



**USSD Vision**

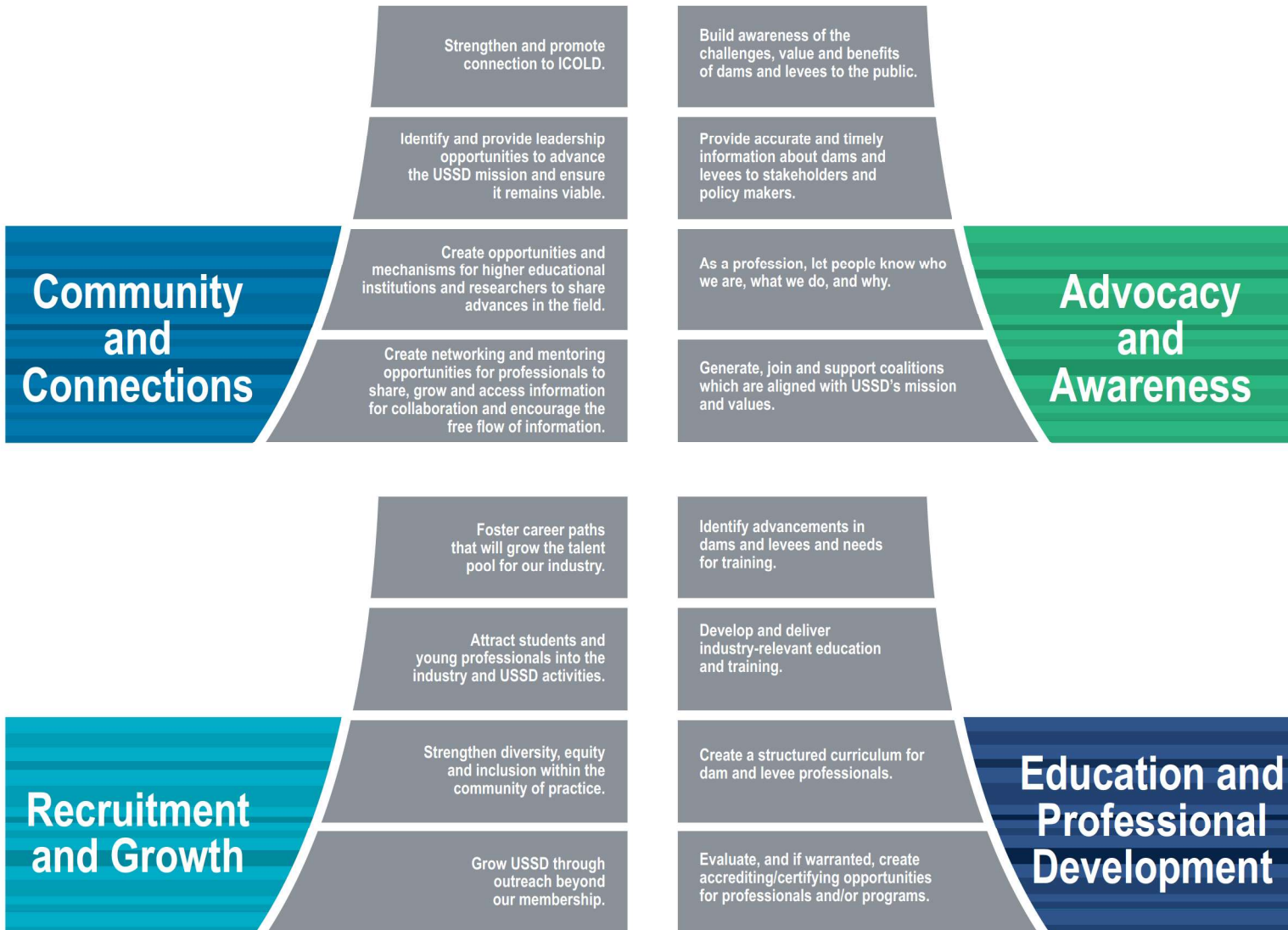
*A world where all dams and levees are safe and valued by the communities they serve.*

**USSD Mission**

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

# USSD Strategic Plan 2021 – 2025

## USSD Strategic Domains and Objectives





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

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

- *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*

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

- *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*

As a profession, let people know who we are, what we do, and why.

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

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

**Advocacy  
and  
Awareness**



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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.*

Identify advancements in dams and levees and needs for training.

- *Establish an Education and Training Committee to identify and develop annual education and training topics.*
- *Develop various training methods to deliver content.*

Develop and deliver industry-relevant education and training.

- *Identify certificate programs that exist and identify gaps.*
- *Create body of work for curriculum.*

Create a structured curriculum for dam and levee professionals.

- *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.*

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

# Education and Professional Development