



**MONTANA CONTRACTORS ASSOC.**  
THE CONSTRUCTION ASSOCIATION

# 2021-24 STRATEGIC PLAN



## Membership

Support and engage our members through value-based programs, services, and events that provide a competitive advantage.

### 1. Increase awareness and highlight value of MCA membership

- Create and update marketing tools
- Build stories and testimonials
- Highlight MCCF and MCAT
- Utilize prospect list
- Recognize and reward current members who recruit new members

### 2. Promote and offer new training

- Survey membership for training needs
- Coordinate with other AGC chapters to see what they are offering
- Determine current training capacity
- Identify strategic training partnerships
- Develop plan for getting information to member employees

### 3. Meetings

- Change times of In Your Town
- Theme meetings, i.e., Lunch and Learn
- Identify different meeting locations, i.e., schools, private businesses, member shops

## Leadership Development

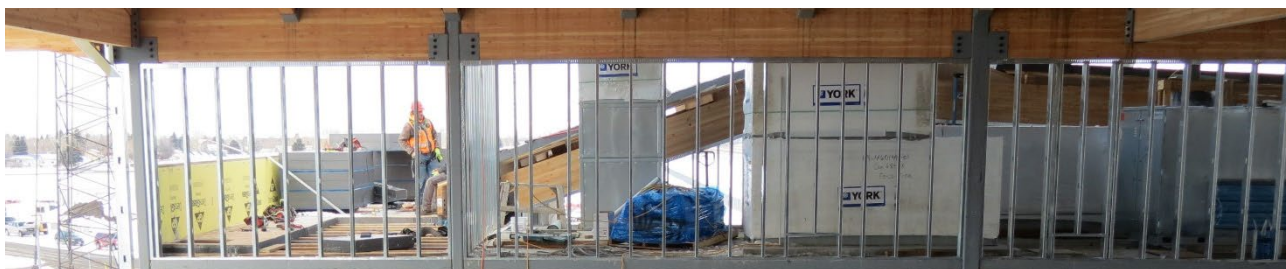
Create pathways and opportunities to develop leaders for the MCA and member companies at all levels.

### 1. Keep and maintain CLC funding and support

- Promote CLC to upper management at individual organizations

### 2. Create opportunities for year-round engagement

- Expand CLC to provide leadership opportunities for upper management
- Hold regional events (explore shared events with In Your Town)
- Develop a mentorship program for members to utilize
- Appoint regional champions



## ***Workforce Development***

Elevate the construction industry as a profession of first choice and expand strategic partnerships.

### **1. Expand Build Montana**

- Support the MCA Education Foundation's strategic plan
- Share final strategic plan to MCA board and members for their participation
- Develop and approve budget plan to dedicate additional resources

### **2. Building partnerships**

- Reach out to members for governmental and private contacts within their community
- Reach out to state FFA, 4H and MCCF
- Explore plan for use of potential training facility

## ***Advocacy***

Cement MCA's role in advancing the construction industry, holding government accountable and ensuring the trades are supported.

### **1. Support members dealing with covid mandate**

- Explore legal remedies
- Engage congressional delegation to resist mandates
- Engage political candidates
- Interpret OSHA/Federal Contractor rules
- Communicate with government agencies regarding implementation
- Determine how to share updated information to members

### **2. Continue strong presence with Montana legislature**

- Increase PAC contributions
- Continue to support Montana Infrastructure Coalition
- Monitor the Montana tax structure
- Investigate continuing education certification for contractors
- Support workforce development funding



## *MCA Organizational Mission*

Working together to advocate for quality contractors, people, and projects by providing value and opportunity for our members.

## *MCA Organizational Vision*

The premier membership organization representing Montana's construction industry and professionals while improving the quality of life and safety in our communities.

## *MCA Organizational Values*

- **Professionalism:** We convey excellence, where each endeavor is performed with safety, quality, and integrity.
- **Generosity:** We are generous with our time, talent, and resources. We focus on giving back to our community.
- **Collaboration:** We are committed to teamwork through open and transparent communication.
- **Leadership:** We engage and unite our membership toward common goals.

## *MCA Organizational Goals*

1. **Membership:** Support and engage our members through value-based programs, services, and events that provide a competitive advantage.
2. **Leadership Development:** Create pathways and opportunities to develop leaders for the MCA and member companies at all levels.
3. **Workforce Development:** Elevate the construction industry as a profession of first choice and expand strategic partnerships.
4. **Advocacy:** Cement MCA's role in advancing the construction industry, holding government accountable and ensuring the trades are supported.

