

ACEC Colorado: Strategic Vision 2030

Pillars & Outcomes Overview

Executive Summary

This Strategic Vision 2030 builds directly on ACEC Colorado's 2023–25 strategic plan, maintaining three of the four foundational pillars (Advocacy, Firm Success and Public Value to remain; Organizational Excellence was referring to ACEC Colorado and has been removed as a pillar) and incorporating the 2026 strategic retreat outcomes:

- To be relevant and influential
- To be a magnetic hub
- To inspire future leaders

The plan defines 2030 outcomes, sets 2026–2030 objectives and measurable key performance indicators (KPIs), and establishes a practical operating way for board and staff to run the organization using clear governance roles, quarterly dashboards and annual review cycles to adjust and improve the plan as needed.

Mission & Vision

Mission

ACEC Colorado advances a business environment that helps professional design firms thrive.

Vision 2030

Connecting the professionals who improve the natural and built environments with ACEC Colorado as a relevant, influential, magnetic hub that inspires future leaders.

Foundational Pillars (Carried Forward)

1. Advocacy – Become the trusted advisor to advance, protect and promote public policy and build relationships with aligned stakeholders.
2. Firm Success – Provide the resources and opportunities to support firm and career success.
3. Public Value – Demonstrate and communicate the value engineering brings to society.

2030 Outcomes (End-States)

Pillar I — Advocacy: Relevant & Influential

- Become the trusted, go-to advisor for public owners, elected officials, and regulators.
- Assist in making Colorado's procurement environment more efficient for consulting design services.
- Enhance ability to quickly recognize and respond to emerging policy trends affecting the industry.
- Expand influence via relationships with chambers, economic-development groups, and non-traditional allies.

Pillar II — Firm Success: Magnetic Hub

- Become the state's most influential community for design professionals that brings together leaders, talent, and ideas.
- Ensure educational programs, conferences, leadership development, and on-demand content consistently meet relevance and satisfaction thresholds.
- Create tools and market intelligence that become integral to member planning and benchmarking.
- Streamline engagement pathways (forums, committees, meetings and events with links to ACEC National opportunities) to increase participation and retention.
- Support the ACEC Colorado Foundation's efforts regarding workforce development, outreach impacts, partnership building and grant funding.

Pillar III — Public Value: Amplify Engineering's Impact

- Focus on compelling, consistent storytelling to elevate consulting engineering's visibility statewide.
- Increase public awareness and career interest via Engineers Week and year-round campaigns.
- Highlight and enhance awards programs (EEA, Honor Awards) to attract non-trade media and showcase societal impact.

Multi-Year Roadmap (2026–2030)

- 2026 – Build Foundations
- 2027 – Execute & Expand
- 2028 – Scale & Strengthen
- 2029 – Prepare Next Horizon
- 2030 – Culminate & Transition