



# 2023 to 2025 Strategic Goals & Activities



## VISION STATEMENT

Advancing quality of life for all

## MISSION STATEMENT

Support those who operate, improve and maintain public works and infrastructure through advocacy and education and member engagement.

## STRATEGIC GOALS

On behalf of its members and the public works profession, the Kansas City Metropolitan Chapter has identified the following high-level strategic goals to achieve the vision and mission of APWA National while furthering the growth and development of the Chapter.

### VALUE

Define the value of public works and enhance its visibility/awareness

### VOICE

Be the voice of public works within the Kansas City Metropolitan area

### EDUCATION & CREDENTIALING

Ensure excellence in education, training and credentialing

### MEMBERSHIP

Create a dynamic chapter membership model

## VALUE

Define the value of public works and enhance its visibility/awareness

- Create intentional opportunities to encourage interaction between varied organizations and the cross-level members
- Build inclusionary culture
- Develop purpose-driven committee activities and events focused on adding value to current and future members
- Evaluate efficiency of chapter operations and responsibilities to balance workload of the volunteers of the chapter
- Redefine committee structure to support key initiatives

## EDUCATION & CREDENTIALING

Ensure excellence in education, training and credentialing

- Source of public works education locally
- Maximize professional development hours (PDH)/ continuing education units (CEU) for professional member certifications
- Develop plan to provide broad-based introductory learning (101 topics)
- Create opportunities to provide topic-specific training at operations level (such as fleet, snow, construction) for technicians, surveyors and other non-engineer members
- Promote availability of on-line library and other resources available
- Create a clearinghouse for available training opportunities
- Continue to deliver Public Works Institute (PWI) training modules and support regional (Mid-America Conference) and national (PWX and Snow Conference) events

## VOICE

Be the voice of public works within the Kansas City Metropolitan area

- Develop training or “connection” opportunities for leadership positions (elected/management)
- Enhance social media presence and activity
- Create opportunities for public works community members to tell their story
- Evaluate outreach strategies and opportunities to outsource/professionalize
- Promote opportunities for member involvement on national committees
- Expand National Public Works Week (NPWW) to be more meaningful to the profession
- Develop specific outreach to unify messaging of public works in Kansas City metropolitan area
- Support efforts to update and maintain APWA KC Metro Chapter standards, specifications and manuals
- Promote and encourage advocacy through other professional organizations through joint activities

## MEMBERSHIP

Create a dynamic chapter membership model

- Create a mentor program
- Continue PW Peers lunches with new members and create a follow-up protocol
- Define what multi-dimensional diversity would look like for the Chapter and promote
- Create activities to attract a representative cross-section of members
- Develop pilot projects to demonstrate the value of membership to non-engineering members
- Identify opportunities for public agency membership expansion and recruit/connect with internal champion
- Continue promoting committee involvement to new members and those less active
- Promote student engagement and student chapter through the Myron D. Calkins Scholarship and Young Professionals Committee Activities

