**2023 Strategic Planning**

Board Survey Results – Summary

**Service Ranking (Scale 1-10)**

Safety = 8/9

Workforce Development = 8

Professional Development & Training = 9

Legal Services = 9

Labor Relations = 8

Legislative Action / Advocacy = 7/8

Membership Engagement = 7/8

**Priority of Services & Topics**

*\*These results really varied based on size of the contractor. General themes of top priorities are listed below.*

Top = Workforce Development, Safety

Middle = Professional Development, Legislative Action/Advocacy, Labor Relations

Bottom = Member Engagement, Legal Services

**Areas of Improvement**

Safety

* More onsite/meetings with contractors upon request
* Less costly to members. More cost effective to use insurance company.
* Conduct a “needs assessment” for members.

Workforce Development

* Centralize workforce development activities from other organizations
* Need an industry wide approach

Professional Development & Training

* More online courses
* Expand access to courses across the state
* More programs for LAGC grads

Legal Services

* Contract services
* More programming
* Better connect with AGC/A
* Better promote this service to members

Labor Relations

* Encourage trades to advocate for training
* Work with other AGC chapters to consolidate efforts
* Reduce confrontational scenarios
* Ensure contractors have a collective strategy
* More involvement in trustee meetings

Legislative Action / Advocacy

* Communications with members
* Identify potential industry issues earlier and develop strategy to mitigate
* Enhance fund raising efforts from members
* More neutral involvement
* More frequent updates by lobbyist

Membership Engagement

* Better engage the entire state, not just Madison and Milwaukee
* Member needs assessment
* Promote AGC’s benefits more often, and positive impact being made
* Engage members who are hesitant to participate
* Find new ways to engage members

**Suggested Strategic Objectives**

Safety

* Mental wellness training
* Customized training
* Utilize virtual technology
* Growth of services
* Compliment existing member safety directors with training and content

Workforce Development

* Expand ACE Academies and/or increase HS exposure
* Work to change the perception of construction
* Create pathways for non-traditional entrants
* Continue to promote YA
* Develop a way to track/measure recruitment

Professional Development & Training

* Increase all training enrollment
* Identify training and development resources within member firms
* Utilize training as a recruitment tool at colleges, high schools, and job fairs
* Create an in-depth professional development plan for members
* More programs for LAGC grads and executives

Legal Services

* Legal 101 courses
* Stay current and ahead of possible changes
* Fair allocation of risk in contract terms.
* Awareness of services to members

Labor Relations

* Develop relationship throughout the year, not just negotiations
* Outreach to other major collective bargaining contractor organizations to create better alignment
* Strengthen relationships

Legislative Action / Advocacy

* Update members with political decisions that impact the industry
* Proactive involvements
* Build relationships with key legislators on both sides
* More member involvement
* Engage AGC-GM
* Continue to partner with other organizations

Membership Engagement

* Merge with AGC-GM
* Create more personalized engagement opportunities for members.
* Educate members on AGC services
* Engage younger staff members

**Why Does AGC Exist?**

* To unify, unite and advance the industry
* Effective and efficient conduit for it’s members
* To advocate for its members
* To increase the construction workforce
* The voice of the construction industry
* To be a partner and resource it’s members