



Georgia Branch, AGC

Young Leadership Program

2007-08 Action Plan

"Making an investment in your future, your company's future, our Association's future, and the future of the commercial construction industry in Georgia."

Vision of the Young Leadership Program (YLP)

To become the driving force in the development of tomorrow's construction leaders.

Mission/Purpose of the Young Leadership Program

To provide an opportunity for young industry professionals affiliated with Georgia Branch, AGC to (1) develop and enhance their leadership skills, (2) build relationships, (3) learn more about and increase involvement in the AGC organization, (4) stay current on industry trends and best practices, (5) make an impact in the community, and (6) share ideas with each other about daily issues.

The Program's focus is on maximizing the leadership potential of young industry professionals to benefit them personally as well as their sponsoring company, the Georgia Branch, AGC Association, and the construction industry.

Current Activities Supporting the YLP Vision and Mission

1. Service on Young Leadership Program Council with Chair and Vice Chair representation on Chapter Board
2. Raise monies for Charitable Work's Fund and contribute to worthy charities and community groups
3. Organize and participate in the Annual Young Leadership Program's Charity Golf Tournament
4. Volunteer time for worthy charitable causes including toy drives for Toys for Tots during the holidays
5. Quarterly Roundtable Forums
6. Informal events and social occasions to network and build relationships
7. Involvement with AGC Student Chapters-in development
8. Involvement with CEFGA-in development
9. Complimentary attendance at one convention or management conference per year organized by Chapter

YLP – Key Facts

➤ **Who Can Participate**

Open to all industry professionals under the age of 40 whose firm is in good standing as a member of Georgia Branch, AGC

A firm may enroll or sponsor as many eligible participants as it wishes

Any person enrolling must have the support of the CEO/President of the sponsoring firm and/or their direct supervisor/manager.

➤ **What is the Cost**

Annual participation fee is \$500/person paid by the sponsoring firm

Fee covers cost of meals, speakers, registration fees for YLP programs and the cost of registering for one convention or management conference per year (does not cover travel, hotel and meal expenditures)

➤ **How to Join**

Sponsoring firm completes a nomination form for each participant and submits information to AGC Chapter office

Defining the Role of the Young Leadership Program Council

The YLP Council is a formal body of 15 young leaders who support the Young Leadership Program for the greater good of all members participating in the Program. The Council is charged with the role of providing overall leadership and

governance of the Program to insure the above YLP vision and mission are carried out to the fullest extent to benefit all YLP members and their sponsoring company.

YLP Council members work together with Chapter staff to oversee the planning and successful execution of YLP activities, YLP member satisfaction and retention, and overall YLP growth.

A YLP Council Chair and Vice Chair are selected to serve one year terms to coincide with the Chapter's new Board President's election that takes place in June of each year. YLP's Vice Chair automatically advances into the YLP Chair's role for program continuity. The past Council Chair serves in an ex officio role for one year following their term in office and works closely with the acting Chair and Vice Chair.

Council members are selected by the YLP Chair, Vice Chair and Chapter staff liaison to serve three year terms with five Council members rotating off each year to insure Council continuity from one year to the next. Composition of the Council is maintained to reflect a ratio of ten GC members and 5 Associate members. To remain a Council member in good standing, young leaders are expected to attend Council meetings and two of the following four Chapter events each year: Fall Management Conference, Annual Convention, Legislative Reception, and the Contacts for Contracts program in August.

Council members are expected to participate on one of the following four Action Teams responsible for implementing the YLP's annual Action Plan: Member Development, Charitable Works, Professional Development, and Networking. The past Council Chair, current Council Chair and Vice Chair, and Chapter staff liaison comprise the YLP's Executive Team who select the new Vice Chair each year and oversee the work of the four Action Teams. The Exec. Team appoints Action Team Co-Leaders to serve one-year terms.

Service on the YLP Council represents a powerful leadership development opportunity as Council members learn how to "enhance the YLP experience" of everyone participating in the Program. Lessons learned can be transferred to "enhance a customer's experience" at a sponsoring member firm.

Young Leadership Program Action Plan Summary of Goals

Goal 1. To increase participation and involvement by Young Leadership Program members.

