

Institute for Business Management Committee

ACEC STRATEGIC PLAN: Six strategic goals under the plan are:

1. Become recognized by all engineering companies in the United States as their legislative advocate for the promotion and protection of their business interests
2. Become recognized by all engineering companies in the United States as their primary resource on business practices
3. Become recognized by all stakeholders in the built environment as the national voice of the engineering industry
4. Grow ACEC/PAC to a \$1 million-per-year PAC by 2006
5. Grow the Minuteman Fund to \$1 million by 2006
6. Double overall membership and recruit 90% of ENR's Top 500 Design Firms as ACEC members by 2010

PURPOSE:

The Institute for Business Management Committee develops and monitors the Institute's curriculum-based programming, and provides guidance to assure that the Institute addresses the business practice and continuing education needs of ACEC member firms.

2005-2006 GOALS:

General

1. Advance the Institute as the premier provider of business education in the engineering industry.
2. Provide oversight for educational content, delivery methods, and providers for the Institute.
3. Continue the process of considering and implementing, as appropriate, an education management system.
4. Look to the Management Practices Committee for a recommendation on the future of the educational forums; facilitate the forums' transition to the "next step".
5. Coordinate the education-related activities (such as publications) of other business committees as their work relates to the Institute.
6. Continue to explore partnering relationships between the Institute and other educational institutions in order to bolster the programs of the Institute, and develop timelines for implementation.
7. Enhance the coordination of educational programming with MOs so that the extent to which national and state programs "complement" each other is maximized.

Curriculum

1. Recommend enhancements in Institute curriculum and services.
2. Approve educational sessions that fall within the Institute's curriculum tracks.
3. Reach further into firms in marketing courses to staff specialists.
4. Within budget, develop custom educational programs filling unmet educational needs.

Certification and Records

1. Provide guidance and oversight for development of the Institute's certification programs to meet member needs and add value to educational programming.

Peer Review

1. Promote the benefits of Peer Review.
2. Achieve enhanced support for Peer Review Program from organizations such as AIA, ACEC/Canada, CNEC/Mexico, ASCE, NSPE, ASFE, professional liability insurers, and other organizations.
3. Publish article in Engineering Inc.
4. Convince one insurance carrier to partially subsidize this program.
5. Target 25 completed peer reviews in 2005-2006.

Licensure

1. Monitor professional licensure issues and their impact on engineering business practice.
2. Recommend enhancements to Institute curriculum to meet the licensure needs of members.
3. Champion continuing education to allow uniformity and portability for engineering licensees.

Senior Executives Institute

1. Review the SEI curriculum to ensure that it is appropriate for the changing business environment and meets the needs of members and member firms.
2. Review the role and relationship of the main content providers to ensure that the SEI program maintains high quality at a financially sustainable level, meeting the charge that all Institute educational programs must be self-supporting.
3. Assist in identifying new curriculum providers.
4. Develop an active SEI alumni group that would meet regularly at ACEC conferences, and build a stronger affinity between SEI graduates and ACEC.
5. Transition the SEI subcommittee into an alumni group that would continue to provide advice on the program to the IBM Committee.

6. Utilize SEI alumni in the promotion of the program to future registrants.
7. Contribute to the planning and design of the Institute for Business Management.

PROGRESS REPORTS:

The Committee shall make quarterly reports to the Chairman (copied to the President) on progress made in achieving Committee goals.

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