

## 2020 Strategic Plan

<b>Strategy #1</b>		<b>Increase Brand Awareness of ACCE</b>		
	<b>Action Plan Description</b>	<b>Responsible Parties</b>	<b>Time Frame and Metrics</b>	<b>Status</b>
<b>1.1</b>	<b><i>Collaborate with Construction Industry Associations</i></b>			
Action Plans	Create reciprocal memberships with construction allied associations	President	2 per year to 2025	
	Invite construction allied associations to become members or sponsors and participate in ACCE events	President and Board of Trustees	4 per year to 2025	
<b>1.2</b>	<b><i>Promote Unique Value of an ACCE Accreditation</i></b>			
Action Plans	Emphasize uniqueness of ACCE accreditation while visiting institutions during meetings with program administrators	Visiting Teams	Continuous	
	Promote the unique value of ACCE accreditation to IABs and within the institutions	Program Leaders	Continuous	
	Share the unique value of ACCE accreditation with industry partners of the educational program	Program Leaders	Continuous	
<b>1.3</b>	<b><i>Promote Awareness of ACCE to Government Agencies</i></b>			
Action Plans	Engage Office of Personnel Management to obtain federal recognition of construction management as a STEM discipline	President	Ongoing until resolved	
	Engage with federal agencies to create greater awareness of ACCE	President, Board of Trustees and Program Leaders	Ongoing with at least 3 contacts per year	

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1.4	<i>Develop marketing package (electronic and others) for each key stakeholder: associations, higher education administrators, and government agencies</i>	President and the Marketing and Communications Committee	December 2020	

## 2020 Strategic Plan

<b>Strategy #2</b>		<b>Make ACCE a Conduit for Industry Engagement in Construction Education</b>		
	<b>Action Plan Description</b>	<b>Responsible Parties</b>	<b>Time Frame and Metrics</b>	<b>Status</b>
<b>2.1</b>	<b><i>Increase Industry Participation in ACCE Events</i></b>			
Action Plans	Prior to ACCE meetings, target local industry firms for attendance / participation / sponsorship	President and local Academic and Industry Members	July 2020 and each subsequent semiannual meeting	
	Add committee orientation / invitation to committee meetings to first-attendee orientation	Training Committee	July 2020	
	Shorten the cycle time from a Member / MIT request to be on Visiting Team to time of invitation	President	Fall 2020 Site Visits	
	Utilize webinars and industry events for training so more industry members can renew or obtain Visiting Team credentials	Training Committee	February 2021	
<b>2.2</b>	<b><i>Identify Diverse Opportunities for Industry Involvement in Construction Programs and Facilitate “Matching” of Interests</i></b>			
Action Plans	Create list of options for industry engagement with ACCE	Industry Liaison Committee	July 2020	
	Update all communications tools	Marketing and Communications Committee	October 2020	
	Develop plan to disseminate information to potential industry participants	Industry Liaison Committee	July 2020	

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<b>2.3</b>	<b><i>Leverage Technology and Provide Creative Communication Solutions for Industry Engagement</i></b>			
Action Plans	Create online resources identifying opportunities industry can use to influence construction education nationally and locally	Industry Liaison Committee and Marketing and Communications Committee	February 2021	
	Use social media for creative communication	Marketing and Communications Committee	July 2020	
	Identify better ways to leverage LinkedIn and FaceBook for ACCE to support programs and industry	Marketing and Communications Committee	July 2020	
<b>2.4</b>	<b><i>Add Industry Forums or Events at ACCE Meetings</i></b>			
Action Plans	Evaluate the potential for creation of a July industry event	Industry Liaison Committee	July 2020	
	Investigate creation of non-meeting ACCE fundraising events for industry	Industry Liaison Committee	July 2021	

## 2020 Strategic Plan

<b>Strategy #3</b>		<b>Grow the Organization</b>		
	<b>Action Plan Description</b>	<b>Responsible Parties</b>	<b>Time Frame and Metrics</b>	<b>Status</b>
<b>3.1</b>	<b><i>Increase ACCE Membership</i></b>			
Action Plans	Participate in construction associations and encourage ACCE membership	President and Board of Trustees	Continuous; recruit 2 new association members per year	
	Encourage program IAB participation in ACCE IAB events and program IAB membership in ACCE	Program Leaders	Continuous; recruit 2 new IAB members per year	
	Increase number of corporate members	President and Board of Trustees	Continuous; recruit 3 new corporate members per year	
	Greater integration of ACCE meeting with IAB event	President and Industry Liaison Committee	February 2021	
<b>3.2</b>	<b><i>Increase Number of Accredited Programs</i></b>			
Action Plans	Visit / contact non-accredited programs	President and all ACCE Members	Continuous; add 5 new candidate programs per year	
	Research developing programs	Staff	Continuous	
	Create a guide for how to become accredited	Guidance Committee	February 2021	

