

AMERICAN SOCIETY OF HIGHWAY ENGINEERS

PARTNERSHIP GUIDELINES

One of the primary goals of the ASHE Strategic Plan is to “Form strategic alliances with other highway industry associations/organizations when appropriate”. ASHE desires to form strategic alliances/partnerships with organizations that share similar interests in the Highway Industry and will work together to provide opportunities to members for professional development, education, networking, leadership training, and advancement of common goals, such as promoting transportation funding initiatives. The following strategies and goals are potential outcomes of a mutually beneficial partnership with an organization.

Strategies

- Establish and maintain relationships with those organizations that best compliment the Vision, Mission and Values of ASHE
- Establish and maintain relationships with the Local, State and Federal Transportation Agencies across the nation
- Establish and maintain relationships with all segments of the highway industry including consulting engineers, contractors, utility owners, material suppliers and other professionals

Goals

- Encourage joint meetings of each organizations’ chapters and sections
- Promote co-sponsorship of conferences and events
- Ensure effective communication between the organizations at every level
- Grow the membership of each organization through advertising and joint events
- Promote educational training and innovation
- Encourage institutions of higher education and local government agencies to promote to the public the profession of transportation design and construction
- Promote the professional image and ethics of the highway industry
- Encourage professionals in the highway industry, including students and young professionals, to recognize the value of joining and participating in associations and professional societies
- Work together on common political and regulatory highway industry positions
- Promote positive positions on transportation policy and funding issues which will serve to elevate the awareness of ASHE. Provide a stronger voice and expand the opportunity for sharing resources and services
- Explore mutual development of new and cross promotion of existing publications, training materials and membership expansion opportunities

Recommended Interaction between Partnerships

- Exchange of representatives serving on appropriate committees responsible for promoting ASHE and partnering professional organizations
- Exchange of booth opportunities at conferences to showcase the respective organization
- Membership rates for meetings and conferences
- Opportunities to attend/present at Regional and National Board meetings and conferences
- Will not exchange member contact information, but will forward appropriate information to respective members

Procedure for Forming Partnerships

- Potential partnerships shall be presented to the ASHE Partnerships Committee for review by members of the committee or any ASHE member
- Evaluation of the potential partnerships will include reviewing the organizations strategic plan, mission statement, locations, composition of membership and includes having discussion with organization leaders
- The ASHE Partnership Committee will recommend an organization for partnership to the National Board if the committee determines that it is mutually beneficial, adheres to these guidelines and is in the best interest of ASHE
- The ASHE National Board will have final approval of organization partnerships

Current Partnerships

ASHE has signed agreements with the following organizations:

- International Erosion Control Association (IECA) www.ieca.org
- National Association of County Engineers (NACE) www.countyengineers.org
- National Association of Women in Construction (NAWIC) www.nawic.org
- Society for Marketing Professional Services (SMPS) www.smeps.org