

ABC, Central PA Chapter

2021 Strategic Plan

Approved: December 8, 2020

Strategic Goal # 1 – Health and Safety

Goal # 1 – Ensure a healthy and safe workforce by increasing participation of 10% of eligible members adopt the ABC World Class Safety Management System

	Success Criteria	Year to Achieve	2021 Objectives
1	Define the value proposition of World Class Safety for ABC Central PA.	2021	<ol style="list-style-type: none"> 1. Define by: <ul style="list-style-type: none"> • What is it? (ie: not STEP by World Class Safety), Why do it?, What value does it bring?, How? 2. Develop implementation strategy with quarterly goals 3. Use Member Testimonials
2	Include Safety (STEP) prequalifications in subcontracts (long term)	2022	<ol style="list-style-type: none"> 1. Create marketing material/utilize national resources that show members how to leverage STEP 2. Continue to educate owners and construction users on why they should contract with STEP performers
3	Focus that health awareness encompasses drug and alcohol.	2021	<ol style="list-style-type: none"> 1. Safety Council explores content for health and safety offerings 2. Explore resources that currently exist in the community
4	6 active Safety Council members	2021	<ol style="list-style-type: none"> 1. Hold Safety Council orientation and review goals and roles 2. Re-introduce the Safety Council via chapter communication methods

Strategic Goal # 1 – Health and Safety

Goal # 1 – Ensure a healthy and safe workforce by increasing participation of 10% of eligible members adopt the ABC World Class Safety Management System

	2021 Objectives	Committee Responsible	Resources Required/Needed
1	<ol style="list-style-type: none"> Define by: <ul style="list-style-type: none"> What is it?, Why do it?, What value does it bring?, How? Develop implementation strategy with quarterly goals Use Member testimonials 	Safety Council	<ol style="list-style-type: none"> Marketing materials/can use National marketing materials. Staff/Volunteer time for table at Safety Expo Engaged Safety Council and commitment from the Board List of current/past STEP participants
2	<ol style="list-style-type: none"> Create marketing material/utilize national resources that show members how to leverage STEP Continue to educate owners and construction users on why they should contract with STEP performers (long term) 	Safety Council	<ol style="list-style-type: none"> GC buy in/engagement Marketing materials
3	<ol style="list-style-type: none"> Safety Council explores content for health and safety offerings Explore resources that currently exist in the community 	Safety Council	<ol style="list-style-type: none"> Instructional materials/marketing materials
4	<ol style="list-style-type: none"> 1.Hold Safety Council orientation and review goals and roles Re-introduce the Safety Council via chapter communication methods 	Safety Council	Use National resources

Strategic Goal # 2 – Political Advocacy



Goal # 1 – Increase the political influence of ABC

	Success Criteria	Year to Achieve	2021 Objectives
1	Increase the number of Chapter Merit Shop Champions by 5%	2021	<ol style="list-style-type: none">1. Develop the value proposition (the why) to get involved at the legislative level/political advocacy2. Utilize the chapter database to identify the political geeks from chapter membership to serve on Legislative Committee3. Increased attendance at Free Enterprise Day/LegCon/ABC PA activities
2	Increase in PAC giving by an additional 5 donors	2021	<ol style="list-style-type: none">1. Educate membership on the differences between PAC and FEA through chapter communications.2. Hold a Chapter sponsored PAC event.

Strategic Goal # 2 – Political Advocacy



Goal # 1 – Increase the political influence of ABC

	2021 Objective	Committee Responsible	Resources Required/Needed
1	<ol style="list-style-type: none"> 1. Develop the value proposition (the why) to get involved at the legislative level/political advocacy 2. Utilize the chapter database to identify the political geeks from chapter membership to serve on Legislative Committee 3. Increased attendance at Free Enterprise Day/LegCon/ABC PA activities 	Legislative Committee	<ol style="list-style-type: none"> 1. Board engagement 2. Assistance from National Staff/PA Lobbyist 3. Marketing materials (national/state) 4. Political demographics for 23 counties in the region
2	<ol style="list-style-type: none"> 1. Educate membership on the differences between PAC and FEA through chapter communications. 2. Hold a Chapter sponsored PAC event. 	Legislative Committee	<ol style="list-style-type: none"> 1. Assistance from National Staff/PA Lobbyist 2. Marketing materials 3. Staff time for communications 4. Overhead costs for PAC event

Strategic Goal # 3 – Workforce Development



Goal # 1 – To advance work-based learning, continuing education, and leadership programs to enhance career opportunities

	Success Criteria	Year to Achieve	2021 Objectives
1	25% increase in revenue and 25% increase in participation	2021	<ol style="list-style-type: none"> 1. Survey members to determine needs for online/on-site training & education 2. Increase communication about education offerings 3. Targeted marketing – use members training opportunities 4. Utilize community partnerships to promote training/education
2	Develop 5 virtual training options	2021	<ol style="list-style-type: none"> 1. Offer virtual training options

Strategic Goal # 3 – Workforce Development

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	2021 Objectives	Committee Responsible	Resources Required/Needed
1	<ol style="list-style-type: none"> 1. Survey members to determine needs for online/on-site training & education 2. Increase communication about education offerings 3. Targeted marketing – use members training opportunities 4. Utilize community partnerships to promote training/education 	Workforce Development Committee	<ol style="list-style-type: none"> 1. Instructors/Instructional materials 2. Best Practices from other chapters for ideas for education and leadership training 3. Marketing materials
2	<ol style="list-style-type: none"> 1. Offer virtual training options 	Workforce Development Committee	<ol style="list-style-type: none"> 1. Instructors/Instructional materials 2. Technology for virtual offerings 3. Trimmer grant funds for technology upgrades

Strategic Goal # 4 – Membership



Goal # 1 - Promote, recruit, & retain members

	Success Criteria	Year to Achieve	2021 Objectives
1	6 active Membership Committee members	2021	<ol style="list-style-type: none">1. Utilize database to seek out most engaged members to target for committee2. Re-introduce the Membership Committee via chapter communication methods3. Use National resources to promote ABC4. Develop events for potential member engagement5. Encourage potential member participation at ABC events

Strategic Goal # 4 – Membership

Goal # 1 – Promote, recruit, & retain members

	2021 Objectives	Committee Responsible	Resources Required/Needed
1	<ol style="list-style-type: none"> 1. Utilize database to seek out most engaged members to target for committee 2. Re-introduce the Membership Committee via chapter communication methods 3. Use National resources to promote ABC 4. Develop events for potential member engagement 5. Encourage potential member participation at ABC events 	<p>Board</p> <p>Membership Committee</p>	<ol style="list-style-type: none"> 1. Staff (K. Driver) from ABC National. 2. Engagement from Board to promote ABC value proposition 3. Member testimonials 4. Marketing resources