

Builders' Vision 2020 Plan Update of 3 Teams

1: Be First in Class

The Builders' Vision2020

ASSOCIATION Be First in Class

Team Focus:

- Review of Human Resource Management
- Defining company culture
- Job performance systems and documentation
- Providing staff with support and resources
- Regular team building activities and morale events

Team Members:

Board

- Shawn Burnum
- Dirk Schafer
- Brandy McCombs

Staff

- Greg Davey
- Erica Jenkins
- Kristy Peto

Define Company
Culture

- Brainstorm core values with staff
- Write company culture statement based off values

Human Resource
Documents
Developed:

- Position Description Templates
- Performance Standards
- Employee Feedback Form
- Employee Performance Evaluations

Staff Training,
Support and
Resources

- Offer and encourage training and development programs
- Encourage communication between staff and supervisors on a regular basis

Improve Employee
Morale/Team
Building:

- Multiple team lunches
- Community Volunteering
- Team building activities around different causes
- Annual Staff meeting

Development and Training Opportunities

- Individual development and training
 - Training for managers to help with leadership
 - College or outside courses (tuition reimbursement available)
 - Classes offered by Builders (OSHA, First Aid, Lunch and Learns)
- Group development and training
 - Workplace harassment seminars
 - Member worksite tours
 - Mental health seminars and offerings

Company Culture

- Write company culture statement and promote it internally

Continue Morale Events

- Collaborate w/ member companies to volunteer in community
- New team building activities (quarterly, monthly in small groups)
- Food truck, chili-cook off

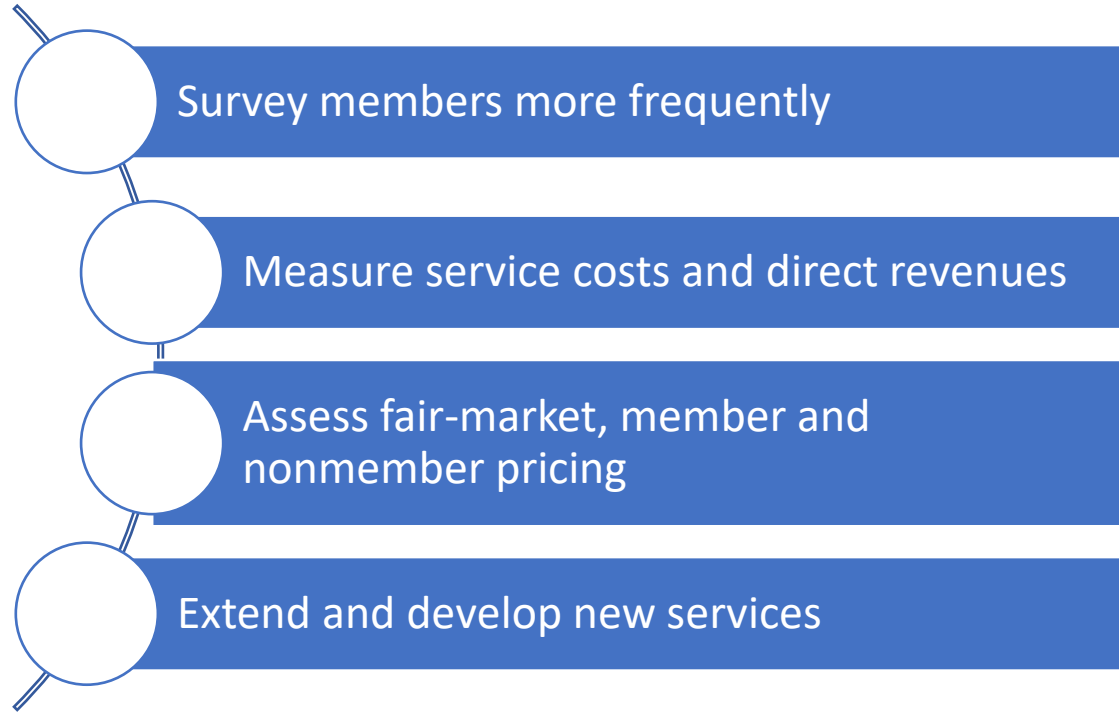
Builders' Vision 2020 Plan Update of 3 Teams

2: Run Services Like a Business

The Builders' Vision2020

ASSOCIATION Run Services Like a Business

Team Focus:



Team Members:

Board

- Shawn Burnum
- Angie McElhaney
- Chris Stanton

Staff

- Richard Bruce
- Tony Drees
- Don Greenwell
- Ryan Johnson
- Phil Shoemaker

Member Surveys:

- Full membership
- Course evaluations standardized
- Event-specific
- Exit surveys

Pricing Analysis:

- Gathered market pricing
- Increased safety non-member rates
- Group rates
- WDP to test rates up to 100% higher than member rates (print reading, Excel)

Cost Accounting:

- Direct-revenue by service team
- Cost accounting by service team and admin
- Revenues for dues and IAF to be reported as unallocated pools

Promotion:

- Produce a “Mission and Services” video
- Videos to on-board and up-sell by service group
- Get better at social media – 2019

Service Concepts:

- Custom PD service
- Mid-level PD series
- Learning Mgmt System
- Regional construction IT forum
- New-company consulting
- 401(k) Admin
- MEP Health Ins

Service Concepts:

- Surveys
- Focus Groups
- Member/Staff Development Teams

2019 Surveys

- Update survey
- 3 groupings: Existing, former and never a member
- Being done in conjunction with Team 3

Builders' Vision 2020 Plan Update of 3 Teams

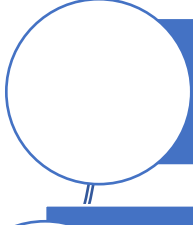
3. Grow Membership

The Builders' Vision2020 ASSOCIATION Grow Membership


Team Focus:



Grow Membership



Strengthen, expand and continue to diversify our community of practice



Who do we need to engage for membership in an effort to increase our value and impact?

Team Members:

Board

- Shawn Burnum
- Jerry Daugherty
- Alex Gonzalez

Staff

- Miles Boyer
- Don Greenwell
- Becky Mitchell
- Robin Norris
- Shannon Seipel
- Matt Trachsel

The Builders' Vision2020

ASSOCIATION Grow Membership

Works Products & Implementations:

Marketing & Branding:

- Strengthen our brand marketing
- Emphasize Diversity & Inclusion (local and national)
- Mission & Services video

Sales:

- Top Prospect List
- Individual sales plan for each
- Sales Reporting System

On-Boarding:

- Builder's Ambassador Program
- Utilize CLC and Construction Leadership Course attendees as volunteers

Member Outreach

- Awareness
 - Social media overhaul
- Tracking System revamp

2019 Membership Survey

- Update survey (being done in conjunction w/ Run Services Like a Business Team)

Grow Ambassador Program

- CLC
- Recruitment & Inclusion Committee