

STRATEGIC PLAN 2020-21



Approved by Board of Directors on 10-14-19

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, innovation and safety 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*
- *Strengthen current and future workforce*
- *Provide Relevant benefits, services and educational opportunities for Members*
- *Strengthen the bond between General Contractors and Specialty Contractors.*
- *Position and brand the membership as an entity of industry excellence*
- *Maximize membership growth and loyalty*

PLAN OF WORK FOR 2020-21

ADVOCATE ON BEHALF OF GC MEMBERS. Advocate for members on issues and concerns affecting commercial building construction at state and local levels. Unify the entire industry into cohesive groups as needed to work together on issues affecting construction.

1	Lobby at state level to make a significant and positive impact on priority issues and challenges faced by members. Continue to have a coordinated, collaborative influential presence at Unicameral and state agencies.
2	Provide a lead of education and awareness of advocacy processes to younger to mid-career professionals.
3	Continue the channel of communication and member involvement in the legislative process.
4	Continue to develop ties with others that will help our cause/efforts.
5	Develop, implement and support A3 Collaborative.

DEVELOP CURRENT AND FUTURE WORKFORCE. Build and support a stable professional and skilled workforce through construction career awareness and support efforts.

1	Continue to support the work of the Nebraska Construction Industry Council as key source of career awareness outreach to students, parents and educators
2	Development and implement Phase 2 of Construction Career Awareness Campaign.
3	Continue to support the existing AGC Student Chapters and add additional Chapters as opportunities arise.
4	Identify and support one additional statewide annual awareness project, possibly in conjunction with AGC-Nebraska.
5	Implement annual Workforce Summary with AGC Nebraska Chapter to mirror national study.

PROVIDE RELEVANT BENEFITS, SERVICES AND EDUCATIONAL OPPORTUNITIES POSITIVELY IMPACT MEMBER’S SUCCESS AND DEMONSTRATE A MEASURABLE ROI TO THOSE INVOLVED.

1	Review, renew and expand the Safety Initiative for GCs and SCs
2	Provide Blended Learning Courses for members’ use in in-house training programs. Includes AGCA’s Supervisory Training Program, (STP,) and Document Reading.
3	Identify, assess and offer members programs and services that add ROI to their membership investment.
4	Increase member utilization of AGCA’s Webinars and other educational programming.
5	Assess time and needs for ‘in-seat’ training to use and early/advanced registration system to insure adequate enrollment. (e.g. Trimble training, BIM, LEAN, new supervisor, etc.)
6	Explore new member benefits and services that may also generate ‘affiliate’ income to association to replace programs that have ended.

STRENGTHEN THE BOND BETWEEN GENERAL CONTRACTORS AND SPECIALTY CONTRACTORS.

1	Continue Roundtable Discussions and identifying best practices
2	Coordinate and continue to work with other associations to share training and educational opportunities.
3	Continue growth and development of the Specialty Contractor Forum
4	Optimize LEAP program.

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.

1	Increase new membership from a target/recommendation list developed by Board and Membership Development Committee annually.
2	Membership Development Committee and Board engage in onboarding and retention processes.
3	Optimize LEAP (Emerging Business Program,) to identify future member firms.

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

1	Implement 'Safety as a brand,' campaign for GCs and SCs.
2	Micro campaign of rebranding 'Trades to Crafts,' when speaking of and promoting industry.
3	Create annual communication/marketing plan— continue new logo launch and branding via available media outlets.
4	Promote and expand use of members' only section of website.

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.