

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.

Where are we headed? What are some of the key priorities in our 2014 vision for APWA?

Based on our shared understanding of why APWA exists and what strategically differentiates our association, we have identified the following strategic priorities to help achieve our five-year vision. We believe that continuing to advocate for public works is fundamental to our success in the identified initiatives.

GROW AND STRENGTHEN MEMBERSHIP

- Add new individual, agency, and corporate members from identified target markets
- Continue to enhance the APWA brand as the resource on public works for professionals, practitioners, public officials, administrators, and the public at large

UTILIZE TECHNOLOGY TO BETTER ENGAGE AND SERVE MEMBERS WHERE THEY LIVE AND WORK

- Enhance website services
- Support social networking
- Develop and deliver virtual products and services (including training, publications, and events)

OFFER AN INTEGRATED AND COMPREHENSIVE APPROACH TO PROFESSIONAL DEVELOPMENT AND EDUCATION

- Plan for the continued development of the certification and the certificate programs
- Expand the accreditation program

SUPPORT AND STRENGTHEN CHAPTERS

- Work with chapters to boost their capacity to engage and serve members
- Offer support and technical services as identified in collaboration with chapter leaders

CONTINUE DEVELOPING THE PREEMINENT CENTER FOR SUSTAINABILITY

- Lead the industry in supporting the planning, building, and maintaining of sustainable communities
- Plan for the continued development of the APWA Center for Sustainability

EXPAND AND STRENGTHEN APWA'S INTERNATIONAL ROLE

- Promote further international exchange of skills, ideas and experience of our members and emerging leaders through existing partnerships and collaborations
- Increase APWA's global presence by expanding the role on the international front to support the strategic direction of the Association

ENSURE APWA'S FUTURE SUSTAINABILITY

- Plan for future revenue and resource growth to expand and sustain our services and fulfill our mission
- Carefully monitor expenses and reserves to ensure long-term financial viability

We will use these longer-term strategic initiatives as a roadmap and filter to help identify those programs and action items that represent the right next steps to fulfilling our vision for the future of APWA. We will continue to engage in an ongoing strategic dialogue, at all levels of our organization, to ensure that we prioritize and allocate all of our resources – human (volunteer and staff), material, and financial – to achieve our long-term shared vision.