



# ASSOCIATED GENERAL CONTRACTORS OF MINNESOTA **STRATEGIC PLAN 2016-2019**





## **OUR MISSION:**

“To promote the health and sustainability of Minnesota’s construction industry through professional leadership and advocacy, with an enduring commitment to serve all members with skill, responsibility, and integrity.”

## **STRATEGIC PRIORITIES FOR 2016-2019**

1. Safety Services & Consulting
2. Labor & Workforce Relations
3. Community Outreach
4. Government Relations
5. Leadership Education & Training
6. Networking
7. Marketing





# **SAFETY SERVICES & CONSULTING**

We will:

1. Increase CHASE participation and improve the working relationship between contractors and MNOSHA.
2. Expand efforts to be branded as the association whose members possess an exemplary commitment to employee safety and health.
3. Leverage the collective knowledge and expertise of the AGC of MN Safety Committee to provide a safer and healthier work environment for all industry employees.
4. Continue to offer customized services to our members on safety and health related issues.





# LABOR & WORKFORCE RELATIONS

We will:

1. Provide the leadership and resources to represent contractor interests in labor and workforce relations.
2. Provide current, accurate and useful labor data to members that leverages available technology.
3. Recognize that a diverse and skilled labor force is crucial to the success of the industry and members, and will work diligently to recruit and develop the next generation of construction workers.
4. Negotiate agreements and practices that best meet the needs of our members and construction industry owners, while protecting important management rights.
5. Promote healthy, respectful labor/management relationships.
6. Continue to recruit, appoint, and develop qualified employer trustees to serve on Taft-Hartley trust funds.
7. Provide members with critical information regarding changing demographics and their impact on collective bargaining, contractor mobility, and employee benefits





# COMMUNITY OUTREACH

We will:

1. Create awareness of the value of diversity in a healthy construction industry.
2. Assist emerging businesses in their development and pathway into the Minnesota construction market.
3. Lead industry efforts to implement a new model in recruiting, training and retaining a more diverse workforce.





# GOVERNMENT RELATIONS

We will:

1. Advocate for the passage of legislation favorable to the interests of our members and the construction industry.
2. Collaborate with others in the pursuit of common legislative interests and outcomes.
3. Position the AGC of MN Legislative Committee to guide the legislative objectives of the Association.
4. Increase member awareness of and participation in the legislative process.
5. Incorporate and utilize technology to engage members and communicate legislative information.
6. Increase the collection and disbursements of contributions to the AGC of MN PAC funds.





# LEADERSHIP EDUCATION & TRAINING

We will:

1. Recognize the changing demographics within the construction industry through inclusive engagement of all communities.
2. Develop the next generation of construction industry leaders.
3. Continue to enhance the value of STP classes.
4. Increase opportunities for member participation in Leadership Blueprint.
5. Develop programs to meet the educational needs of the industry.
6. Provide increased scholarship opportunities through the AGC Foundation.
7. Increase the use of technology to expand educational outreach.





# NETWORKING

We will:

1. Encourage the sharing of diverse interests and opinions.
2. Provide increased opportunities for business-to-business engagement.
3. Promote volunteer opportunities for individuals to give back to the Minnesota construction industry.







# MARKETING

We will:

1. Rebrand AGC of MN for its 100-year anniversary in a manner that honors our legacy and connects a new generation of leaders.
2. Create consistency in print, online, and social media messaging to better represent the excellence and value of our association.
3. Provide members with user friendly online tools and connections that enhance their AGC experience and add value to their membership.





## **TRACKING OUR SUCCESS**

Successful implementation of this plan can be measured by applying the following broad assessment factors:

1. Sustainable growth in chapter membership;
2. An increased number of media and data source expertise requests across all service lines and products;
3. Increased attendance and participation in networking events, educational programs, and legislative engagements;
4. Increased diversity of membership attendance at major events and in leadership positions within the association.

