

# AGC Strategy Plan 2015

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## Associated General Contractors, West Central Ohio Division Strategic Plan January-December 2015

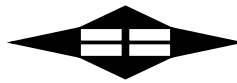
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### AGC Executive Board:

**Past President:** Sean Smith  
**President:** John Schroer  
**Sr. Vice Pres.:** Ken Oren  
**Vice President:** Andy Goetz  
**Treasurer:** Mark Combs  
**Executive Director** Randall Fox  
**Directors:**  
Kenneth Schroeder  
Phil Neumann  
Doug Crusey  
David Abney  
David Profitt  
Mike Strawser  
Nate Neuenschwander

### AGC Staff:

**Executive Director:** Randall Fox  
**Director of Membership**  
**Services:** Deb Rhodes



### Mission Statement

Striving to be the best at providing valuable benefits for its members.

### Vision

For the AGC to be recognized as a leader and resource to promote the good of the construction industry in the West Central Ohio geographic area by increasing member work hours.

**Build with the Best!**

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**Our emphasis is to market AGC, West Central Ohio Division Members to private and public Owners in an effort to increase Member market share and work hours.**

# Market Share Increase Plan

**In our Market Share Increase Plan we are committed to:**

- Capitalize on Strengths
- Correct Weaknesses and Problems
- Pursue Opportunities
- Deter Threats

## Strengths

- Knowledgeable staff
- Name recognition
- National AGC promotional materials
- Union membership
- Ability to maintain and develop relationships

## Weaknesses

- Little emphasis put on marketing in the past
- Staff Size
- Low money budgeted for marketing
- Small membership

## Opportunities

- Make politicians and public Owners more aware of AGC
- Development of better promotional products
- Become Association for Union contractors
- Market to architects
- Hire new staff

## Threats

- Poor public perception of contractors being Union
- Prevailing Wage laws repealed
- Competition from other Associations
- Unrealistic goals
- Membership becomes anti-Union
- Economic slow down

## Market Share Increase Goals

### Key Goals/Membership Relations

- Market relationships with customers /owners
- Structure for financial success
- Workforce Development
- Labor Relations

# Action Plan Market Share Increase

## Market Relationship with Customers/Owners

- Meet with a different Owner/Governmental Official twice monthly or twenty-four times per year. Develop long term personal relationships with the individuals while promoting the Membership in a positive manner.
- Coordinate and attend Association Executive/Building Trade meetings bi-monthly or six per year. Work with those groups to increase market share.
- Attend Business functions of other professional organizations at a rate of six per year. AGC materials will be distributed as necessary.
- Obtain and distribute AGC promotional items. New promotional materials will be developed and published to accomplish the task.
- Promote AGC Scholarship program with local Universities and Colleges. Maintain relationship with recipients.
- Enhance AGC Web page. Web design and information should be kept current for public consumption.
- Offer membership meetings/socials at a rate of two per year. Getting the membership reengaged and together on a regular basis is important.
- Continue involvement in the Miami Valley Alliance of Construction Professionals. Utilize this group to help the positive message of the AGC membership.
- Participate in Team Building Night. This is a positive all industry event.
- Highlight Member recognition on webpage at a rate of one per six months.
- Distribute a report of the AGC Staff EEO Outreach and Recruitment efforts annually
- Administer Construction Specifications Institute Chapter. This is an extremely important and positive way to promote membership to Architects.
- Get involved with Ironworker IMPACT Fund which will enhance the AGC to the Ironworker industry.
- Contact/visit/call Contractors and/or Members on a regular basis. Getting thoughts and ideas from members is important.
- Maintain a new member “hit list” and contact new potential members at a rate of one per month or twelve per year
- Develop extensive email list that can be used to distribute marketing materials.

## **Structure for Financial Success**

- Monitor to stay within budget guidelines.
- Report Contractors delinquent with Industry Fund Contributions to the Executive Board.
- Pursue new Industry Fund revenues.
- Research grant opportunities.
- Request to keep industry fund contribution rate up with inflation.
- Collect delinquent Industry Fund revenues.
- Look for alternative revenue sources.

## **Workforce development**

- Maintain a master schedule of career fairs and attend as needed in an effort to get the best students into the Apprenticeship Programs members utilize. A list of individuals interested in construction will be distributed to the union Apprenticeship Programs.
- A list of Journeyman Retraining classes which are scheduled by the trade unions will be sent to the membership quarterly or four times per year.
- Develop apprenticeship materials for distribution which promotes the AGC membership.
- Contact school educators to promote the construction industry and membership on a quarterly basis.
- Coordinate 10<sup>th</sup> Annual Construction Career Day Expo for local are High School students. This program has become a positive way to market the industry.
- Get involved with the State AGC Workforce Development Committee meetings which will allow staff to stay current with what other AGC offices are doing.
- Schedule the annual Counselor Career Breakfast. This has become a positive way to promote the membership and industry to High School administration.
- Attend Apprenticeship Program Trustee meetings in an effort to make the programs as strong as possible.

## **Labor Relations**

- Coordinate negotiations and maintain Collective Bargaining Agreements
- Supply wage information to membership
- Insure that grievances/arbitrations are held to a minimum with the membership.
- Attend Pension, Annuity, Health & Welfare and Apprenticeship Fund meetings as scheduled in an effort to keep the fringe funds equitable and strong.

