

AMERICAN SOCIETY OF HIGHWAY ENGINEERS (ASHE)

“ASHE: THE FORUM FOR HIGHWAYS”

2006-2009 STRATEGIC PLAN

OVERVIEW

For nearly 50 years ASHE has established itself as, perhaps, the only organization that truly represents all interests within the highway industry. Evidence of our success is apparent in the activities and industry interaction seen throughout the Regions and Sections. As we look to the future of ASHE, we must continue to focus on several activities that have contributed to the success of the organization and will continue to play a significant role in our future growth. These activities include:

- Expansion and growth in new geographical areas and within our current areas of strength.
- Maintaining appropriate representation from all sectors of the highway industry within our membership.
- Elevating the influence and image of ASHE within the highway industry.
- Assuming a leadership role in promoting careers related to the highway industry.
- Become the forum of choice for discussion of highway industry related issues including project delivery, policy and politics.
- Promote fellowship and information exchange between all sectors of the highway industry.
- Form strategic alliances with other organizations when appropriate.
- Assure the governing documents are current and relevant to the vision, mission and values of ASHE.
- Assure that ASHE remains financially solvent.

The Strategic Plan reaffirms our Vision, Mission and Values. The Plan provides a road map for focusing on those Strategic Goals that will support the continued growth and expansion of ASHE.

VISION

The American Society of Highway Engineers will become a nationally recognized forum for the highway industry by:

- Increasing ASHE visibility;
- Increasing and expanding membership;
- Balancing membership diversity;
- Maintaining fiscal resources; and
- Maintaining ASHE values.

MISSION

"Provide a forum for members and partners of the highway industry to promote a safe and efficient highway system through education, innovation, and fellowship"

VALUES

Diversity:

We value, respect, and include people from all areas of the highway industry.

Innovation:

We encourage innovation in the highway industry by providing educational opportunities and participating in technology transfer.

Integrity:

We conduct ourselves responsibly, ethically, and honestly.

Fellowship:

We value the opportunity to interact with our members and all partners in the highway industry.

Quality:

We strive for the highest quality in our membership services and partner relationships.

STRATEGIC GOALS TO MEET THE ASHE VISION

GOAL 1 – INCREASE ASHE VISIBILITY

PRIMARY CHAMPION: PUBLIC RELATIONS COMMITTEE

Objectives: Advances in the visibility and recognition of ASHE will be assessed by and reported at each meeting of the National Board by the Public Relations Committee.

Strategies:

- Develop and maintain a Marketing Plan and Budget annually. The Plan should include annual initiatives toward maintaining the objectives of Goal 1.
- Provide press releases, articles and advertisements to industry publications.
- Co-sponsor conferences, seminars and workshops locally, regionally, and nationally.
- Facilitate distribution of the SCANNER to legislative and transportation leaders throughout the nation.
- Bring focus to ASHE by communicating position statements on critical transportation issues to appropriate legislators.

GOAL 2 –MEMBERSHIP GROWTH

PRIMARY CHAMPION: MEMBERSHIP COMMITTEE

Objectives: Membership growth will be assessed and reported at each meeting of the National Board. Data will include changes in overall membership, number of new members, number of retained members and number of dropped members. Overall growth within the organization shall be an average of 5% per year.

Strategies:

- Annually review and update the presentation materials for chartering a New Section.
- Charter at least one new Section each year.
- Identify at least one new geographic area annually and develop a plan for initiating new ASHE Sections in that area.
- Develop an incentive program for new members.
- Annually evaluate causes of lost members and develop retention program.
- Promote student outreach efforts in all the Regions and Sections.
- Develop a member recognition program.
- Utilize the SCANNER for member recognition and to promote new membership.

GOAL 3 – BALANCE MEMBERSHIP DIVERSITY

PRIMARY CHAMPION: EXECUTIVE COMMITTEE.

Objectives: Balance of membership diversity from throughout the highway industry will be assessed and reported by the National Secretary at each meeting of the National Board. Data will include the percentages of membership from the various public and private sectors.

Strategies:

- Develop a goal for appropriate distribution of membership from the public and private sectors.
- Appoint an Ad Hoc committee as necessary to evaluate actual membership distribution versus the goal.
- Ad Hoc committee should develop a plan of initiatives to obtain and maintain balance in membership diversity.
- Strive to maintain diversity of representation from all sectors of the highway industry within the leadership of the National Board.

GOAL 4 – MAINTAIN FISCAL RESOURCES

PRIMARY CHAMPION: NATIONAL BOARD

Objectives: Maintain level of revenue resources necessary to support the annual operations of ASHE, to preserve fiscal solvency and to support the achievement of goals within the Strategic Plan.

Strategies:

- Evaluate assessment fee on an annual basis.
- Evaluate guidelines for the National Conference annually.
- Maintain and/or expand revenue flow from advertising on the Web Site and SCANNER.

GOAL 5 – MAINTAIN ASHE VALUES

PRIMARY CHAMPION: STRATEGIC PLAN COMMITTEE

Objectives: Consistency in the maintenance of the organizational values will be assessed at each National Board Meeting.

Strategies:

- Review and update the initiatives of the Strategic Plan annually to insure compliance with the ASHE values.
- Evaluate the consistency of our values with the Constitution and By-Laws.
- Correlate our values to all organizational planning and implementation.

GOAL 6 – MONITOR ASHE GOVERNANCE AND ORGANIZATION

PRIMARY CHAMPION: OPERATIONS OVERSIGHT COMMITTEE

Objectives: Review and assess the effectiveness of the ASHE governing structure.

Strategies:

- Review regional boundaries annually for membership balance and effectiveness.
- Evaluate and update, as necessary, the guidelines for regional operations.
- Establish means of promulgating to the Regions and Sections revisions/updates to governing procedures and documents.
- Review and update, as necessary the Section Operating Manual.
- Facilitate updating of the membership directory annually.