Goal 2. To expand the Chapter’s participation in the Young Leadership Program.

Goal 3. To enhance the value delivered to YLP members and sponsoring firms.

Goal 4. To enhance the prestige and stature of YLP within Georgia Branch, AGC.

Goal 5. To prepare YLP members for a stronger leadership role within the Chapter.

Goal 6. To put a stronger structure in place to support YLP continued success and growth.

GOAL 1 - *To increase participation and involvement by Young Leadership Program members.*

Strategy 1: Maximize YLP member satisfaction with current YLP activities offered.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS/RESULTS
a. Find new ways to provide innovative and enjoyable learning experiences.	Ongoing	Professional Development Action Team	
b. Spend time planning how to make each person feel welcome	Ongoing	Member Development Action Team	

and part of the group.			
c. Use every opportunity to capture and analyze YLP member feedback to fine tune YLP around member needs, expectations and requirements.	Ongoing	YLP Exec. Team & Staff Liaison	
d. Study YLP member survey results to better understand what is important to members.	Ongoing	Member Dev. Team	

Strategy 2: Take special care in assimilating new YLP members into the group.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Provide a new YLP member orientation process.	Ongoing	Member Dev. Team	
b. Send a welcome letter to new YLP members and sponsoring firm following up w/ a personal phone call.	Ongoing	YLP Exec. Team & Staff Liaison	
c. Find out early the area YLP focuses on that interests a new YLP member the most and get them engaged.	Ongoing	Member Dev. Team	

<i>Strategy 3: Provide a personal, hands-on approach to reaching out to YLP members.</i> ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Place personal phone calls to YLP members saying they were missed or encouraging them to attend.	Ongoing	YLP Exec. Team, Action Team Leaders & Staff	
b. Ask YLP members what the Council can do to make the YLP more of a priority for them.	Ongoing	YLP Exec. Team, Action Team Leaders & Staff	

GOAL 2 - To expand Chapter participation in the Young Leadership Program.

Strategy 1: Provide Chapter staff with first-hand knowledge of the YLP.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Invite staff to attend YLP events and meet w/ members	Ongoing	YLP Exec. Team & Staff Liaison	
b. Develop "YLP talking points" to use on member visits.	Ongoing	YLP Exec. Team & Staff Liaison	
c. Distribute updated YLP marketing package to staff.	Ongoing	YLP Staff Liaison	

Strategy 2: Develop new members, especially GC members, to join the YLP.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Put together list of GC's not participating in YLP and decide on the best way to approach.	Ongoing	YLP Exec. Team & Chapter Staff	
b. Target GC members currently participating in YLP to include additional young professionals in program.	Ongoing	YLP Exec. Team & Chapter Staff	

Strategy 3: Rollout YLP throughout the State piggybacking on the successful Members First program.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Convene planning session to decide best way to take YLP to members outside Atlanta and resources required.	Ongoing	YLP Exec. Team & Chapter Staff	
b. Hold mtgs. in S. & Central GA to assess interest level.	Ongoing	Chapter staff	

Strategy 4: Find new ways to increase YLP visibility to the Chapter's membership.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Organize YLP info booth at other Chapter events	Ongoing	Member Dev. Team	
b. Write a regular column in Chapter publications and recognize YLP members and sponsoring firms.	Ongoing	YLP Exec. Team & Staff	
c. Showcase YLP successes in local media, Chpt. annual report, website, Pres. Tour, Members First & Board mtgs.	Ongoing	YLP Exec. Team & Staff	
Develop and use YLP letterhead.	Ongoing	Staff Liaison	

GOAL 3 - To enhance the value delivered to YLP members and their sponsoring firms.

