



## APWA-MN Chapter Strategic Plan 2018-2020

### Goal 1: Value of Public Works

*Outcome: Define the value of public works and enhance its visibility*

- Promote a Public Works education track at St. Thomas Engineering Program (Jake Guzic)
- Promote the importance of Asset Management in university curriculum (Cody Mathison/Chris LaBounty)
- Offer internships as a way to promote public works (coordinate with current scholarship program)
- Build reserve of outreach tools (Education & Training/Public Awareness)

### Goal 2: Voice of Public Works

*Outcome: Be the voice of public works to government leaders and media*

- Government Affairs Committee (est. 2017) (Steve Albrecht)
- Actively Advocate for Public Works (Government Affairs)

### Goal 3: Education

*Outcome: Ensure excellence in learning opportunities for our membership*

- Continue to provide value through conferences (Conference)
- Provide added value opportunities (Education & Training)

### Goal 4: Membership

*Outcome: Create a dynamic chapter and be a model for other chapters*

- Reinvest financial reserves back into the chapter (membership growth, outstate activity)
- Develop another (university/college/trade school) student chapter (Chris LaBounty)
- Assist in the development (or encourage) information sharing and networking amongst the public works community (i.e., sub-regional lunch meetings on specific topics) (Lydia Ener)
- Host national conferences every 5-6 years, alternating between PWX and Snow Conference (Pat Schutrop)