

AMERICAN SOCIETY OF CIVIL ENGINEERS  
LOS ANGELES SECTION  
STRATEGIC PLAN  
2001

## INTRODUCTION

The Los Angeles Section of the American Society of Civil Engineers (ASCE) is comprised of approximately 7000 Civil Engineers, organized into 7 Branches, who serve a population of over 15 million people.

In order to focus on those things that are most important to the Civil Engineering Profession and in turn what the Civil Engineering Profession can best contribute to the people we serve, this Strategic Plan was prepared.

## SUMMARY

This Plan has 5 major goals:

1. Develop Leadership to broaden our members' perspectives and to enhance their Career growth.
2. Advance Technology to enhance quality, knowledge, competitiveness, and environmental stewardship.
3. Advocate Lifelong Learning to aid our members continued growth throughout their careers.
4. Promote the profession throughout society to enhance its stature and influence public policy.
5. Assure effective internal Section communications.

There are 29 Action Items of which 13 either continue or enhance existing Section/Branch activities and 16 provide new focus.

This Plan addresses 3 critical organizational issues of LEADERSHIP, PUBLIC POLICY, and PUBLIC RELATIONS that are essential to our Profession being able to be a major contributor to the future of our cities and State.

It has identified three major challenges facing our State now and in the foreseeable future: ENERGY, WATER, and SUSTAINABLE DEVELOPMENT. The Civil Engineering Profession needs to play a significant role in developing and carrying out short and long term solutions to these challenges.

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<b><i>GOAL #5 Assure effective internal Section communications</i></b>		
<b><i>Objective 5.1 Develop and Maintain effective communications to assure that all elements of the Section operate in a coordinated manner.</i></b>		
<b>ACTION ITEM</b>	<b>END PRODUCT</b>	<b>RESPONSIBLE FOR IMPLEMENTATION</b>
5.1.1 Utilize Email (as much as possible) to keep appropriate persons informed of issues, actions and successes. (Existing)	Email distribution lists based on issues, actions, and responsibilities	Section/Branch/YMF/Student Chapter Secy's
5.1.2 Conduct at least 2 meetings per year (Fall and Spring) among the faculty and practitioner advisors to all of our Universities (New)	Coordinated Student Chapter activities	Section Past President
5.1.3 Summarize all Section/Branch/YMF/Technical Groups/Student Chapters activities (New)	Annual State of the Section Report (form to be developed)	Section/Branch Presidents

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ACTION ITEM	END PRODUCT	RESPONSIBLE FOR IMPLEMENTATION
4.2.3 Contact National-only ASCE members to present the value of local Section/Branch membership (Existing)	75% of National members within the Section are Section/Branch members	Branch Membership Committees
4.2.4 Contact Civil Engineers who are not ASCE members to present the value of ASCE membership (New)	At least a ten percent growth of Section/Branch membership	Branch Membership Committees
<b><i>Objective 4.3 Promote political involvement and be the leader on issues of public policy affecting the profession.</i></b>		
4.3.1 Encourage participation in regional/environmental councils/forums that could benefit from an engineering perspective. (New)	An up to date list of opportunities provided to Section/Branch members.	Life Members Committee
4.3.2 Identify civil engineering issues that need to be addressed by elected officials in State government. (Existing)	California State Council conducts legislative briefings in Sacramento.	California Society of Civil Engineers Representative
<b><i>Objective 4.4 Provide Training in each of the 3 public policy skills of LEADERSHIP, PUBLIC RELATIONS, and POLITICAL ADVOCACY</i></b>		
4.4.1 Hold training sessions in each public policy skills area, utilizing material prepared by National (New)	Annual programs and/or workshops	Section/Branch President –Elects (Vice Pres.'s)

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<b><i>GOAL #4 Promote the profession throughout society to enhance its stature and influence public policy</i></b>		
<b><i>Objective 4.1 Increase member and the public's awareness and appreciation of the professions' contribution to society.</i></b>		
<b>ACTION ITEM</b>	<b>END PRODUCT</b>	<b>RESPONSIBLE FOR IMPLEMENTATION</b>
4.1.1 Identify and promote historic civil engineering achievements. (Existing)	An active Historic Civil Engineering Landmarks designations program and effective communication tools	History and Heritage Committee
4.1.2 Develop relationships with media representatives to enhance reporting on civil engineering activities. (Existing)	Articles and broadcasts highlighting Civil Engineering	Branch Publicity and Public Relations Committees
4.1.3 Publicly recognize projects and engineers that demonstrate outstanding civil engineering achievements. (Existing)	Recognition events throughout the year with special emphasis on the 150 <sup>th</sup> Anniversary and annual Engineers Week.	Section/Branch Awards Committees
<b><i>Objective 4.2 Attract and retain talented individuals to the profession and to ASCE</i></b>		
4.2.1 Develop and conduct outreach programs to Elementary, Middle, and High Schools (New)	Engineering awareness programs in Elementary, Middle, and High Schools	Branch Presidents and YMF
4.2.2 Work with Student Chapters to promote the value and benefits of ASCE membership (Existing)	Graduating Civil Engineers join ASCE	Student Chapter Faculty and Practitioner Advisors

