Objective: To establish the Association priorities and goals based on the extension of the Strategic Plan through 2023.

AEM 4-Year Strategic Plan

**BUILD POSITIVE PUBLIC PERCEPTION OF OUR INDUSTRIES**
AEM will support our members in telling our industry’s stories to raise public awareness of the contributions and innovative solutions that contribute to health, quality of life, economic growth, employment and a cleaner environment.

**ACCELERATE INDUSTRY GROWTH**
AEM will foster innovation and economic growth and attract top talent so our members can contribute the equipment and technologies to build the most advanced infrastructure and farming systems.

**SUPPORT & EMPOWER MEMBER COMPANY DECISION-MAKING**
Through market data and intelligence, thought leadership and original research, AEM will enable member companies to adapt and prepare for the future, make highly informed business decisions and catalyze growth.

**FACILITATE MEMBERS’ CUSTOMER-FACING EFFORTS**
With a focus on enhancing customer connections, AEM will support members’ efforts to increase sales, meet customer needs and expectations, and promote safe and efficient operation practices.
2021 AEM Goals

DELIVER ON AEM 2021 PRIORITIES:

BUILD POSITIVE PUBLIC PERCEPTION OF OUR INDUSTRY

1 Positive Public Perception: Build positive perception of our industry among the public and other key audiences by sharing the success stories of our members to build and feed the world in the areas of innovation, sustainability, workforce and leadership, and launching a media relations initiative to build awareness of our industry and present our positions.

ACCELERATE INDUSTRY GROWTH

2 Workforce: Provide every member digital access to best practices for workforce development, access to a Workforce Solutions Summit, and offer remote or onsite consulting and support, so members can meet current challenges and build a workforce pipeline for the future.

3 Federal Advocacy Strategy for the New Congress/Administration: Develop and execute a strategy to engage and build working relationships with the 117th Congress, the White House and federal agencies to successfully advance the Association’s policy priorities.

4 State Advocacy: Implement the first year of the five-year state advocacy plan, including establishing a State Advocacy Working Group, expanding priority policy issues and strengthening relationships with state-level organizations to advance our policy priorities.

5 Political Operation Advocacy: Continue to expand the Association’s political operation to support and elect pro-manufacturing, bipartisan-minded Democratic and Republican candidates for federal office.

SUPPORT & EMPOWER MEMBER COMPANY DECISION-MAKING

6 Business Intelligence:
   • Execute plans for the next generation statistics program platform for our Hargrove business and implement a long-term strategic direction to enhancing revenue through marketing data exchange development and opportunities with new associations.
   • Increase member awareness and engagement in AEM Market Intelligence products and diversify revenue through use of proprietary AEM data and vendor partnerships and products aimed at niche markets and smaller members.

7 Education: Increase value to members with optional deliveries of in-person and virtual educational content and networking to offer topical subjects such as technology, sustainability, workforce, and economics. Achieve participation, satisfaction and revenue goals.

FACILITATE MEMBERS’ CUSTOMER-FACING EFFORTS

8 CONEXPO-CON/AGG: Establish the strategic direction and plan to support future success of CONEXPO-CON/AGG including goals, objectives and priorities for 2023 show and beyond.

9 Technology: Ensure technology standards and regulations developments meet member needs; eliminate barriers to drive industry and end-user adoption.

10 Exhibitions: Prepare and present a plan to deliver on the strategic direction of the Exhibitions Strategic Task Force, including investments required to achieve the vision, while successfully holding The Utility Expo.

ASSOCIATION OPERATIONS

11 Strategic Plan Year One 2.0: Successful completion of Year One strategies deferred in 2020 due to COVID-19, with the extension of the 2020-2022 Plan timeline through 2023.

12 Membership: Meet new member recruitment, retention and member satisfaction goals through increased awareness and engagement in all member services and products.

13 Financial: Achieve budgeted 2021 Net Operating Surplus supported by strong budget management and prudent use of the AEM Investment Fund, and obtain an unmodified 2020 audit opinion.

14 Digital Opportunity: Develop an enterprise-wide digitization strategy by core service with corresponding KPIs. Each core service’s digitization plan will provide recommendations of enhanced service to members, making the service exponentially more valuable.

15 Diversity, Equity and Inclusion – Develop and implement a Respectful Committee Policy for AEM Boards and committees; continue to gather data on committee demographics to establish a bench of qualified, diverse committee candidates, and develop and implement a Meetings & Event Code of Conduct.