

**2008 Revision of the Associated Schools of Construction (ASC) 2004 Strategic Plan**

<b>Strategic Goals</b>	<b>Objectives</b>
GOAL 1: Increase Benefit to Faculty	1. Enhance Teaching: A: Improve course content and dissemination across membership B: Develop Faculty 2. Scholarship A: Provide a venue for presentations and publications B: Improve publications C: Improve faculty research success 3. Leadership: A. Developing Leaders 4. Service A: Promote Service in ASC
GOAL 2: Improve and Enhance the Image & Quality of Construction Higher Education and of ASC	1. Improve public perception of ASC 2. Recognition A: Awards B: Improve Public Relations of ASC and its membership 3. Provide mechanisms for increasing the number of tenurable faculty
GOAL 3: Strengthen Relations with Industry and Associations	1. Build/strengthen ties with the construction contractors 2. Develop and strengthen relations with other industry stakeholders
GOAL 4: Collaborate with and promote international construction education	1. Promote international participation

<b>Goal 1: Increase Benefit to Faculty</b>				
<b>Objective</b>	<b>Action Item</b>	<b>Responsibility</b>	<b>AY 06/07</b>	<b>AY 07/08</b>
1. Enhance Teaching:				
A: Improve course content and dissemination across membership	Conduct course workshops and/or discussion sessions	National Conference Host School (NCHS)		
	Development of Construction Management Curriculum Array (CMCA)	Chuck Berryman		
	Provide Professional Development Opportunities	BOD, NCHS & 1 <sup>st</sup> VP	2007 LEED, MEAC	Leed, Bim, MEAC, Effective Teaching
B: Develop Faculty	Conduct orientation and mentoring of new faculty	BOD, NCHS & 1 <sup>st</sup> VP		
	Encourage new faculty participation	Regional Directors		NCHS Workshop
	Develop faculty teaching skills	Faculty Development Committee		Find a chair for faculty development committee
2. Scholarship				
A: Provide a venue for presentations and publications	Provide regional and national paper and publishing opportunities	Publications Committee		
B: Improve publications	Provide seminars that prepare reviewers & manuscripts	Publications Committee		
	Provide opportunities for co-authoring of papers (inter-institutional topical breakout sessions/web abstract collaboration)	Publications Committee		
C: Improve faculty	Proposal Workshops	Research		

research success	(writing & identification of opportunities)	Committee		
	Identify funding agencies	Research Committee	List funding agencies on website	
3. Leadership:				
A. Developing Leaders	Preparing prospective administrators	Faculty Development Comm. and NCHS		
	Share Best Practices	Faculty Development Comm. and NCHS		
4. Service				
A: Promote Service in ASC	Enlist paper reviewers	Publications Committee		
	Develop national and regional leaders	BOD		6 of 7 regions have assistant Regional Directors

<b>GOAL 2: Improve and Enhance the Image &amp; Quality of Construction Higher Education and of ASC</b>				
<b>Objective</b>	<b>Action Item</b>	<b>Responsibility</b>	<b>AY 06/07</b>	<b>AY 07/08</b>
1.Improve public perception of ASC	Media Kit	2 <sup>nd</sup> VP		
2.Recognition				
A: Awards	National Teaching	Awards Comm.		
	Outstanding Educator Award	Awards Comm.		
	Lifetime Achievement Award	Awards Comm.		

	Research Award	Research Comm.		
	Best Paper Award (Conference Proceedings)	Proceedings Editor		
	Media Award (Recognition of external construction higher education article)	Awards Comm.		
B: Improve Public Relations of ASC and its membership	Outreach to Newspapers and other media	BOD to decide		
3. Provide mechanisms for increasing the number of tenurable faculty	Increase PhDs and PhD programs	Graduate Education Comm.		
	Mentor industry to academia transition	Relations to Industry Comm.		

<b>GOAL 3: Strengthen Relations with Industry and Associations</b>				
<b>Objective</b>	<b>Action Item</b>	<b>Responsibility</b>	<b>AY 06/07</b>	<b>AY 07/08</b>
1. Build/strengthen ties with the construction contractors	Invite Distinguished Industry Lecturers at the National ASC Conference	NCHS & 1st VP		
	Recognize best practices from industry	NCHS, 1st VP & Relations w/ Ind. Comm.		
	Increase new industry and association members in ASC	Regional Directors & Relations w/ Ind. Comm.		
2. Develop and strengthen relations with other industry stakeholders	Owners	Regional Directors & Relations w/ Ind. Comm.		
	Suppliers	Regional Directors & Relations w/ Ind. Comm.		
	Vendors	Regional Directors & Relations w/ Ind. Comm.		
	Associations	Regional Directors & Relations w/ Ind. Comm.		

**GOAL 4: Collaborate with and promote international construction education**

<b>Objective</b>	<b>Action Item</b>	<b>Responsibility</b>	<b>AY 06/07</b>	<b>AY 07/08</b>
1. Promote international participation	Identify potential international members and invite them to International ASC Conference	2009 NCHS & 1st VP		2009 kickoff of ASC International Conference at NCHS
	Promote faculty exchange programs and opportunities to study abroad	1st VP NCHS		
	Promote international participation of journal and proceedings publications	1st VP & Publications Comm.		
	Develop By-Laws & Ops for Region VIII	1st VP		