Why do we exist?
The American Public Works Association exists to develop and support the people, agencies, and organizations that plan, build, maintain, and improve our communities. Working together, APWA and its membership contribute to a higher and sustainable quality of life.

What differentiates us? What unique value do we offer?
APWA is uniquely positioned to create valuable connections and solutions for those serving our communities through public works.

As the only organization covering the breadth of public works, we offer our members an unparalleled network for information, education, professional development, advocacy, and social interaction.

To remain the best resource and network for those committed to public works, we must:
• Bring together the full spectrum of professionals and practitioners who serve the public through careers in public works.
• Help communities understand the critical role of public works in our lives.
• Define the knowledge, skills, and leadership required to meet our communities’ evolving public works needs.
• Provide a comprehensive approach to education, professional development, and continuous learning that prepares and qualifies those in public works to meet these needs.

Just as there remains much to be done in the field of public works, so there is much more to do to support public works professionals and practitioners than any one organization can achieve. As a result, we must carefully prioritize our resources to achieve those goals that APWA is uniquely positioned to meet. Utilizing the wide and varied expertise of our active members and dedicated staff, we will develop and provide programs, products, and services for the benefit of the public works community. We will also partner with other associations and organizations that support public works in order to meet other strategic needs and requirements of our profession, including advocacy, education, and information.

To ensure the future health and sustainability of our organization, we will seek to grow our membership base, as well as the engagement of new and existing members. To succeed at these complementary and reinforcing goals, we believe we must find new and innovative ways to recruit and serve members where they live and work. This will open up new opportunities for national and chapters to support our members, as well as each other, differently. APWA is proud and humbled by the uncommon loyalty and dedication that we demonstrate to each other and to the association. As leaders, volunteers, and staff we are committed to earn their continuing engagement by offering the uncommon service and value that they deserve. Together, we build a great association, and through our service to our members, we make a difference in our communities.

What are our values? What do we stand for?
We believe that our association and its members embrace and demonstrate several core values that will not be compromised.

Among these are:
DIVERSITY
We are proud that our association and its members demonstrate a commitment to diversity, including background, education, training, experience, generation, and geography, among others. We are an umbrella organization dedicated to serving the remarkable breadth of people committed to public works.

INCLUSIVENESS
We are firmly committed to operating as a family of professionals and practitioners to serve the public works community through our association. Our governance and leadership structures ensure that all of our members have a voice and an opportunity to serve our association and profession.

PARTNERSHIP
We believe partnership is critical not only to the effective performance of public works but to the mission of our association. Our success is dependent upon the effective partnership of professional and practitioner, national and chapter, staff and volunteer, APWA and other organizations with aligned missions. Together we all serve our communities through our commitment to the field of public works.

SERVICE
We are proud to serve our members who serve their communities through careers in public works. We strive to ensure that the public is aware of the importance and contribution of those who humbly and quietly plan, build, maintain, and improve our communities.

ACCOUNTABILITY
We expect, as public works professionals and as members of APWA, to be held accountable to the commitments that we make. We commit to the public and to each other to say what we do, do what we say, and complete what we start.

SUSTAINABILITY
We recognize that building sustainable communities is the greatest challenge to public works in the twenty-first century. We are committed to promote and support our members’ continuing efforts to advance sustainability in their communities and to ensure that our organization embodies sustainability in its operation as well.
**Strategic Priorities for the Next Three Years**

**Primary Priorities**

**Advocacy of Public Works**

1. Continue to be the voice and representative of public works at federal level (legislative and executive) in the United States and Canada
2. Enhance efforts to provide technical input on regulatory issues; strengthen relationships with executive agencies
3. Strengthen partnerships with like-minded/allied organizations to leverage influence and advance priorities
4. Support and help build chapter capacity for state and provincial advocacy
5. Improve the public perception of the public works profession and value of public works’ contributions to communities
6. Increase participation in Accreditation program

**Professional Development – Integrated and Comprehensive**

1. Clearly define and execute business model to support delivery and continued development of programs
2. Grow participation in leadership track of credentialing programs
3. Enhance communications and assure efficient delivery of current programs
4. Strengthen collaboration with Chapters and Institutes

**Support and Strengthen Chapters**

1. Ensure success of new Council of Chapters and priorities identified
2. Strengthen National and Chapter linkages and mutual support
3. Examine National-Chapter-Branch structure and modify, as appropriate
4. Support and assist Chapters in delivery of education and professional development service and products

**Secondary Priorities**

**Priority Order**

1. Ensure Financial Sustainability
2. Utilize Technology to Better Engage and Serve
3. Grow Membership And Enhance Engagement
4. Advancing Sustainability
5. Strengthen International Role

Continued...
SECONDARY PRIORITIES

ENSURE FINANCIAL SUSTAINABILITY

1. Carefully monitor expenses and reserves to ensure long-term financial viability
2. Plan for future revenue and resource growth to sustain and expand our services and fulfill our mission
3. Reexamine and update membership dues structure
4. Strengthen Chapter financial management capacity

UTILIZE TECHNOLOGY TO BETTER ENGAGE AND SERVE

1. Enhance internal technology capacity to ensure and support electronic delivery of services and products
2. Constantly improve and enhance website and tools for Chapters

GROW MEMBERSHIP AND ENHANCE ENGAGEMENT

1. Add new individual, agency and corporate members from identified target markets
2. Focus on identified target markets such as smaller sized jurisdictions, large urban areas, emerging leaders and younger professionals

ADVANCING SUSTAINABILITY

1. Assure principles of sustainability are integrated into all APWA services, programs, policies and activities
2. Strengthen partnerships with allied organizations to advance sustainability and member capacity

STRENGTHEN INTERNATIONAL ROLE

1. Promote international exchange of skills, ideas and experience of members
2. Strengthen existing partnerships and collaborations