

AGC 2012 – Our Strategic Plan

Our Mission:

AGC is the forum for contractors and industry partners to grow as professionals. Through leadership, our collective, proactive voice shapes public policy, industry practices, & guides education and training.

Our Vision

AGC of Oklahoma – Building the Professional Construction Community of Excellence

AGC is the . . .

- . . . Professional Construction Community of Excellence.
- . . . Leader of the construction industry and the community.
- . . . Recognized commercial construction industry voice.
- . . . Construction leader in the recruitment and advancement of the workforce.

AGC . . .

- . . . Educates the industry about construction and technological advancements.
- . . . Provides the industry with the educational foundation for safety.
- . . . Provides resources and activities that address the needs of the industry.
- . . . Exemplifies continuous improvement.

AGC 2008 Priorities

1. **Build Awareness** of AGC through expanded contractor certification, branding, aggressive marketing, and an emphasis on the value of AGC membership.
2. Review and refine the **Leadership Structure** of AGC.
3. Create a **Master Facilities Plan** based on collaboration with other industry partners, programs/services, and training.
4. Develop and implement a **Government Affairs Group**.
5. Advance AGC's **Labor Recruitment** efforts through the development of an aggressive marketing plan to change the construction **Industry's Image** among parents, counselors, and high school students.

AGC 2009 Priorities

1. **Improve Technology** through the development an improved Web Site with a new look, better functionality, interactive features, and improved communications. Explore new & improved telephone system.
2. Promote and **market** the AGC and brand to the public, membership, prospective members, and prospective users of member services and products through billboards, the AGC Web Site,

printed materials, brochures, hand-outs, etc. Update a press coverage contact list and provide improved & targeted press releases. Coordinate efforts & activities with the Highway and Municipal/Utilities AGC Chapters in Oklahoma to achieve greater results.

3. Develop & implement a **Membership Retention & Recruitment Plan**/Campaign; develop a Prospective Member List; coordinate visits & communications with AGC members, CLC members & prospective members.
4. Advance AGC's **Workforce Development** and Image/Recruitment efforts through the development of an aggressive marketing plan to change the construction industry's image among parents, counselors, and high school students.
5. Implement a **Chapter Activities** Committee to assist in the planning and arrangement of programs & activities for Membership meetings, conferences, seminars, etc. of the chapter.
6. Update and **remodel** the chapter offices.