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<b>3.3</b>	<b><i>Increase Number of Recognized Non-Degree Programs</i></b>			
Action Plans	Identify potential programs	President and Recognition Committee	Continuous; add 3 new recognized programs per year	
	Train additional reviewers for Non-Degree recognition	Recognition Committee	July 2020	
	Develop and implement a marketing plan to outreach to potential programs	Recognition Committee and Marketing and Communications Committee	October 2020	
<b>3.4</b>	<b><i>Reach out to Top Construction Companies to become Active at IAB Events</i></b>			
Action Plans	Identify potential industry candidates to participate in IAB Events	Industry Liaison Committee	Continuous	
	Develop incentives to involve industry candidates in IAB Events	Industry Liaison Committee	February 2021	
<b>3.5</b>	<b><i>Increase Overall Diversity</i></b>			
Action Plans	Educate historically black colleges and universities (HBCU) of the benefits of ACCE accreditation	President and current HBCU ACCE Members	Continuous; contact 2 programs per year	
	Identify and develop new leaders for ACCE	Leadership Development Committee	Annually at each annual meeting	
	Increase new individual involvement in ACCE	Program Leaders	Continuous	

## 2020 Strategic Plan

<b>Strategy #4</b>		<b>Improve Accreditation Process</b>		
	<b>Action Plan Description</b>	<b>Responsible Parties</b>	<b>Time Frame and Metrics</b>	<b>Status</b>
<b>4.1</b>	<b><i>Improve Mentoring</i></b>			
Action Plans	Improve mentoring for candidate programs and develop mentoring guide.	Guidance Committee	July 2021	
	Improve mentoring for programs needing assistance	Accreditation Committee	July 2021	
<b>4.2</b>	<b><i>Improve Process while meeting CHEA Requirement</i></b>			
Action Plans	Modify ACCE standards to meet CHEA recognition requirements	Standards Committee	July 2020	
<b>4.3</b>	<b><i>Formalize Pre-Visit and Visit Process with Electronic Documents</i></b>			
Action Plans	Formalize pre-visit process	President and Accreditation Committee	October 2020	
	Formalize visit process	President and Accreditation Committee	October 2020	
<b>4.4</b>	<b><i>Institutionalize Assistance versus Grading Attitude</i></b>			
	Renew ACCE culture of service, positivity, and active support	Board Chair and President	Continuous	

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<b>4.5</b>	<b><i>Review/Clarify Student Learning Outcomes (SLOs)</i></b>			
Action Plans	Consolidate / reduce number of SLOs	Standards Committee	July 2022	
	Clarify problematic SLO requirements	Standards Committee	July 2022	
<b>4.6</b>	<b><i>Review Self-Evaluation Study Requirements to Determine What is Essential</i></b>			
Action Plans	Eliminate Self-Evaluation Study requirements not related to achievement of specific accreditation requirements	Guidance Committee	July 2021	
<b>4.7</b>	<b><i>Create Consolidated Resources for Programs Preparing for Accreditation Review</i></b>			
Action Plans	Consolidate best practices with respect to quality improvement plans, assessment matrix, and logistical preparation for site visit	Guidance Committee	February 2021	
<b>4.8</b>	<b><i>Align Guidance and Training Committee Efforts</i></b>			
Action Plans	Align guidance workshops and training to provide consistent direction to programs	Guidance and Training Committees	July 2020	



## 2020 Strategic Plan

<b>Strategy #5</b>		<b>Strengthen ACCE Administrative and Financial Management Processes and Procedures</b>		
	<b>Action Plan Description</b>	<b>Responsible Parties</b>	<b>Time Frame and Metrics</b>	<b>Status</b>
5.1	<i>Implement new Budgeting Process and ensure Accountable Management of Financial Resources</i>	<i>President and Treasurer</i>	July 2020	
5.2	<i>Streamline Administrative Procedures to take Advantage of Technology</i>	<i>President and Staff</i>	Continuous	