Mission statement:

To promote the Subsurface Utility Engineering business and professionalism in its practice
Goal 1: Establish a strong and growing association

Objectives:

- Grow the membership
- Execute a memorandum of understanding (MOU) with UESI
- Collect and develop market data
- Establish committees to facilitate volunteer efforts to provide SUE expertise into the association’s programs and activities
- Provide membership benefits, including risk management education and products

Goal 2: Provide a voice for the Subsurface Utility Engineering community

Objectives:

- Advocate for promotion of SUE as a Professional Practice
- Grow the market
- Facilitate cost savings studies
- Influence legislation, public policies and practices to include Subsurface Utility Engineering at the Federal, State/Provincial, and Local Government levels
- Act as a watchdog for the profession
- Promote proper definition and classification of Subsurface Utility Engineering by government at all levels
- Be a facilitator for the sharing of information, opportunities, and best practices among members
- Implement communications strategies and tools to promote SUE services, the profession, and the association (see below)
- Explore hosting a focused, SUE-specific national conference/convention

Goal 3: Educate the marketplace

Objectives:

- Implement communications strategies and tools to promote SUE services, the profession, and the association before:
  - Public Sector (all levels of government)
  - Private Sector
  - Other clients and users of SUE services
  - Ancillary industries and professions
  - Government agencies that affect or influence SUE practice
• Establish liaisons with other associations, societies and organizations (nonprofit and non-governmental organizations)
  ▪ Promote SUE Association leaders and members as speakers and instructors before target audiences and build common SUE Association presentations for such speaking engagements
  ▪ Promote and advocate for the use of and compliance with ASCE 38
  ▪ Establish proper definitions and classification of SUE practice and business
  ▪ Monitor activities of state licensing boards to assure fair and proper treatment of SUE practitioners

Goal 4: Enhance the practice of Subsurface Utility Engineering

Objectives:
  ▪ Support the education of SUE practitioners
  ▪ Promote and advocate for compliance with ASCE 38
  ▪ Promote and advocate best practices
  ▪ Support, promote, and/or conduct training, education, and continuing education
  ▪ Support growth and development of technologies and services
  ▪ Participate in activities to develop and grow a qualified SUE workforce, including through university programs
  ▪ Establish or support certification in the SUE field for professionals and technicians
  ▪ Advocate legislation, regulations and government policies at all levels that promote and enforce use of the qualifications based selection (QBS) process for selection of firms for SUE services

Goal 5: Grow the market for SUE services
  ▪ Secure funding for SUE projects
  ▪ Advocate for utilization of SUE services and compliance with ASCE 38
  ▪ Promote SUE services among targeted client groups in the public sector at all levels and the private sector
  ▪ Promote legislation and public policy that maximizes government utilization of SUE services