Strategy 1: Develop and enhance the leadership potential of individual YLP members.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Provide opportunities to serve on the YLP Council and Action Teams.	Ongoing	YLP Exec. Team & Staff Liaison	
b. Increase educational opportunities for YLP members.	Ongoing	Profess. Dev. Team	

Strategy 2: Create opportunities for YLP members to build lasting relationships.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Convene networking events.	Ongoing	Networking Action Team	

b. Facilitate YLP member introductions.	Ongoing	All Teams/Staff	
c. Involve other industry young people, ie. architects, engineers, AGC student chapters, etc.	Ongoing	Member Dev. & Networking Teams	

Strategy 3: Introduce best industry practices, study new trends, and tackle industry issues to stay on cutting edge.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Convene Roundtable discussions.	Ongoing	Profess. Dev. Team	
b. Send out well-written articles or links to key resources.	Ongoing	Profess. Dev. Team & Staff Liaison	
c. Sponsor programs like BIM for Chapter membership.	Ongoing	Profess. Dev. Team	

Strategy 4: Provide a fundraising and community service experience for YLP members through the Charitable Works Fund.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Organize YLP members into fund-raising teams to help raise grant monies and charitable dollars.	Ongoing	Charitable Works Action Team	
b. Create volunteer opportunities for YLP members.	Ongoing	Charit. Works Team & Staff Liaison	
c. Recommend recipients for distribution of funds.	Ongoing	Charit. Works Team	

GOAL 4 - To enhance the prestige and stature of YLP within Georgia Branch, AGC.

Strategy 1: Formalize a stronger voice and role for YLP.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. YLP Council Chairman and Vice Chairman continue to attend Chapter Board meetings.	Ongoing	YLP Exec. Team	
b. Secure a permanent seat and voting privileges for the YLP Council Chairman on the Board.	Ongoing	YLP Exec. Team & Staff	
c. Bring YLP member feedback to the Board about industry issues and younger workforce requirements	Ongoing	YLP Exec. Team & Staff	

Strategy 2: Find new ways to promote the accomplishments, benefits, purpose, value, and face of YLP.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Rework the YLP section on the Chapter's website to do a better			

job of recruiting and educating members.	Ongoing	Chapter Staff	
b. Revamp current brochure and develop new marketing collaterals to tell the YLP story and excite members about joining and participating.	Ongoing	Chapter Staff	
c. Create a YLP Q&A Fact Sheet to hand out or post.	Ongoing	Chapter Staff	
d. Solicit media coverage of YLP Charitable Works Fund and other high profile initiatives, ie. Habitat house.	Ongoing	YLP Exec. Team, Charit. Works/Staff	
e. Use multimedia in a fun new way to get the word out.			

Strategy 3: Execute a more sophisticated marketing and communication savvy to bring positive attention to YLP.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Send appreciation letter to sponsor firms whose members participate in YLP.	Ongoing	YLP Exec. Team & Staff	
b. Solicit sponsors and underwriters for YLP special events and fundraising activities.	Ongoing	Charit. Works & Networking Teams	
c. Learn more about sponsoring firm expectations from YLP and promote these with non-participating firms using feedback to fine-tune and adjust YLP programs.	Ongoing	YLP Exec. Team & Chapter Staff	

GOAL 5 - To prepare YLP members for a stronger leadership role within the Chapter.

Strategy 1: Educate YLP members about the Chapter's services and programs and encourage their involvement.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Offer YLP members a complimentary opportunity each year to attend a convention or management conference.	Ongoing	Chapter Staff	
b. Promote upcoming classes, courses, Safety Day, Legislative Day, special events, etc. to YLP members and provide incentives to experience these firsthand.	Ongoing	Member Dev. Team & Chapter Staff	

Strategy 2: Encourage YLP member involvement in some of the Chapter's work.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Solicit YLP member participation to serve on ad hoc Chapter task forces and committees.	Ongoing	Chapter Staff	
b. Solicit YLP volunteers to work with AGC student chapters and			

build stronger ties between the two groups	Ongoing	Networking Team	
c. Solicit YLP volunteers to work more closely w/ CEFGA and get more involved with workforce development.	Ongoing	YLP Exec. Team & Chapter Staff	

Strategy 3: Increase YLP members knowledge of and involvement in the political process.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Get YLP members involved w/ PAC and Legislative Committee.	Ongoing	YLP Exec. Team	
b. Bring Mark Woodall in to speak with YLP members.	Ongoing	Profess. Dev. Team	

Strategy 4: Foster the relationship between YLP members and Chapter Board members.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Invite Board members to attend YLP activities.	Ongoing	YLP Exec. Team	
b. Host get acquainted reception for YLP Council, Chapter staff and the Chapter's Board Officers.	July/Aug	YLP Exec. Team & Staff Liaison	
c. Arrange Q&A seminars w/ Board members on panel.	Ongoing	Profess.Dev. Team	

GOAL 6 - To put a stronger structure in place to support YLP continued success and growth.

