



Strategic Plan | 2026–2028

Overview

AGC of Minnesota is committed to elevating the construction industry by fostering member belonging, strengthening industry impact, and delivering clear, scalable value across our community. **For 2026–2028, the plan focuses on two core priorities: Member Engagement and Expanded Member Value.** These initiatives reflect board, member, and staff input and will be phased realistically across three years.

Guiding Principles

- **Member-Driven, Staff-Informed:** Strategy reflects member needs and staff insight from the front lines.
- **Segment-Aware:** Programming and communications align to key member segments and life cycle stages.
- **Focused & Flexible:** We will prioritize for greatest impact, with capacity in mind, while remaining responsive to evolving needs.

Priority 1: Member Engagement

AGC MN will deepen its culture of belonging and visibility by enhancing outreach, evolving onboarding, amplifying member voices, and making it easier for members to engage meaningfully at every stage of their journey.

Initiative: Member Engagement Strategy + Ideal Touchpoints

Define the member profile(s) and their value propositions. Map each profile's ideal journey from onboarding to engagement, retention, and leadership rooted in advancing the commercial construction industry. Use this repeatable framework to drive consistent messaging, programming, and member experience.

Initiative: Structured New-Member Onboarding (12-Month Path)

Launch a 12-month onboarding framework to ensure members integrate into AGC MN's services and culture, making them feel welcomed, prepared and supported to confidently build relationships, participate and connect within the AGC MN community.

Initiative: Subcontractor + Affiliate Engagement

Create periodic forums for Subcontractors, Affiliates, and ESBs to share insights, strengthen relationships, and inform programming and offerings; while clearly reinforcing AGC MN's General Contractor-led focus.

Initiative: Student & Emerging Professional Outreach

Grow and strengthen student chapters to build a clear pipeline from education to industry, fostering long-term connection with AGC MN through events, networking, and meaningful relationships within the member community.

Initiative: Construction Summit Expansion

Expand the Minnesota Construction Summit into a broader construction technology trade show with hands-on demos and an equipment showcase.

Priority 2: Expanded Member Value

Strengthen and evolve professional and leadership development programs, expand access to technology and innovation, and foster member well-being in a welcoming, equitable environment.

Initiative: Professional + Leadership Development

Evolve professional and leadership programs such as Leadership Blueprint, Building Leaders, and Executive Circle. Explore additional learning tracks that support the growth of small businesses, mid-level professionals, and field leaders across the AGC MN community.

Initiative: Training Delivery Models

Offer industry-critical training through flexible formats that align with member needs—such as in-person sessions, hybrid offerings, affiliate-led programs, or the AGC of America EDGE platform. AGC MN will prioritize delivery methods that optimize facility use, leverage partnerships, and maintain instructional quality, using existing staff resources to the extent practicable and meeting demand in the most effective manner.

Initiative: Technology + Innovation Access

Serve as a connector and convener for emerging technologies by curating member-facing experiences where AGC MN brings technology/innovation providers and members together in the same room (physically or virtually utilizing the modernized AGC MN Training Room) to see, touch, and test what's next in construction. At the same time, build AGC MN's internal capacity by experimenting with practical AI and technology tools that help staff reduce manual administrative work and improve day-to-day operations.

Initiative: Worker Well-being (Minnesota Construction Mental Health Alliance)

Prioritize mental health with resources and peer support; build trauma-informed, inclusive crisis-response capacity. Continue leading the Minnesota Construction Mental Health Alliance through engagement, working sessions, and AGC MN Foundation support.
