



## CTCEC STRATEGIC PLAN

2009-2012

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### *CTCEC Vision:*

The Central Texas Council of Engineering Companies (CTCEC) will be the dominant voice promoting and protecting both the business and professional interests of consulting firms engineering the quality of modern life in the Central Texas Region.

### *CTCEC Mission:*

- Ensure that the voice of Consulting Engineers is heard in the community affairs of the Central Texas area, particularly in connection with the formulation of public policies and funding related to the development, use, and protection of the human environment.
- Provide opportunities for the exchange of ideas, information, and knowledge among chapter members and appropriate governmental agencies.
- Improve and maintain the professional image of Consulting Engineers.
- Stress the practice of the profession in accordance with the Code of Ethics of the Texas Board of Professional Engineers.

*The CTCEC Vision and Mission will be achieved by focusing the efforts of our Board, committees, and membership as follows:*

1. **Objective:** Ensure that the voice of Consulting Engineers is heard in the community affairs of the Central Texas area, particularly in connection with the formulation of public policies and funding, related to the development, use, and protection of the human environment.

**Priority Task:** Impact infrastructure funding through participation in Bond Committees. Focus on City of Austin and Williamson and Hays Counties. Utilize members and financial resources.

- Serve as a resource to governmental agency staff.
- Identify bond issues to financially support through contributions of member firms.
- Continue relationships with officials, communicating the concerns of our current business environment and recommend actions to mitigate impact through activities of our Governmental Affairs Committee.
- Consider and possibly collaborate with other organizations and associations to fund an infrastructure study (Austin region) by 2011.

**Priority Task:** Through the Local Political Committee (LPC), help to elect candidates who promote CTCEC goals and continue to build relationships with elected officials.

- Through LPC, support candidates who are electable and who represent the interests of our industry

**2. Objective:** Provide opportunities for the exchange of ideas, information, and knowledge among chapter members and appropriate governmental agencies.

**Priority Task:** Establish a formal CTCEC Liaison Committee

- Establish and train a formal designated liaison committee to meet with each of the following organizations quarterly:
  - TXDOT  
District Engineer
  - City of Austin
    - City Manager/Assistant City Managers
    - Public Works Department Director
    - Transportation Department
    - Austin Water Utility
    - Watershed Protection
    - Planning and Development Review
  - Travis County Commissioners Court
  - Williamson County Commissioners Court
  - Hays County Commissioners Court

**Priority Task:** Provide seminars that promote the value of consulting engineers and that also educate members and municipalities of issues of common interest

- Conduct annual symposium/seminar co-sponsored with interested major Central Texas municipalities (2010 or 11)

**3. Objective:** Improve and maintain the professional image of Consulting Engineers

**Priority Task:** Represent the interest of CTCEC members through a continuous program of advocacy

- Establish regular meetings with a minimum of twelve (12) local government agency officials
- Work as “process reviewer” for interested government entities.

**Priority Task:** Establish a reputation with publications such as the Austin American-Statesman, or local business journals as a subject matter experts

- Meet with each targeted publication a minimum of twice a year
- Publish articles semi-annually in printed media

**4. Objective:** Stress the practice of the profession in accordance with the Code of Ethics of the Texas Board of Professional Engineers.

**Priority Task:** Conduct monthly membership meetings with knowledgeable speakers

- Conduct ten (10) membership meetings annually of which eight (8) allow for the presentation of information by knowledgeable governmental agency officials

**Priority Task:** Conduct ethics seminars that could include clients

- Offer an ethics seminar, geared toward “firm to firm” ethics, oriented towards Owners and Principals, and general engineering business practices, to satisfy annual professional engineering ethics continuing education credits.