

2010-15

STRATEGIC PLAN



NIAGARA
CONSTRUCTION
ASSOCIATION



Niagara Construction Association
2010-15



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Membership Matters

The strength of the Niagara Construction Association is its members.

Bringing value to the membership is our purpose.

In 2008-09 the Niagara Construction Association embarked on a formal strategic planning process that brought focus and clarity to the top 5 strategic priorities. The Board of Directors felt these were critical investment strategies to fulfill its mission of *building support and services for its members* and would move the association toward achieving their vision of *being the resource for the Niagara Construction Industry*.

In May 2010, the Board of Directors came together to review the progress on the strategic plan and determined their top priorities for the next five years. One of the key challenges over the past year has been membership recruitment, retention and engagement. The economic condition of the Niagara Region has created many hardships for the construction industry which has had a direct impact on the NCA. Membership has decreased, member engagement is more difficult due to time constraints and cash flow and spending is a major concern for every business owner.

These conditions, along with the visionary planning that the NCA has been doing, brought about a new set of strategic priorities for the next five years. The NCA reorganized its committee structure with a more streamlined, efficient approach that engages and mobilizes committee members to achieve success. In 2011 each committee met and developed their action plans to support the strategic priorities set out by the Board.

This 2010–2015 Strategic Plan outlines the priorities to move forward and the action plans that each committee will undertake to achieve the desired outcomes. The Executive Committee will champion the strategic plan implementation and execution of key initiatives. The strength of this plan lies with the Committee Chairs who have been empowered to lead their committees to success and with the Executive Committee who will champion the process.

Together we will be the most valuable

RESOURCE for the Niagara Construction Industry.



MISSION

BUILDING Support and Service for our Members

VISION

We are the RESOURCE for the
Niagara Construction Industry

VALUES

INTEGRITY is our foundation
Our environment represents mutual TRUST
We are ETHICAL in all our actions
TEAMWORK is what keeps us together

We are PROGRESSIVE



Strategic Priorities

- 1. Value Added Services and Support for Members**
- 2. An Enhanced Electronic Plans Room**
- 3. Strengthened Relationships with Stakeholders**
- 4. An Increase in Membership**
- 5. Educational Opportunities with a focus on Gold Seal Certification**
- 6. Engaged Members**
- 7. Revenue Generating Opportunities**
- 8. Improved Industry Perception**
- 9. Empowered and Fully Functioning Committees**

