

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 2010, while “capturing” the influence of our most politically active individual members.
5. Grow the Minuteman Fund to respond to critical state issues and federal appellate cases while maintaining a “war chest” of \$1 million.
6. Grow the number of member firms by 2% each year, grow the number of member firm employees by 3% each year, and recruit 90% of the eligible *ENR* “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.

2007-2008 GOALS:

1. Continue to monitor ACEC’s communications vehicles – *Last Word, Engineering, Inc.*, and website – to assure their effectiveness.
2. Develop a plan for recognition of private engineering firms in conjunction with the upcoming 2009 100th Anniversary.
3. Present an award of recognition annually to the MO that has demonstrated the most effective PR Program.
4. Conduct an MO survey on states’ PR needs.
5. Submit to the IBM Curriculum Sub-Committee recommendations of educational sessions on PR activities at the firm level.

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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