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MAKING IT MEANINGFUL FOR MEMBERS

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OUR VISION: IRWA creates awareness of and trust and confidence in the right of way professionals who contribute to building a better world.

OUR MISSION: IRWA is the central authority of the right of way profession, serving our members, the users of our services and the general public.

OUR OBJECTIVES: Increase the value of IRWA membership, enhance the impact of IRWA education and credentials, expand the reach of IRWA marketing and strengthen the Association's infrastructure.

Every association needs a clear understanding of its vision, mission and key objectives in order to stay focused. With IRWA's rotating leadership, a formalized Strategic Plan is the most effective way to preserve the continuity of our activities while ensuring the Association's goals remain front and center, regardless of the agenda of each newly-elected officer.

While the Association's objectives may be clearly defined, understanding how these goals are relevant to our members is not always so evident. So the question is, what does it all mean? How will IRWA's objectives and strategies impact our profession, and more importantly, how does it benefit you, our members?

IRWA's five-year Strategic Plan is specifically designed to anticipate and manage change. Let me explain how our four key objectives are working to advance our profession and how this impacts us all.

INCREASING THE VALUE OF IRWA MEMBERSHIP

The Association's primary goal is unwavering - to serve the evolving needs of our members. In light of the changing demands facing our industry, creating a business advantage for members over non-members is essential. This has led to new social networking venues that make it easy for all members to connect with each other. We continue offering innovative member resources, such as the new e-Book version of the Principles of Right of Way Textbook and the digital edition of Right of Way Magazine, giving members a quick and easy way to access information.

ENHANCING THE IMPACT OF IRWA EDUCATION AND CREDENTIALS

Not only are we working to launch new high-quality courses and programs, we continue promoting the benefits

of our credential members to the users of right of way services. This works to boost awareness and demand for certified professionals, while IRWA's Generalist Career Path has enabled more members to get certified sooner. New certification options are also in the works, creating additional niches in the market along with specialized training. Increased course demand from government agencies and other organizations is a testament to the quality of our offerings. And to keep pace with member needs and preferences, we are always exploring new ways to advance our professional development program.

EXPANDING THE REACH OF IRWA MARKETING

The best way to publicize the role of right of way professionals is through external communications. The annual Project of the Year Competition generates a wealth of media exposure for the profession, as well as for the companies ranked in the top ten. IRWA's ads in engineering and other trade publications are working to market our members to the users of right of way services. And with the expanded industry coverage and reach of Right of Way Magazine, more and more agencies and organizations are requesting article reprints for use in their own staff training.

STRENGTHENING THE ASSOCIATION'S INFRASTRUCTURE

Our strength comes from IRWA's internal infrastructure - our chapters, regions, committees and task forces who are charged with executing the goals and strategies established. We're cultivating new leaders through succession planning, a leadership orientation program, and the IRWA Leadership Institute. To better match our volunteers with positions that align with their skills and interests, we have created position descriptions for each role. And new member engagement strategies are ongoing, such as the Young Professionals Group and the recently launched Member Network, where professionals in specialized areas of practice like Pipeline, Transportation and Utilities can easily connect.

With a strategic plan in place, our day-to-day decisions are made within the context of a structured framework. When we focus on common goals, and those goals were established through a collaborative interactive process, we can set aside our differences, help each other, and become invested in a common purpose.