



CSCE STRATEGIC INITIATIVES REPORT FOR 2016 – issued Jan/16

Description of the initiative	CSCE Executive responsible for the initiative	Targeted deliverable for 2016	Progress Achieved
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Strategic Direction #1: Enhanced services to members

1.1 Strengthen Sections and Regions by sharing best practices	Senior Vice President	A list of the top 10 best practices for Section operations and membership growth (25% per year)	New initiative
1.2 Improve benefits of individual membership	Vice President, Administration Coordinating Committee	A loyalty program with points that can be redeemed for CSCE products and services	New initiative
1.3 Improve benefits of corporate membership	Executive Director	Revised corporate membership value proposition with a sustainable growth objective	New initiative
1.4 Increase flow of technical information to Sections	Vice President, Technical Programs and Vice President, Technical Divisions and Committees	A new quarterly technical newsletter with practical content in non-academic language	New initiative
1.5 Raise the public profile of civil engineers	Executive Director	"I am a Civil Engineer" campaign with at least 6 profiles	New initiative

Strategic Direction #2 Growing with youth

2.1 Improve Associate Member benefit	Executive Director	Connect a minimum of 50 Associate members to mentors	<div style="display: flex; align-items: center;"> <div style="width: 50%; height: 20px; background-color: #4CAF50; margin-right: 5px;"></div> <div style="width: 50%; height: 20px; border: 1px solid black; margin-right: 5px;"></div> </div>
2.2 Improve communication with younger members	Vice President, Administration Coordinating Committee	Create a comprehensive social media strategy with responsible volunteers in place	New initiative

Strategic Direction #3: Leadership in Sustainable Infrastructure

3.1 Advance member and public understanding of principles of sustainable infrastructure	Vice President, Technical Divisions and Committees	Produce a standard format case study and at least 3 examples of sustainable infrastructure projects	New initiative
3.3 Advance member and public understanding of the quality of Canadian infrastructure	Past President	Develop a CSCE position paper on a Canadian infrastructure sustainability rating system	<div style="display: flex; align-items: center;"> <div style="width: 50%; height: 20px; background-color: #4CAF50; margin-right: 5px;"></div> <div style="width: 50%; height: 20px; border: 1px solid black; margin-right: 5px;"></div> </div>

