

## **STRATEGIC PLAN AND 2016-17 PLAN OF WORK--- Approved by Board on 12-9-15**

### **OUR MISSION:**

*The Building Chapter is dedicated to:*

- *Represent the best interest of members in the commercial construction industry and the greater business environment;*
- *Support and encourage the advancement of skill, integrity and responsibility within member firms; and*
- *Stimulate and promote progress and innovation in the industry.*

### **OUR VISION:**

*The Building Chapter will thrive through constantly innovating and evolving, helping to shape the industry, as well as to stay current on the latest trends and best practices in building construction to help our member firms excel.*

### **OUR GOALS:**

- *Advocate on behalf of Members.*
- *Provide Relevant benefits, services and educational opportunities for long term success and growth.*
- *Strengthen future workforce.*
- *Position and brand the membership as an entity of industry excellence.*
- *Maximize membership growth and loyalty*

## **PLAN OF WORK FOR 2016-17**

**ADVOCATE ON BEHALF OF GC MEMBERS.** Advocate for members on issues and concerns affecting the commercial building construction at state and local levels. Unify the entire industry into cohesive groups as needed to work together on issues affecting construction *Advocacy is one of our best strengths and also viewed as a key driver for membership at GC level.*

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|  | Lobby at state level by continuing to have a coordinated, collaborative influential presence at Unicameral & state agencies |
|  | Activate PAC fundraising at state and AGCA PAC levels to continue/further our cause with candidates                         |
|  | Develop/implement activities to be proactive in initiating legislation based on member input                                |
|  | Continue to develop ties with others that to help our cause/efforts   |
|  | Continue the channel of communication and member involvement in the legislative process                                     |
|  | Simplify the current design-build legislation   |

**DEVELOP FUTURE WORKFORCE.** Build a stable, professional and skilled workforce for the benefit of member firms and the industry.

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|  | Continue to support the work of the Nebraska Construction Industry Council                   |
|  | Support projects that increase construction career awareness among young people in the state |
|  | Continue to support the Student Chapters   |
|  | Support high school career academies   |
|  | Develop a member-wide/statewide AGC-Cooperative Education Program similar to John Deere      |

**PROVIDE RELEVANT BENEFITS, SERVICES AND EDUCATIONAL OPPORTUNITIES THAT ENABLE MEMBER FIRMS TO GROW AND HAVE LONG TERM SUCCESS.** Provide and collaborate on education, monitor industry trends, safety programs and resources that directly help the business operations of our members. The focus will be on the delivery methods and helping members meet their in-house company training needs. The content matter will be industry specific only.

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|  | Continue to survey to assess the training needs and then provide training                             |
|  | Reduce the barriers members face in sending employees to training                                     |
|  | Continue to offer and expand promotion of the Supervisory Training Program (STP OnLine)               |
|  | Provide individual member firms assistance in planning and providing their in-house employee training |
|  | Utilize teleconferencing for training across the state, even when live training is in one locale      |
|  | Develop Recorded/Blended Learning Courses for members to use in their in-house training programs      |
|  | Add “employment” services for members via our website and a partnership with BIRDDog.com              |
|  | Produce more Webinar series   |
|  | Continue to promote the Construction Leadership Academy bi-annually                                   |

**MAXIMIZE MEMBERSHIP GROWTH AND LOYALTY.** Maintain a 95% annual retention rate of existing GC and Specialty Contractor members and increase new membership by two GC members and three Specialty Contractor members from a target list per year.

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|  | Maintain a 95% annual retention rate for GCs and SCs                   |
|  | Increase new membership by 2 GCs and 3 SCs from a target list per year |
|  | Membership Dev Committee & Board engaged in Onboarding process         |
|  | Membership Dev Committee engaged in implementation of strategies       |

**POSITION AND BRAND THE MEMBERSHIP AS AN ENTITY OF INDUSTRY EXCELLENCE.** Brand the image of what membership in the AGC represents; skill, integrity and responsibility within the profession and industry.

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|  | At some point we need the discussion on defining the brand or how do we protect the brand? |
|  | Continue with the communication/branding plan developed in 2012                            |

**OUR BRAND:**

*QUALITY PEOPLE.....QUALITY PROJECTS.....Our Contractor Members are skilled industry leaders who uphold the highest level of quality and safety standards! Experience this quality advantage by choosing our members for your projects.*

**OUR BRAND TAG:**

*QUALITY PEOPLE! QUALITY PROJECTS!*

**ABOUT US:**

*The Associated General Contractors-Nebraska Building Chapter is a leading association for the commercial construction industry. The Building Chapter represents 125 of Nebraska's top ranked firms that operate locally, regionally and nationally/internationally. Membership is limited to those firms that demonstrate the highest levels of skill, integrity and responsibility within the business community.*