Strategy 1: Better define the purpose and direction of the Young Leadership Program.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Draft and agree on YLP vision and mission statements.	Mar/Apr	YLP Exec. Team & Staff Liaison	
b. Develop and finalize a YLP Action Plan deciding "who" is going to do "what" and "when" to clarify responsibility and maximize accountability for implementation.	Apr/May	YLP Exec. Team & Staff Liaison	
c. Establish milestones and measure progress against the YLP Plan.	Ongoing	YLP Exec. Team & Staff Liaison	
d. Clarify Chapter staff's role and available Chapter resources in supporting the YLP.	Ongoing	YLP Exec. Team & Chapter Staff	

Strategy 2: Reorganize the Council to better meet the expectations of YLP members, sponsoring firms, and the Chapter.

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Redefine role of YLP Council and develop clear responsibilities for Council, Chair & Vice Chair.	Mar/Apr/May	YLP Exec. Team & Staff Liaison	

b. Maximize YLP member participation on the Council by rotating members after defined terms in office.	Ongoing	YLP Exec. Team & Staff Liaison	
c. Clarify the Council recruitment and selection process	Apr/May	YLP Council/Staff	
d. Develop a new Council member orientation process.	Ongoing	Member Dev. Team & Staff Liaison	
e. Clarify process to become YLP Chair and Vice Chair.	Ongoing	YLP Council/Staff	

Strategy 3: Develop the processes and practices that are needed to maximize the "YLP member's experience."

ACTION STEPS	DUE DATE	RESPONSIBLE	STATUS / RESULTS
a. Create a stronger new member orientation process.	Ongoing	Member Dev. Team & Staff Liaison	
b. Use member feedback to make YLP decisions.	Ongoing	YLP Council/Staff	
c. Revisit annual membership fee to participate in YLP.	Ongoing	YLP Exec Team/Staff	
d. Define the protocols used to engage members in YLP.	Ongoing	YLP Exec Team/Staff	

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FACT SHEET

The Young Leadership Program is one of the Chapter’s flagship services offered to members. Currently, 63 member firms are participating with a total of 112 individuals active in the Program.

Our Vision

The vision of the Georgia Branch, AGC’s Young Leadership Program is to become the driving force in the development of tomorrow’s construction leaders.

Our Mission

The Young Leadership Program’s mission is to provide an opportunity for young industry professionals affiliated with Georgia Branch, AGC to do the following:

- (1) develop and enhance their leadership skills,
- (2) build relationships
- (3) learn more about and increase involvement in the AGC organization
- (4) stay current on industry trends and best practices
- (5) make an impact in the community
- (6) share ideas with each other about daily issues

The Program's focus is on maximizing the leadership potential of young industry professionals to benefit them personally as well as their sponsoring company, the Georgia Branch, AGC, the AGC Association, and the construction industry as a whole.

YLP Organizational Structure

15 members comprise the governing body of the Young Leadership Program including a Council Chair and Vice Chair. The current Chair, Vice Chair and past Chair comprise the YLP Executive Team. The following four Action Teams are responsible for implementing the Program's agenda:

- (1) Networking—responsible for program set up and planning—includes Christmas party, social functions including the Braves games, bowling, etc.—members will host and welcome people to these events and call members to attend. Emphasis of this Team is building relationships and helping members make connections.
- (2) Member Development—responsible for orientation of new members, the recruitment of new members working with staff to answer questions or help introduce YLP, YLP member satisfaction and retention efforts.
- (3) Charitable Works—responsible for raising money and setting up golf tournament, and makes recommendations for distribution of funds and holiday gifts.
- (4) Professional Development—responsible for planning and organizing roundtables, special educational programs, introduction to best practices, etc.