



ACCE Strategic Plan

Revised February 2018

Updated July 2018

Strategy #1	Develop a Marketing Plan	
1.1	<i>Develop marketing/communication plan including development of and distribution of materials and information</i>	
Champions	Marketing & Communications Committee	Committee has finalized logo and is developing marketing materials for distribution during training sessions at July 2018 annual meeting.

Strategy #2	Improve Internal Products, Services (Accreditation)	
2.1	<i>Improve Accreditation Processes</i>	
2.1.1	<i>Improve Accreditation Technology</i>	
Champions	Sean Foley, Khalid Siddiqi, and Mike Holland	Four programs have agreed to serve as pilot cases during Spring 2019 visits with submission of Self-Evaluation Studies and SLO Notebooks using Dropbox.
2.1.2	<i>Improve Outcomes Based Accreditation Process</i>	
Champions	Council of Chairs	On-going collection of feedback information from Visiting Team Chairs and Program Leaders and dissemination to committee chairs.
2.1.3	<i>Review Number of Required SLOs</i>	
Champions	Standards Committee	

2.2	<i>Establish a Clearinghouse with Critical Information for Stakeholders</i>	
Champions	Marketing & Communications Committee	On-going effort

Strategy #3	Improve Internal Leadership Development Process	
3.1	<i>Identify officer / committee chair candidates and assign mentors</i>	
3.1.1	<i>Leadership Nominations</i>	
Champions	Leadership Development Committee with Board Chair, Vice-Chair, and President	Nominations will be presented at July 2018 annual meeting.
3.1.2	<i>Leadership Preparedness</i>	
Champions	Leadership Development Committee	Action is complete.

Strategy #4	Rearticulate Value Proposition – All Categories Membership and Accredited programs	
4.1	<i>Examine possible means for reorganizing the meetings to attract industry</i>	
Champions	Cheryl Goodale, John Schaufelberger, and Mike Holland	Meeting schedule was revised for February 2018 mid-year meeting and is being continued.
4.2	<i>Electronic Meetings</i>	
Champions	Cheryl Goodale, John Schaufelberger, and Mike Holland	Conference call Executive Committee meetings are being conducted between mid-year and annual meetings.
4.3	<i>Update Categories of Membership</i>	
Champions	Membership Task Force	Draft proposal will be presented at July 2018 annual meeting.
4.4	<i>Recruit New Members</i>	
Champions	Board of Trustees	

Strategy #5	Articulate Future of Industry and Construction Professionalism	
Champions	Professional Development Task Force	