



2023 / 2024 STRATEGIC GOALS & ACTIVITIES

VISION Advancing quality of life for all through the support of those who operate, improve, and maintain public works and infrastructure through advocacy, education & member engagement.

STRATEGIC GOALS PWABC is an independent chapter of the American Public Works Association. The Board has decided to adopt these strategic goals of APWA and develop activities to implement these goals in BC and the Yukon.

- VALUE
- VOICE
- EDUCATION
- MEMBERSHIP

GOALS AND OBJECTIVES

VALUE – Promote the value of public works and enhance its visibility/awareness

1. Engage in good governance, fiscal responsibility, and transparency through effective policies & procedures.
2. Create current, engaging, and valuable content on website and social media platforms.
3. Provide conference & event opportunities and pursue strategic partnerships.

VOICE – Be the voice of public works to government, industry partners, the public and the media

1. Serve as subject matter experts in public works and infrastructure.
2. Grow awareness of awards
3. Advocate Public Works
4. Continue to build partnerships with APWA and CPWA

EDUCATION – Provide excellence in relevant education opportunities.

1. Create innovative and consistent educational offerings using a variety of delivery methods and techniques to create an exceptional learning experience for all levels of public works.
2. Collaborate with APWA to support PWABC's current educational programming by providing resources that complement APWA's existing programs.
3. Engage membership to identify specific training opportunities.

MEMBERSHIP – Create a dynamic chapter that delivers an outstanding and valuable membership experience in collaboration with our members and industry partners.

1. Develop strategy for outreach to re-engage current and potential members in BC & Yukon.
2. Create and implement recruitment and retention membership strategies for the association.
3. Develop mutually beneficial partnerships with complementary associations.
4. Develop opportunities for Young and Emerging Leaders.