning and information, and sponsorships to help share information and coordinate the multi-year and multi-symposia sponsorships. These

liaisons would likely be part of the Region Champion Support Team targeting this priority.

- d. Explore sponsors for the Region 7 Assembly and Grants program.

Action Plan:

- a. **December 2024** – Finish gathering information about how funding is currently being handled and have recommendations and a plan prepared for how to increase funding.
- b. **Summer 2024** – Secure a sponsor for 2024 R7 Assembly
- c. **April 2025** – Secure \$3,000 in Region 7 sponsorships

Priority 5: **Society/Advocate** - Leadership Development

- Implement an onboarding program for new governors and corresponding members and expand the program to new Section leadership.

Strategic Goals to Accomplish Priority 5:

Responsible party from Board of Governors – **Jen Bates, Iowa/South Dakota Governor**

- a. Develop a best practices guide (also referred to as an Onboarding Packet and Presentation) that will raise the bar for all other regions and will be created to compliment society's introduction to being a governor.
  - i. This document will be created by committee. The committee will consist of current and previous Region 7 governors. Additionally, as governors transition away from their positions in Region 7, they will have exit interviews or debriefs regarding what they wish they knew when they started and provide those lessons to this best practices guide.
- b. Promote Region 7 more at a lower level, starting with students during the student symposiums. Whether it is a speech, a booth, or handouts, there should be some promotional information that highlights that all of the students fall under Region 7 during the conference, they are not just competing schools at this level.
- c. Additionally, the region leadership shall make a push to get information on younger member, branch, and section websites so that visitors who stay up to date with their local branch or YMG may find out more about Region 7 from sources other than the region newsletter and the region website.

Action Plan:

- d. The Onboarding Packet and Presentation will be completed by **June 2024**.
- e. This Onboarding Packet will then be **ready for new governors stepping into the role during the fall of 2024**.
- f. The document may then be **provided to Section leadership in 2025**.
- g. Regional Promotion Information ready by **July 2025**

## Priority 6: Profession/Inspire - Communication to Promote and Engage

- Increase the number of LinkedIn followers by 100 per year through 2026.

### Strategic Goals to Accomplish Priority 6:

Responsible party from Board of Governors – **All Governors**

- a. All Governors to have access to post to the Region 7 Linked In account (complete)  
Set expectations to post 4 times/month minimum

Tagging people, companies, and sections. Using 3-5 hashtags per post to hit the LinkedIn algorithm.

- b. Region Newsletter to be developed from the Linked In content directly 2x a year (July and December typically)
- c. Each Governor to reach out to section & branch leaders on LinkedIn asking them to follow the Region & the Region will follow them. This partnership will consist of sharing their posts (making sure the Governor knows about local posts for sharing on our Region page) and encouraging their members to do the same. Date: **March 2023, reoccur every March and September**

Our purpose is to amplify local level ASCE & cross-share knowledge.

- d. Consider Sponsorship opportunities for boosting posts, etc. for social media and set up a budget line for this.

Reach out to Society for guidance/best practices (Lizzy Howel - [chowell@asce.org](mailto:chowell@asce.org))

Date: **June 2024**