



florida Institute of Consulting Engineers
AMERICAN COUNCIL OF ENGINEERING COMPANIES OF FLORIDA
PROFESSIONAL ENGINEERS IN PRIVATE PRACTICE OF FLORIDA

Strategic Plan

***Vision:** To be the recognized advocate for all consulting engineers in Florida.*

***Mission:** To represent and promote consulting engineering.*

Recognized:

FICE has the vision to be the “Recognized” advocate for all consulting engineers in Florida. It is generally accepted that FICE is currently not recognized as the definitive organization that represents the collective and varied interests of consulting engineers in Florida. This is somewhat due to the large number of professional organizations that promote the interest of engineers in Florida. It is similarly due to the size and complexity of the State of Florida such that many individuals and organizations are unaware of FICE. To address this problem, FICE needs to decide by whom it wants to be recognized within the State of Florida. Are these initiatives with the engineering community or outside, will it be organizations or individuals or both?

Advocate:

As the advocate for consulting engineers and companies in Florida, FICE represents and promotes the interests of its constituent members. Unfortunately, engineering firms doing business in Florida, both member and non member, are not informed of existing advocacy initiatives pursued by FICE, nor do they appreciate the value of those initiatives. Conversely, FICE has not developed a definitive understanding of the advocacy needs of its constituency. As a result, both FICE member firms and non member firms are either unaware of what benefits a FICE membership provides or they ascribe diminished value to FICE membership and active participation in the organization.

To address this problem FICE must first identify and define an accurate and comprehensive description of (1) the advocacy needs of its constituency, and (2) its constituency’s assessment of the effectiveness and value of existing FICE advocacy activities. This information should then be used to formulate and implement a comprehensive advocacy program that is fully responsive and congruent with constituency needs. To ensure the success and effectiveness of the new program, complementary support communications must be developed and executed to both inform the FICE constituency of ongoing advocacy activities and successes as well as to provide timely and substantive constituency feedback. Finally, a set of meaningful metrics and

polling initiatives should be developed and activated to monitor advocacy program effectiveness and constituency awareness.

Inclusive

The vision of FICE is to be the recognized advocate for all consulting engineers in Florida. The mission is to represent and promote the business of consulting engineering. Unfortunately, there are several problems that are hindering these objectives. For one, FICE is not perceived to represent all engineering disciplines. Instead, the organization is perceived as an association that represents “civil” engineers in general—and transportation engineers specifically. As a result, only 16 percent of engineering firms in the state are represented by FICE. This then becomes cyclic, because FICE activities represent the majority of the FICE membership—who are primarily civil/transportation engineers—discouraging the enrollment of consulting firms representing other engineering disciplines. In addition, there are numerous competing organizations and organizations vying for the membership of engineers in the state. Finally, FICE does not have enough “advocates” helping promote the organization as the advocate for **all** consulting engineers in the state.

To address this problem, FICE must promote the diversity of its membership, the value of its legislative “clout,” and the desire to represent all disciplines comprising the consulting engineering community. In order to do so, FICE must identify the various disciplines that it should represent and give these constituents a reason to join and become active in FICE.

Amended/Approved
8.7.08 FICE BOD