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<b>GOAL # 3 Advocate Lifelong Learning to aid our members continued growth throughout their careers</b>		
<b>Objective 3.1 Encourage all Members to have an individualized Continuous Learning Program</b>		
<b>ACTION ITEM</b>	<b>END PRODUCT</b>	<b>RESPONSIBLE FOR IMPLEMENTATION</b>
3.1.1 Include at least one article per year in each newsletter within the Section (New)	Annual article(s) on the need for and benefits of continuous learning	Section/Branch Newsletter Editors
<b>Objective 3.2 Provide education pertaining to the 3 major issues of ENERGY, WATER, and SUSTAINABLE DEVELOPMENT</b>		
3.2.1 Conduct at least one program or seminar pertaining to each of the 3 issues each year(New)	Annual programs/seminars/workshops on each major issue	Branch Program Committees
<b>Objective 3.3 Assure knowledge of all continuing education courses/programs offered by ASCE</b>		
3.3.1 Publicize information on continuing education courses/programs offered by ASCE in Section/Branch newsletters (New)	Feature column in each newsletter	Newsletter Editors
<b>Objective 3.4 Promote Professional Registration among Members</b>		
3.4.1 Present to all Student Chapter Members the value and need to obtain professional registration (Existing)	CE Students pass the EIT Exam before graduation	Practitioner Advisors
3.4.2 Conduct an annual program on professional registration. (Existing)	Professional Registration obtained within 3 years of graduation	YMF President-Elect

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<b>Goal #2 Advance Technology to enhance quality, knowledge, competitiveness, and environmental stewardship</b>		
<b>Objective 2.1 Facilitate the development and movement of innovation into practice</b>		
<b>ACTION ITEM</b>	<b>END PRODUCT</b>	<b>RESPONSIBLE FOR IMPLEMENTATION</b>
2.1.1 Identify and enhance communications between Technical Groups and National Committees/Institutes (New)	Sustained Flow of Technical Papers, Articles, and Branch Presentations	Branch Pres-Elect (Vice Pres.)
<b>Objective 2.2 Establish ASCE as the primary source of technical information</b>		
2.2.1 Assemble a Section Wide Specialty Directory (Existing)	A Referral Network with consultant/agency contacts	Section/Branch Secy's
2.2.2 Identify technical research and papers originating in the Section (New)	Listing of technical research and papers originating in the Section	Section/Branch Secy's (working with Newsletter Editors and Webmaster)
<b>Objective 2.3 Enhance the delivery and exchange of technical information via the website</b>		
2.3.1 Maintain and Expand the use of the Website (New)	Multi-level educational reference tool used by High Schools, Colleges, and the Practicing Engineers	Section Past President/ Section Technical Information Coordinator (New position)

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<b><i>Objective 1.3 Champion infrastructure, environmental, and socioeconomic programs and projects</i></b>		
ACTION ITEM	END PRODUCT	RESPONSIBLE FOR IMPLEMENTATION
1.3.1 Communicate, to all Section members, the ASCE “2001 Report Card on America’s Infrastructure (New)	Each Branch to conduct one conference/workshop during 2001	Branch Presidents
1.3.2 Communicate, to the public, the current condition and needs of California’s infrastructure (New)	A Report on California’s infrastructure needs.	Cal Council Rep

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<b><i>GOAL #1 Develop Leadership to broaden our members' perspectives and to enhance their Career growth</i></b>		
<b><i>Objective 1.1 Position our members for success by providing leadership opportunities, training, and tools.</i></b>		
ACTION ITEM	END PRODUCT	RESPONSIBLE FOR IMPLEMENTATION
1.1.1 Conduct an annual leadership meeting to include leadership training, strategic plan review, and goal setting. (Existing)	Prepared incoming and ongoing officers for the coming year	Section President-Elect
1.1.2 Participate in ASCE leadership/management training (Existing)	Trained Section and Branch officers	Section Pres-Elect coordinated with Branch Presidents
1.1.3 Enhance outreach efforts to ensure that Section members are aware of leadership and committee membership opportunities (New)	Newsletter articles, postings on Website, and announcements at meetings	Section Secy (working with Newsletter Editors, Webmaster(s), and Branch Presidents)
<b><i>Objective 1.2 Encourage members to participate as leaders of society</i></b>		
1.2.1 Promote Section member involvement in Local Government. (New)	ASCE members involved in local government	Cal Council Rep.
1.2.2 Present profiles/examples of Section members who are or have served in local government or regulatory positions. (New)	Newsletter articles; postings on Website	Newsletter Editors; Webmaster(s)