



TRIANGLE – TRIAD – COASTAL – CHARLOTTE – UPSTATE – COLUMBIA – LOWCOUNTRY

ABC OF THE CAROLINAS – STRATEGIC PLAN

BHAG
(BIG HAIRY AUDACIOUS GOAL)

BE THE BIGGEST AND BEST CHAPTER IN ABC

MISSION:

**ABC OF THE CAROLINAS IS DEDICATED TO PROTECTING FREE ENTERPRISE
IN THE CONSTRUCTION INDUSTRY THROUGH POLITICAL ACTION,
WORKFORCE DEVELOPMENT AND MEMBER SERVICES.
ABC IS THE ONE ASSOCIATION WHERE ALL MEMBERS HAVE AN
EQUAL VOICE IN REPRESENTING THE INDUSTRY.**





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GOVERNMENT AFFAIRS

GOALS	OBJECTIVES	2009 STRATEGIES	RESPONSIBILITY
Increase our influence at the Federal, State & Local Levels	Establish Relationships with Legislators	- Monthly Meetings with Local State Legislators	Council GAC's
		- State Day at the Capitals	Gov't Affairs Oversight
		- Legislatures to a council luncheon	Council GAC's
	Increase our State PAC's participation & \$	Educate Membership on what our PAC does	PAC's
	Form a Coalition of like Associations		Gov't Affairs Oversight
	Hire a Legislative Director		Board/President & CEO
Insure there is no erosion of the Union-Free environment in the Carolinas	Educate Legislators on advantages of keeping a union free environment	Letter writing campaign to legislators	Council GAC's
	Track any harmful Legislative Bills	Enroll and report on Statescape	Doug Carlson
	Get Vehicle to communicate with legislators electronically	Investigate Enrollment in Voter Voice	Board/President
	Educate Members on Union-Free	Defeat Card-Check Bill	Council GAC's



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MEMBERSHIP SERVICES

GOALS	OBJECTIVES	2009 STRATEGIES	RESPONSIBILITY
Develop Council Structure	Codify chapter and council guidelines	Create Organizational Chart, Committees, Size, Elections Process, Terms of Service	ABC Staff & Council Leadership
	Discuss Best Practices	Bring Council Leaders Face to Face Quarterly	ABC Staff & Council Leadership
		Bring Full Councils together 2 times a year	ABC Staff & Council Leadership
Membership Development	Get Deeper Participation in each member company	Fill and Promote all the new committees in strategic Plan & Org Chart	Council Membership Svcs
	Increase participation	Engage at least 5 companies who did not participate in 2008 to participate in 2009	Council Membership Svcs
Be a Full Service Chapter	Compare with other Chapters	Share Best Practices with other Councils	ABC Staff & Council Membership Svcs
	Trade Councils	Establish or Partner with other Associations	ABC Staff & Council Membership Svcs
	Chapter Labor Attorney	Establish or Partner	ABC Staff
Retain & Grow	300-400 Members in Clt, 200-300 in Triangle, 100-200 in Triad, Upstate, Low-Country	Retention & Growth Strategy Sessions	Council Membership Svcs
		80% Retention & Growth	Council Membership Svcs



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PUBLIC RELATIONS

GOALS	OBJECTIVES	2009 STRATEGIES	RESPONSIBILITY
Be a recognized clearing house for information about the industry	Create an outreach program to establish ABC as the place to come for information about the industry	Build Relationships with one or two reporters in each council	Council Public Relations
		Create Council Press Release that goes out once a month	Council Public Relations
		Create Council Specific Newsletter for council luncheons/socials	Council Public Relations
	Build on Green	Get out Plan of Action	Carolinas Council for Green Construction
Inform Public about ABC events	Get information out to non-members	Promote Calendar of Events	Council Public Relations
Compete with AGC	Get beyond everyone knowing AGC as the go to organization	Possibly look at hiring a Marketing Consultant or talking with ABC National on get beyond the roadblock	ABC Staff



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SCHOOL TO CAREER

GOALS	OBJECTIVES	2009 STRATEGIES	RESPONSIBILITY
Get kids interested in our industry	Talk with Guidance Counselors	Set up a monthly meeting at a school	Council School to Career
	Career Days	Attend Functions	Council School to Career
	Promote ABC	Create a Website or Webpage for School to Career	ABC Staff
Promote our Industry	Get School Boards thinking about Careers In Construction	Talk with School Boards	Council School to Career



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EDUCATION & TRAINING

GOALS	OBJECTIVES	2009 STRATEGIES	RESPONSIBILITY
Members have a highly trained workforce	Partner with other organizations to find and develop training	Continue dialog with AGC, ASA, MCASC, CECA, others on training	ABC Staff
	Train on the Niche that others are not doing that is needed (i.e BIM, Green)	Survey Members	Bishop & Council Education & Training
	Complete Skill Assessment Project	Reanalyze the program and work with NCCER to finish program	Bishop & Task Force
	Educate and sell top Management on the Advantages of having a Highly trained Workforce	Monthly One on One Meetings with Specialty Contractors	Council Education & Training
	WHY TRAIN? OSHA recordable injuries down by 67% First aid cases down 90% Productivity Up 10 – 24% Turnover down 32-43% Unexcused Absences down 59%	Sell Availability of Scholarships	Council Education & Training
Improve Management Training	Increase opportunities	ABC needs to be the go to organization for our members – Monthly One on One Meetings with Specialty Contractors	Council Education & Training



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SAFETY

GOALS	OBJECTIVES	2009 STRATEGIES	RESPONSIBILITY
Members have safe workplaces	Promote Safety Programs	Increase Step Participation by 25%	Council Safety
	Educate Members on Safety	Develop Safety Newsletter	Bishop & Council Safety Chairs
		Promote Best Practices	Bishop & Council Safety Chairs
	Sell Safety through Partnership	Sign OSHA Partnerships with NC & SC	Bishop & Council Safety Chairs