

Builders Association of Central PA
Mission & Vision Statements
proposed by Strategic Planning Task Force
January 27, 2009

Approved by the Board of Directors April 13, 2009

Mission Statement
(Who we are now)

The Builders Association of Central Pennsylvania is a professional organization dedicated to supporting our members and their customers through education, encouraging standards and best practices, and by providing ongoing opportunities and resources, while striving to improve the community in which we work and live.

NEW Vision Statement
(Where do we want to be?)

The Builders Association of Central Pennsylvania will be recognized as Centre County's foremost progressive and respected resource in the residential building industry and business community, through education, leadership, networking and community involvement.

Builders Association of Central Pennsylvania
Strategic Planning Goals – 2009 through 2013
approved April 13, 2009

Goals

Legislation and Regulation

- A. Become an effective advocate for all housing issues at the local level, while supporting state & national efforts as well.
- B. Ensure fair standards and practices through ongoing monitoring and involvement in the local government
- C. Provide consistent information to ensure a well-informed membership and function as a resource for members for legislative and regulatory issues.
- D. Continue and enhance the Gold Gavel Club
- E. Expand upon means of PaCAH (Pa Committee for Affordable Housing) fundraising.

Leadership / Governance

- A. Create a taskforce to review:
 - Bylaws
 - Policies & Procedures

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- B. Re-establish committee and volunteer descriptions, functions and objectives
- C. Involve and engage new and existing members in committees
- D. Activate a financial advisory committee
- E. Explore additional non-dues revenue generating options by:
 - Evaluating non-dues income to streamline what works
 - Re-evaluate sponsorship opportunities with focus on matching value to cost, and streamlining needs.
- F. Strengthen Contractor Quality Commitment Program.

Education

- A. Provide educational resources for both members and consumers
- B. Further members' individual growth (personal & professional) through educational opportunities.
- C. Develop & support "work-force training" platforms to ensure industry stability.
- D. Support professional development for staff

Membership Recruitment and Retention

- A. Set and evaluate recruitment and retention goals on a yearly basis.
- B. Evaluate and improve local benefits (i.e: Affinity Programs)
- C. Improve and promote local social and professional networking opportunities and member involvement in activities
- D. Develop recruitment and retention programs (i.e. Ambassador Club, new member orientation)
- E. Further develop membership database
- F. Create structured recognition program for members.

Marketing and Public Relations

- A. Promote state and national level awards programs for the association and for the members
- B. Examine, enhance and re-vamp current marketing materials.
- C. Develop distribution process for all association related materials
- D. Promote use of local, state and national logos by membership
- E. Develop a Speaker's Bureau and or spokesperson program.
- F. Develop community service committee while:
 - Defining parameters on projects we can do
 - Developing criteria for projects and donations
- G. Expand upon the Association's reach to local consumers

