

STRATEGIC PLAN 2018-19

Adopted by Chapter Board on 10-16-17

Nebraska
Building Chapter



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 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 2018-19

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

	Lobby at state level to make a significant and positive impact on priority issues and challenges faced by members. Continues to have a coordinated, collaborative influential presence at Unicameral & state agencies.
	Continue the channel of communication and member involvement in the legislative process.
	Continue to develop ties with others that to help our cause/efforts

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

	Continue to support the work of the Nebraska Construction Industry Council as key source of career awareness outreach to students, their parents, and educators
	Continue to support the 6 AGC Student Chapters and add 2 additional Chapters
	Identify and support one additional statewide annual awareness project, possibly in conjunction with AGC-Nebraska.

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

	Implement the 3-Year Safety Initiative for GC’s and SC’s
	Increase member utilization of AGCA’s Webinars and other educational program opportunities
	Provide Blended Learning Courses for members to use in their in-house training programs as needed. Currently includes Printreading. AGCA’s Supervisory Training Program is available in this timeframe as well.
	Identify, assess and offer members programs and services that add ROI to their membership investment. (i.e. Silica Objective Data Base)

STRENGTHEN THE BOND BETWEEN GENERAL CONTRACTORS AND SPECIALTY CONTRACTORS.

	Continue to support the growth and development of the Specialty Contractor Forum
	Continue development of Roundtable Discussions and identifying best practices
	Coordinate and continue to work with other associations to share training opportunities for all

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.

	Increase new membership from a target/recommendation list developed by Board and Membership Dev Committee each year.
	Membership Dev Committee & Board engaged in Onboarding and retention process

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

	Refresh and update the communication/branding plan— Strengthen the brand/logo throughout membership via social media wide campaign
	Redesign and update current website (current on is 5 years old)

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.

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