

AAPA Strategic Plan Highlights

Vision: *To be the recognized, authoritative, and coordinated voice of the seaport industry in the Americas.*

Mission Statement: *The mission of American Association of Port Authorities is to educate stakeholders, provide services, and advocate policies that strengthen the ability of member seaports to serve their global customers and create economic and social value for their communities.*

Goals:

1. **Relevance:** *Recognize and fulfill the expectations of a diversified system of member ports as they connect their communities with the global supply chain.*
2. **Awareness:** *Build support for and understanding of the essential role and value of ports.*
3. **Relationship Building:** *Provide relationship building opportunities for members to share knowledge and to benefit their ports and port industry.*
4. **Professional Development:** *Increase competency in all facets of port management and governance.*

For U.S. Members:

5. **Representation and Advocacy:** *Influence public policies to strengthen and expand opportunities for member ports.*

Seven Key Strategies are Identified in the Plan as Priorities:

- *Ensure that AAPA's organizational and committee structures deliver both: (a) sharing of information, education, and networking for members in all segments and Delegations in an efficient manner; and, (b) effective U.S. member advocacy initiatives.*
- *Implement regular member survey processes to identify, evaluate, and prioritize issues that are relevant to members of all sizes and types in all Delegations to drive development of AAPA's policies, programs, and activities.*
- *Deliver programs and activities that provide outstanding and recognized value for all AAPA members to increase their involvement in AAPA's activities and governance processes.*
- *Be clearly recognized as the unified and collective voice of ports in the Americas.*
- *Constantly identify opportunities to strengthen AAPA's leadership role in enhancing current and building new relationships with other organizations.*
- *Provide programs and resources focusing on port governance structure and processes.*
- *For U.S. members, aggressively advocate to influence regulatory and legislative policies that are favorable to ports.*

Strategic Plan Implementation:

An initial action plan has been developed by AAPA staff for the tactical implementation of the Strategic Plan. A series of tactics are outlined in the Strategic Plan (see Section 4.2, pages 9-11).