

**AMERICAN SOCIETY OF CIVIL ENGINEERS  
LOS ANGELES SECTION  
STRATEGIC PLAN  
2009  
Approved 10/7/09**

## **INTRODUCTION**

The Los Angeles Section (Section) of the American Society of Civil Engineers (Society) is comprised of approximately 8000 civil engineers, civil engineering students, and affiliate members. The Section is organized into seven Branches, five Younger Member Forums, one Life Member Forum, seven Technical Groups, and eleven Student Organizations.

This Strategic Plan was prepared in order to focus on matters most important to the civil engineering profession and how our profession can best contribute to the people we serve.

## **SUMMARY**

This Plan has five major goals:

1. Develop leadership to strengthen the Section, and to broaden our members' perspective
2. Promote member involvement in public policy decision making and in the finance of infrastructure at the national, state, and local levels
3. Develop pre-college student outreach programs throughout the Section
4. Promote the profession in our communities to enhance its stature through education of our members and the public concerning infrastructure needs and sustainable development
5. Advocate professional development through registration, Society and Section membership, and lifelong learning to aid our members continued growth throughout their careers

The top three goals address the critical organizational issues of LEADERSHIP, LEGISLATIVE INVOLVEMENT, and PRE-COLLEGE STUDENT OUTREACH that are essential for our profession to be a major contributor in the future of our cities and State.

The other two goals address the ongoing need to enhance our PROFESSIONAL STATUS and advocate PROFESSIONAL DEVELOPMENT.

The plan has identified two major challenges facing our State now and in the foreseeable future: INFRASTRUCTURE IMPROVEMENTS, especially water and transportation systems, 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 #1 Develop leadership to strengthen the Section, and to broaden our members' perspective</i></b>		
<b><i>Objective 1.1 - Position our members for success by providing leadership opportunities, training, and resources.</i></b>		
<b>ACTION ITEM</b>	<b>END PRODUCT</b>	<b>RESPONSIBLE FOR IMPLEMENTATION</b>
<b>1.1.1</b> Enhance outreach efforts to ensure that Section members are aware of leadership positions and committee membership opportunities	Newsletter articles, postings on Website, and announcements at meetings	Section Secretary working with Branch Presidents , Newsletter Editors, and Webmasters
<b>1.1.2</b> Participate in the training at the Society's Workshop for Section and Branch Leaders	Trained Section and Branch officers	Section President-Elect and Branch Presidents
<b>1.1.3</b> Conduct an annual Section and Branch meeting to include leadership training, strategic plan review, and goal setting.	Prepared incoming and ongoing Section, Branch, and YMF officers for the coming year	Section President-Elect
<b><i>Objective 1.2 - Encourage Section members to be leaders in their local communities, counties and State government</i></b>		
<b>ACTION ITEM</b>	<b>END PRODUCT</b>	<b>RESPONSIBLE FOR IMPLEMENTATION</b>
<b>1.2.1</b> Encourage Section members to be appointed or run for elected government positions	ASCE members involved in government	Section Officers and Branch President
<b>1.2.2</b> Present profiles of Section members who are or have served in government or regulatory positions	Newsletter articles and website postings	Secretary and Newsletter Editors

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<b><i>GOAL # 2 Promote member involvement in public policy decision making and in the finance of infrastructure at the national, state, and local levels</i></b>		
<b><i>Objective 2.1 – Continue Section Committee activities of developing recommendations to the Board concerning the Section’s position on legislation related to infrastructure.</i></b>		
<b>ACTION ITEM</b>	<b>END PRODUCT</b>	<b>RESPONSIBLE FOR IMPLEMENTATION</b>
2.1.1 Section Committees reviewing legislation related to infrastructure shall include a representative from each Branch.	Committees reviewing legislation will obtain input from members Section wide and develop a general consensus recommendation to the Board.	President and Committee Chairs
<b><i>Objective 2.2 - Prepare Infrastructure Report Cards for the counties under each Branch geographic area</i></b>		
<b>ACTION ITEM</b>	<b>END PRODUCT</b>	<b>RESPONSIBLE FOR IMPLEMENTATION</b>
2.2.1 Prepare updated report cards every three years for each Branch and a Section report card for submittal to Region 9	Branch and Section report card updates every three years	Branch and Section Presidents
2.2.2 Report card chairs to work with Region 9 Infrastructure Committee to streamline the report methodology	Streamlined report preparation methodology	Report card chairs and Section President

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<b><i>Objective 2.3 - Establish contacts for every congressional district office in the Section area</i></b>		
<b>ACTION ITEM</b>	<b>END PRODUCT</b>	<b>RESPONSIBLE FOR IMPLEMENTATION</b>
2.3.1 Section Legislative Committee to develop data base of members in congressional districts within the Section (available from the Society) and identify a "key contact" member in each district	Key contact member identified in each congressional district	President and Legislative Committee Chair
2.3.2 Key contact members to participate in annual Society Washington Fly-in	Established contact in the Washington office for each congressional district in the Section	Branch Presidents and Section Legislative Committee Chair
2.3.3 Key contact member to establish relationship with congressman and local district office staff and visits at least quarterly	Congressman/staff visited at district offices quarterly	Branch Presidents and Section Legislative Committee Chair

