



Strategic Priorities 2020-2023

In order to continue serving our members as a Trusted Resource, AGC of Minnesota will focus on the following 5 strategic priorities over the next three years:



1 Successful Transition & Onboarding of Director of Safety & Field Training Position

- Hire and onboard a new Director of Safety & Field Training
 - Understand the breadth and value of the position and have a command of the skill sets and personality necessary to be the trusted resource for our members.
- Enhance successful CHASE Program participation to leverage new market opportunities.
- Establish CHASE participation as the recognized safety performance standard of project owners.



2 Hire and Onboard an Experienced Top-Talent Director of Workforce Engagement

- Create a Diversity & Inclusion Committee, pulling together a select industry group of AGC members and identifying topics /focal points.
- Take a leadership role, and identify best practices.
- Become a trusted catalyst / organizer and connector to specific D&I resources and solutions.
- Engage with the Construction Industry Labor Employers Council (CILEC) to provide staff support and engagement to elicit success.
- Stay on top of trends and hot topics locally and nationally as a staff resource.



3 Build a \$100k Annual Political Action Committee (PAC) Fund

- Establish an engaged PAC Fund working group including at least one board member from each division.
- Board member on working group will lead and champion PAC funding efforts to the AGC of Minnesota Board of Directors.
- Board to actively lead key sponsorship/funding initiatives to meet goal.
- Staff to identify one fundraising event per year to raise money for PAC resources.
- Staff to establish PAC disbursements and vetting process and compile annual performance report.

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4 Create Engaging Events that Connect all Members

- Re-imagine all events and education.
 - Strategic approach to integrating all key areas of member value.
- Engage more members with relevant content and trusted connections.
 - Provide relevant and valuable content.
 - Crisp, focused event experiences that make positive impressions.
 - Disrupt and deliver the unexpected.
- Deliver welcoming and inclusive events.
- Connect affiliates to business opportunities.
- Better communicate the value of attendance and participation through our member communications.
- Increase engagement opportunities for out-state members.
- Gather insights from member needs survey and develop a member satisfaction and participation plan.
- Increase awareness and engagement with a younger under 40 crowd.



5 Focus on the Disruption of Automation & Technologies to Leverage Member Success

- Embed creative and deliberate thinking around technology and its impact on AGC MN's products and services.
- Create a space for members to:
 - Talk with other disruptive voices and share best practices.
 - Experience and learn from other organizations how they are intentionally integrating technology and automation.
- Successfully launch the Construction Trends in Technology Council (CTTC).
 - Develop and nurture an active and invested committee that brings top trends and content to members.
 - Identify approaches that leverage technologies to bring operational efficiencies and assist members in meeting workforce challenges.



AGC of Minnesota Mission Statement

To promote the health and sustainability of Minnesota's construction industry through professional leadership and advocacy.