

Public Relations 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 purpose of the Public Relations Committee is to review ACEC's communications programs, both external and internal, with an eye toward recommending policies and actions to improve the overall quality of these programs.

2005-2006 GOALS:

1. Define a true role for the existence of the Public Relations Committee.
2. Recommend enhancements to ACEC's communications programs in both content and style.
3. Recommend ways to enhance ACEC's external profile as the "voice of the engineering industry".
4. Monitor ACEC's communications vehicles – *Last Word, Engineering, Inc.*, and website – to assure their effectiveness.

PROGRESS REPORTS:

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

Public Relations Committee

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