



# Structural Engineers Association Of Northern California

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## SEAONC Strategic Plan 2018-2023

### **Mission**

To advance the practice of structural engineering, to build community among our members, and to educate the public regarding the structural engineering profession.

### **Vision**

A world in which structural engineers are valued by the public for their contributions to building a safer and stronger community.

### **Values**

- Structural engineering excellence
- Collaboration with other like-minded organizations
- Promotion of the structural engineering profession to the public
- Generation and dissemination of structural engineering knowledge
- Equity and engagement within the profession
- Openness and accessibility within our organization
- Collegiality and integrity within our profession
- Inspiring future generations of structural engineers

### **Areas of focus for the next 5 years**

- Educate the public about earthquake risk and seismic performance
- Promote increased equity and engagement in the structural engineering profession
- Increase membership
- Provide better service to members of small firms
- Operate SEAONC more efficiently and increase transparency of the Association
- Participate in various resilience conversations
- Strengthen our relationship with the academic community
- Enhance public and client perception of the value of structural engineers