LEADERSHIP

- Leadership Development
- Branch leadership training
- Be a leader, not a follower
- Establish FL Chapter as the ‘go to’ organization for PW officials & employees
- Organize for long term progression: hire ex director
- Reformat Executive Committee agenda to hit hard on primary objectives
- Establish long term relationships w/other professional organizations that are real
- Restructure organizations to be nimble and responsive
- Encourage new ideas & concepts – it doesn’t always have to be “Old School”
- Developing emerging professionals
- Get youth involved
- More organized student activities
- Building strategic partnerships
- “Value” for membership
- Promote APWA to public
- Network building social events

EDUCATION

- Refocus on education
- Quality education
- Advanced technical training
- Expand training to field personnel
- Expand the offering in collaboration w/National & Chapter PW Institute
- Establish programs and the opportunities for all branches with resources collected and maintained by chapter
- Trade show format (partner w/others)
- Keep a strong annual conference and trade show
- Downsizing the FL chapter conference from 5 days to 3 days
- Bring education to members using new tools, social media, mobile
- Invest in technology
- Work on energy saving ideas
MEMBERSHIP

- Membership attention
- Meeting members needs
- Change what we get for our membership
- Fostering succession planning
- Go after the youth
- Identify target members and build around their need – work the 85% in the bell curve
- Organize “market” approach and programs to touch and reach out to target members – be strategic
- Maintain personal touch within organization – establish family environment
- Target membership new & retainage
- Provide support for membership
- Consolidate/innovate to new normal to retain members
- Reverse membership decline
- We should stop playing the “numbers” game. Quality over quantity
- Recruiting: members and branches
- Increase membership
- We should notify National APWA that it’s time they look at change
- Re-districting
- Motivate our members to re-energize
- Developing “Directors”
- Membership!
- Change the focus for growing membership
- Create new APWA model for Florida Chapter
- Better communication within organization
- Tighten mission down to Core, Critical Aspects. Focus on these
- Look for different revenue streams
- Show benefits of organization
SUPPORT

- Public awareness
- More promoting
- Websites: show examples of what we are doing
- Create structure that matches current future issues – hot spots

PUBLIC PERCEPTION

- Recognition awards
- Build/Maintain: Trust, Politicians, Public
- Gain influence and support i.e. Police & Fire
- Public education
- Create a mentoring program for the next generation of leaders
- Mentoring
- Change perception
- Identity
- Continue to place organizational goals and accomplishments before individual goals and accomplishments

PARTNERSHIPS

- Public-Private partnerships
- Create good partnerships between government & private sector
- Department partnerships

NAME RECOGNITION

- Obtain recognition in the public similar to PD & FD
- Get name out to the public
- Advocate careers in Public Works
DISASTER AND EMERGENCY MANAGEMENT

- Promote disaster planning among local community
- Emergency management - mutual aid and education
- Look for strategic partnerships with government associations
- Look for synergy and common goals with other associations
- Advocacy voice in FEA

DIVERSITY

- Introduce new or younger members to Branch & Executive Committee
- Diversity – age/gender, new and old ideas, keep organization in check
- Increase membership in areas where we are lacking
- Young professionals involved

TECHNOLOGY

- Technology/Youth
- Leadership training
- Networking
- Communications

COMMUNICATION & ORGANIZATION

- Reconnect to National
- More activities at local level
- Personal involvement
- Local media input
DOABLE

- Initiatives that are doable and realistic

FUTURE

- Prepare and posture for the predictable future
- Define what we think the future to be (if we don’t know what it is…it’s hard to get there!)
- LEED/Infrastructure – leader nationally
- Federal funding, consolidation, network
- Inter-local agreements – work sharing