SAME 2025 Strategic Plan
DRAFT S: August 30

This strategic planning effort picks up where the 2020 Strategic Plan left off and will launch SAME forward into the next decade. We strove to maintain alignment with the original vision of SAME:

“We are establishing at this time a Society of American Military Engineers. This society will serve no selfish purpose. It is dedicated to patriotism and national security. Its objects are, in brief, to promote solidarity and co-operation between engineers in civil and military life, to disseminate technical knowledge bearing upon progress in the art of war and the application of engineering science thereto, and to preserve and maintain the best standards and traditions of the profession, all in the interests of patriotism and national security.” —The Military Engineer magazine, January 1920

Framing our effort ... we believe:

SAME is:

1. A total volunteer organization
2. One Society of vibrant posts supported by National
3. The “Society of Choice” for young members, especially military members
4. Striving to exceed expectations of sustaining and individual members

We are on track with the timeline to complete the plan prior to the 2019 Small Business Conference and publish in the subsequent TME.

The team accomplished 3 primary tasks:

1. Reviewed and modified SAME Vision and Mission statements
2. Reviewed and modified Lines of Effort (goals)
3. Proposed Objectives for each goal

SAME Vision and Mission

Through multiple telecons the team arrived at the below new statements which were validated at the JETC BOD.

Vision
2025 Vision: “Serve as the foremost integrator for leadership development and national security infrastructure collaboration within the A/E/C profession.”

Mission
2025 Mission: “Builds leaders and provides the platform for government and private industry to find solutions to national security infrastructure challenges.”
Line of Effort/Goals

Following the vision and mission efforts, the team focused on the lines of effort that have evolved for the Society since 2015. We broke the team into working groups to focus on each line of effort with the desire to transform each line of effort into a Goal with specific Objectives.

Key in this effort is the alignment of awards and recognition to proposed Goals, Objectives, and Tasks. The 2025 Strategic Plan will inform the actions of the posts in 2020, with those actions culminating in streamer recognition at JETC in 2021. (As a reminder, posts actions in 2019 will be informed by the existing 2020 Strategic plan.)

Below are the Goals and associated Objectives developed by the Strategic Planning Team and validated by the BOD.

GOAL 1: Enhance Industry-Government Engagement.

As the cornerstone on which the Society was founded, SAME will lead efforts to foster communication among military, public, private, academic, and professional A/E/C organizations to identify issues and develop solutions collaboratively in support of National Security.

1. Ensure the SAME Industry-Government Engagement Plan effectively produces viable engagements that enhance industry/government collaboration and add value to joint efforts to improve America’s infrastructure. Promote recognition of the role of SAME among all levels of government, industry, academic and business interests.

2. Develop key Strategic Partnerships for the goal to identify focus areas, challenges, opportunities, and potential solutions that partnering will achieve. Establish contacts at the Post, Region, and National levels to enhance vertical collaboration.

3. Develop a portfolio of SAME professional communications of high-quality content that informs, educates, enlightens, and reinforces our mission. Maintain an up-to-date central location for Industry-Government Engagement efforts, tools, documentation and results on the SAME website.

4. Ensure the SAME Communities of Interest are serving Posts, Regions, and National Entities as subject matter experts in their professional disciplines to enhance industry, government, and academic collaboration, professional development, and support industry-government engagement at every level.

5. Lead efforts to promote inclusion of all stakeholders at the Post, Region, and National levels through meetings, workshops and conferences.
Goal 2: Develop Leaders for the Nation

Integrate investments in leadership development to produce leaders for the profession.

1. Execute Leadership Development Programs and ensure their long-term viability.

2. Promote a SAME mentoring continuum, highlighting potential growth and leadership opportunities for engaged members at all levels. (Suggested tasks below)

3. Align and integrate society and foundation leadership investment (Suggested tasks below)

4. Know and invest intentionally in leader-producing institutions and critical masses of military engineers. (Suggested tasks below)

5. Grow academic professional membership. (Suggested tasks below)

Goal 3 – Enhance the STEM Pipeline for the Nation

Help develop our nation’s future STEM professionals and grow prospective members of the Society through STEM outreach efforts, scholarships, and engagement of college student chapters.

1. Become a national leader in STEM initiatives at the primary and secondary school levels by developing active partnerships with locally relevant, established organizations focused on excitement and interest in the professions.
   a. Develop tools to track effectiveness of STEM outreach at Post and National levels.
   b. Develop tools to track students to feed them into the SAME pipeline – Virtual Student Chapter, College Post, then Young Member membership.

2. Foster Post- and National- sponsored STEM-based camps or programs.

3. Enhance scholarship programs for camps, collegiate students, and other local, STEM-relevant events. Establish well-defined and measurable outcomes to ensure good stewardship of the scholarship funds.

4. Align students with mentors to enhance learning and long-term commitment to SAME.
Goal 4: Prepare Transitioning Veterans for the A/E/C and Asset Management Industries

Expand networking opportunities for transitioning veterans to provide a platform that promotes credentialing and translates skills in a manner that connects to needs of the industry and nation.

1. Build upon our success as a recognized national leader in creating opportunities for transitioning veterans across the A/E/C and asset management industries. Provide access to the full spectrum of credentialing for licensed professionals, skilled labor certifications and other A/E/C supporting qualifications to transitioning veterans.

2. Sponsor the credentialing of a veteran leveraging post-level or Foundation funds.

3. Establish and offer a mentoring event for transitioning veterans connecting the A/E/C industry opportunities, leadership development and Fellows involvement.

4. Sponsor or co-host an event with Trade Labor Unions to grow prospective members in the A/E/C industry from transitioning veterans.

Goal 5: Build and Strengthen Resilient Communities

Lead public and private sector collaboration to prepare communities to absorb, adapt and recover from natural or man-made threats.

1. Leverage local, regional and national partnerships to provide education and training to stakeholders with regards to infrastructure risks and mitigation strategies.

2. Leverage the multidisciplinary nature of our membership to educate stakeholders on new and existing technologies across appropriate Department of Homeland Security defined critical infrastructure sectors.

3. Provide a platform at the local, regional and national level for cybersecurity awareness, challenges and solutions to address infrastructure resilience.

4. Continue leading collaboration on joint response strategies to natural or man-made threats at the local, regional and national level.