



**Building Division Strategic Planning Priorities 2015-2020
Five for Five**

1. **Value:** Add Value to Our Entire Membership Community—Regardless of Size
 - Help members easily navigate the vast amount of information that is available on the national website
 - Define value proposition for Division members; create in the mind of member that AGC is the place for your business solutions
 - Communicate the value each committee, forum, and task force is generating and how members can take advantage of that information
 - Actively capture and share best practices, resources, etc. that come from Building Division membership

2. **Alignment:** Alignment and Coordination Across Groups within AGC
 - Accelerate the time it takes to "crack the code" of AGC of America Building Division
 - Identify volunteer roles that are available and share with members
 - Communicate the role and structure of Committees, Councils, Forums, Task Forces
 - Create tools to educate members about available opportunities to get involved

3. **Leadership:** Develop Future Leaders
 - Find and recruit new leaders for the Division—engage more people at a variety of leadership levels
 - Communicate with industry peers the value of grooming an emerging leader within the Association
 - Build the infrastructure to position AGC as *the* place where future leaders go “learn to run your business”
 - Engage with local AGC Chapters to demonstrate the benefit of getting people involved at the national level

4. **Information:** Establish New Channels of Delivery and Communications—Engage Every Person in Member Firms
 - Identify the existing channels of communication utilized by AGC and determine their effectiveness, or lack thereof
 - Identify channels to communicate with members outside of the identified firm representative
 - Survey selected members of those constituencies to validate their communication preferences and to identify the topics which would be of significant value to them and their organizations

- Determine potential new channels of communication that would be preferred by the constituencies not currently interacting with AGC

5. **Delivery:** Improve Delivery of the Projects—Now and in the Future

- Rethink how buildings are assembled to improve quality, efficiency, safety and speed of delivery using off-site construction and prefabrication
- Share best practices across company borders: “a rising tide lifts all boats”
- Create long-term collaboration with industry organizations through Memoranda of Understanding and mutually beneficial conference content