<b><i>Objective 2.4 - Establish contacts for every state senate and assembly district office within the Section area</i></b>		
<b>ACTION ITEM</b>	<b>END PRODUCT</b>	<b>RESPONSIBLE FOR IMPLEMENTATION</b>
2.4.1 Section Legislative Committee to develop data base of members in State senate and assembly districts within the Section (available from the Society) and identify a "key contact" member in each district.	Key contact member identified in each senate and assembly district	Branch Presidents and Section Legislative Committee Chair
2.4.2 Key contact members to participate in annual Region 9 Sacramento Fly-in	Established contact in the Sacramento office for each senate and assembly district in the Section	Branch Presidents and Section Legislative Committee Chair

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<b><i>Objective 2.5 - Identify members responsible for attending county board meetings and developing relationships with County supervisors and staff</i></b>		
<b>ACTION ITEM</b>	<b>END PRODUCT</b>	<b>RESPONSIBLE FOR IMPLEMENTATION</b>
2.5.1 Identify member to attend county board meetings and establish relationships with supervisors	Responsible member knowledgeable in county activities. Established contact with supervisors and staff.	Branch Presidents and Section Legislative Committee Chair

<b><i>GOAL #3 Develop pre-college student outreach programs consistently throughout the Section</i></b>		
<b><i>Objective 3. - Identify what is currently working, develop action plan, and establish programs in all Branches</i></b>		
<b>ACTION ITEM</b>	<b>END PRODUCT</b>	<b>RESPONSIBLE FOR IMPLEMENTATION</b>
3.1.1 Identify the actions within the Branch student outreach programs that are working successfully	Proven approach to student outreach programs	Section President and Section Pre-college Student Outreach Committee Chair
3.1.2 Prepare action plan for consistent approach to pre-college student outreach	Section wide action plan	Section President and Section Pre-college Student Outreach Committee Chair
3.1.3 Find chairperson in each Branch to champion the established approach to student outreach	Student outreach program in every Branch	Branch President and Branch Pre-college Student Outreach Committee Chair

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<b>GOAL #4</b> <i>Promote the profession in our communities to enhance its stature through education of our members and the public concerning infrastructure needs and sustainable development</i>		
<b>Objective 4.1 - Increase member and the public's awareness and appreciation of the professions' contribution to society</b>		
ACTION ITEM	END PRODUCT	RESPONSIBLE FOR IMPLEMENTATION
4.1.1 Identify and promote historic civil engineering achievements	An active Historic Civil Engineering Landmarks designations program and effective communication tools	Section History and Heritage Committee Chair
4.1.2 Develop relationships with media representatives to enhance reporting on civil engineering activities	Articles and broadcasts highlighting Civil Engineering achievements	Section and Branch Secretaries
4.1.3 Publicly recognize projects and engineers that demonstrate outstanding civil engineering achievements	Recognition events throughout the year with special emphasis on the 2013 Centennial Celebration and annual Engineers Week.	Section and Branch Awards Committee Chairs
<b>Objective 4.2 - Provide education for our members and the public concerning the two major issues of sustainable development and infrastructure (especially transportation and water)</b>		
ACTION ITEM	END PRODUCT	RESPONSIBLE FOR IMPLEMENTATION
4.2.1 Conduct at least one program or seminar for members pertaining to each of the 2 issues each year	Annual programs/seminars/workshops on each major issue	Branch Programs Committees
4.2.2 Conduct at least one public outreach program pertaining to each of the 2 issues each year	Annual public outreach program on each major issue	Branch Presidents and Programs Committee Chair

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<b><i>GOAL #5 – Advocate professional development through registration, Society and Section membership, and lifelong learning to aid our members continued growth throughout their careers</i></b>		
<b><i>Objective 5.1 - Promote professional registration among members</i></b>		
<b>ACTION ITEM</b>	<b>END PRODUCT</b>	<b>RESPONSIBLE FOR IMPLEMENTATION</b>
5.1.1 Present to all Student Chapter Members the value and need to obtain professional registration	Civil Engineering students pass the EIT exam before graduation	V.P. of Student Activities and Practitioner Advisors
5.1.2. Conduct a semi- annual PE exam review class	Professional Registration obtained within 3 years of graduation	Branch YMF President-Elects
<b><i>Objective 5.2 - Attract and retain talented individuals to the Society and Section</i></b>		
<b>ACTION ITEM</b>	<b>END PRODUCT</b>	<b>RESPONSIBLE FOR IMPLEMENTATION</b>
5.2.1 Work with Student Chapters to promote the value and benefits of Society membership after graduation	Graduating Civil Engineers join the Society	Branch Younger Member Forum Presidents and Practitioner Advisors
5.2.2 Contact Society-only members and present the value of local Section/Branch membership	75% of Society members within the Section are Section/Branch members	Branch Membership Committee Chairs
5.2.3 Contact Civil Engineers who are not Society members to present the value of Society membership	At least a ten percent growth of Section/Branch membership	Branch Membership Committees Chairs
<b><i>Objective 5.3 - Encourage all members to have an individualized continuous learning program</i></b>		
<b>ACTION ITEM</b>	<b>END PRODUCT</b>	<b>RESPONSIBLE FOR IMPLEMENTATION</b>
5.3.1 Include at least one article per year in each newsletter within the Section	Annual article on the need for and benefits of continuous learning	Section/Branch Newsletter Editors