USSD Strategic Plan 2021 – 2025
USSD Strategic Domains and Objectives

**USSD Vision**
A world where all dams and levees are safe and valued by the communities they serve.

**USSD Mission**
Empower professionals to advance sustainable benefits of dams and levees for society.

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**Community and Connections**
- Strengthen and promote connection to ICOLD.
- Identify and provide leadership opportunities to advance the USSD mission and ensure it remains viable.
- Create opportunities and mechanisms for higher educational institutions and researchers to share advances in the field.
- Create networking and mentoring opportunities for professionals to share, grow and access information for collaboration and encourage the free flow of information.

**Advocacy and Awareness**
- Build awareness of the challenges, value and benefits of dams and levees to the public.
- Provide accurate and timely information about dams and levees to stakeholders and policy makers.
- As a profession, let people know who we are, what we do, and why.
- Generate, join and support coalitions which are aligned with USSD’s mission and values.

**Recruitment and Growth**
- Foster career paths that will grow the talent pool for our industry.
- Attract students and young professionals into the industry and USSD activities.
- Strengthen diversity, equity and inclusion within the community of practice.
- Grow USSD through outreach beyond our membership.

**Education and Professional Development**
- Identify advancements in dams and levees and needs for training.
- Develop and deliver industry-relevant education and training.
- Create a structured curriculum for dam and levee professionals.
- Evaluate, and if warranted, create accrediting/certifying opportunities for professionals and/or programs.
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**Community and Connections**

- Strengthen and promote connection to ICOLD.
  - Clearly communicate the vision and purpose of strengthening connection to ICOLD. Communicate benefits of ICOLD to members.
  - Develop strategic relationships with other ICOLD national committees.

- Identify and provide leadership opportunities to advance the USSD mission and ensure it remains viable.
  - Appoint committee vice-chairs with succession planning in mind and the ability to chair the committee in the future.
  - Develop Leadership Training program.

- Create opportunities and mechanisms for higher educational institutions and researchers to share advances in the field.
  - Provide a bundle registration option for faculty members to include free registration for students who are coauthors on papers being presented at the conference (One free student w/paid professor).
  - Change USSD conference website to become searchable for papers referencing websites such as google scholar, so the USSD papers get citation and increases faculty and student participation

- Create networking and mentoring opportunities for professionals to share, grow and access information for collaboration and encourage the free flow of information.
  - Become a key advisor to public dam owners and a resource for private dam owners
  - Develop an orientation program delivered at the annual conference directed at new members and members looking for ways to be more involved
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Advocacy and Awareness

- Establish a Speakers Bureau to provide dam and levee related content at invited events.
- Increase number of position statements released each year.

- Issue Press Releases and Letters to key policy makers
- Invite local community leaders to our annual meetings so they see what we are doing and how it will help to ensure the safety of their communities

- Establish a Speakers Bureau to provide dam and levee related content at invited events.
- Develop packets that members can take back to their local universities/high schools/middle-schools to present to the students

- Collaborate with other active organizations on shared goals, issues and concerns/strategies

Build awareness of the challenges, value and benefits of dams and levees to the public.

Provide accurate and timely information about dams and levees to stakeholders and policy makers.

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Generate, join and support coalitions which are aligned with USSD’s mission and values.
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**Recruitment and Growth**

- Foster career paths that will grow the talent pool for our industry.
  - University/professor outreach.
  - Jr/Sr high/elementary school STEM outreach by members.

- Attract students and young professionals into the industry and USSD activities.
  - Strengthen student outreach, with an express focus on nearby universities with relevant programs, to attend annual conference and workshops
  - Develop concurrent dam and levee specific job fair with annual conference

- Strengthen diversity, equity and inclusion within the community of practice.
  - Develop a means for integrating Young Professionals and new professionals into the heart of the organization.
  - Women and minority STEM outreach.

- Grow USSD through outreach beyond our membership.
  - Market beyond traditional civil, seek mechanical, electrical, geologists, other scientists, other engineers.
  - Improve conference marketing strategies towards schools, faculty members and students.
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| Assess training needs to develop new training programs. |
| Identify research/schools/programs that focus on dams and levees and establish an exchange of knowledge. |
| Establish an Education and Training Committee to identify and develop annual education and training topics. |
| Develop various training methods to deliver content. |
| Identify certificate programs that exist and identify gaps. |
| Create body of work for curriculum. |
| Create an ad hoc steering group to determine viability of certification program. |
| If deemed feasible develop a phased/stepped process for certification of dam and levee professionals. |
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Education and Professional Development

Identify advancements in dams and levees and needs for training.

- Develop various training methods to deliver content.
- Create an ad hoc steering group to determine viability of certification program.
- If deemed feasible develop a phased/stepped process for certification of dam and levee professionals.

Develop and deliver industry-relevant education and training.

Evaluate, and if warranted, create accrediting/certifying opportunities for professionals and/or programs.