

Design Professionals Coalition (DPC) Strategic Priorities Plan 2024

Purpose: An ACEC coalition of large/leading engineering and project delivery firms, represented by Senior Principals from each Member Firm. We advocate a national business agenda for the A/E industry by educating, protecting, promoting, and advocating for the interests of our industry, our coalition, our individual companies, and the public good.

Vision: To be recognized as an effective leader in pursuing an agenda that advances viable, sound solutions to A/E industry challenges and ensures that engineers, planners, architects, and scientists have a voice in the critical policy issues facing our nation.

2024 Objectives:

- Maximize Opportunities for Effective Collaboration within our Membership and with Similarly Aligned Industry Associations *Network*
- Ensure On-Going Quality and Focus of our Educational Programs on Themes of Significance to Members *Educate*
- Be pro-active in Communicating with Membership on Legislative and Regulatory Issues to Maximize our Member Firms' external influence *Advocate*
- Make a Long-Term Positive Impact on our Communities, Industry, Employees and Society *Impact*

Strategies:

- Network:** Continue collaboration among our Members through effective programming, opportunities to participate, and opportunities to Network. Host formalized networking activities at our Meetings, provide for a welcoming atmosphere for new Members and provide opportunities for greater C-Suite interaction.
- Educate:** Focus programming on Emerging Themes; The Future of the Industry and our Firms, People, including best-in-class practices , Member "Case Studies/Lessons Learned" and identify/develop legislative remedies for ACEC advocacy programs. Ensure on-going quality and consistency of educational programs through continued engagement of high-profile speakers.
- Advocate:** Maximize opportunities for our Members to participate in advocacy efforts to advance the Regulatory and Legislative interests of DPC Member Firms. Expand the use of Member Firm expertise to provide practical solutions and the "Ask" in Legislation and Rulemaking. Work closely with ACEC Advocacy programs' research and to support Industry positions.
- Impact:** Increase the Emphasis on Doing Great Things as a group. Make a long-lasting positive Impact on our Communities, Industry, Employees, and Society by advancing built environment solutions to enable positive, long-lasting change. Continue targeted recruitment of ENR's Top 100 Design Firms.

Strategic Framework:

Network: Maximize Opportunities for Effective Collaboration Within and Between Our Membership and Similarly Aligned Industry Associations

- Facilitate the formation of Committees and Forums to address topics unique to our Membership.
- Enhance networking opportunities at our meetings with events and meeting session formats that foster direct conversation between Members in addition to the “big room” format.
- Identify membership associations in order to develop linkages among memberships.
- Attract and encourage greater C-suite participation and promote greater C-Suite interaction.
- Work with our Members to identify Alternate Representatives to maintain continuity during leadership transitions.
- Enhance our on-boarding of new Members starting in advance of their first meeting continuing through post-meeting follow-up.

Educate: Ensure On-going Quality and Consistency of Educational Programs

- DPC will share knowledge and expertise with ACEC in mutual areas of interest.
- Survey Membership to gauge interest in program topics.

Ensure programs:

- Directly relate to the business success of Member firms;
- Provide practical, “Case Studies/Lessons Learned”, delivered in confidence; and
- Engage high-profile presenters (from inside & outside industry), showing preference towards our industry and our Membership.

Advocate: Maximize Influence With Communication to Our Membership on Legislative and Regulatory Issues Impacting DPC Firms, in Sync With ACEC's Strategic Plan

- Support the activities of DPCs Advocacy Committee.
- Through our Advocacy Committee, establish and advance our Members' top legislative and regulatory priorities.
- Work closely with ACECs Advocacy program to support Industry Positions.
- Provide ACEC with pragmatic solutions to develop the "Ask" in new legislation, regulation, and rules-making.
- Continue partnering with ACEC on Industry brand building initiatives.
- Encourage DPC Members to support ACEC PAC, including PAC to PAC contributions to ensure industry alignment on significant regulatory and legislative issues and opportunities.

Impact: Create Long-Lasting Positive Impacts on Our Industry, Communities, Employees and Society

- Encourage Members to run for ACEC National leadership positions to increase DPCs voice and highlight our important large firm perspective.
- Retain current Members by encouraging deeper participation in programming enabling DPC firms to achieve "Great Things Benefitting Many."
- Encourage Member Firms to share their programs promoting careers in our industry.