

Strategic Plan 2006 - 2008



Mission Statement

The Indiana Builders Association, Inc. (IBA) works to educate its members, the general public, elected officials and regulatory bodies to maintain and develop workable and affordable regulations and laws that enable the citizens of Indiana to own a home.

Create Financial Management Plan

Summary: IBA will operate in a fiscally responsible manner to achieve the association's objectives.

- Create an Internal Audit Committee to establish accounting guidelines and to review books in detail.
- Create a comprehensive accounting policies and procedures manual that will include: accounting functions identified, audit functions identified, staff responsibilities defined, expenditure approval process, checks and balances, etc.
- Endeavor to maintain a minimum in reserves of 100% of one year full operating expenses. If reserves are adequate, 5% of overage could be dedicated to special projects.
- Strive for a balanced budget. Finance Committee to continue to prepare and present a summary and comparative budget with explanations of any significant deviations to Board.
- Conduct a cost benefit analysis for new projects.
- Continue Investment Policy Committee and investment policies as established, reviewing investment relationships at least annually to determine that investment objectives are being met.

Implement a Local Association Resource Service Plan

Summary: Implement a plan to explain the value of membership to local associations and its members.

- Develop and release quarterly report and annual report to membership assigning dollar amount of value to members of IBA's programs, legislative efforts and cost of regulations. Reports to be made available to membership through member renewal invoices at the local level.
- Educate existing members on what IBA and NAHB do for members through Indiana Bildor; testimonials and speeches at local association meetings.
- Expand on IBA Leadership Conference and explore possibility of offering local Board and leadership training at regional level.

Analyze IBA Leadership Roles & Responsibilities

Summary: Attract new, younger members to be actively involved in leadership at the state level.

- Develop a young leaders group of members who are under 35 years of age who meet at Board sessions, network with past presidents, and have a representative on the Executive Committee.
- Develop a mentoring program.
- Encourage local associations to solicit state and local board members and/or state and local committee members from the under 35 age group.
- Review Board and committee governance.
- Develop written committee chairmen roles and responsibilities and review process of developing committee chairmen to encourage more participation.
- Continue hosting individuals with pertinent industry information as keynote speakers at Board meetings.
- Encourage Board members thoughts on issues and their active participation on committees.
- Continue compiling a list of interested persons to serve in state leadership positions.
- Rework pride of leadership program to encourage more participation from local associations by adding local executive officer incentives.
- State staff and leaders to provide leadership training at the local association level upon request.

*“We Lead, Educate
and are an Advocate of
Safe & Affordable
Housing.”*

Committee Members

Mike Hannigan, Jr., Chairman
Mike Bell, GMB, CGB, CGR, CAPS, Westville
David Compton, Indianapolis
Greg Furnish, Sellersburg
Rick Jenkins, Terre Haute
David Kovich, GMB, CAPS, Lafayette
Gary Maust, GMB, CGB, CGR, CAPS, Elkhart
Bill Pedtke, Evansville
Andy Place, Sr., South Bend
Stephen Robinson, GMB, CGB, CGR, CAPS, New Castle
Linda Rogers, Granger
Tom Slater, Brazil
Dennis Spidel, GMB, CGB, CGR, Angola
Heath VanNatter, Kokomo
Will Wright, Carmel
Joe Zehr, Ft. Wayne

Expand Governmental Affairs Outreach Program

Summary: Expand influence of governmental affairs program.

- Explore and promote the expansion of staffing necessary to increase our ability to be more effective on the legislative and regulatory levels.
- Continue maintaining and developing workable and affordable regulations and laws for industry.
- Continue local governmental affairs assistance to local associations.
- Continue and expand focus on codes and technical support issues.
- Continue to explore opportunities for IBA to partner on grants and studies that benefit the industry.
- PAC - Increase voluntary contributions to ABBI by 25-50%.
- Develop framework to solicit local associations and members for additional PAC contributions.
- Review general mission statement of the Housing Protection Fund and explore possibilities of expanding scope of areas of influence.

Create an Overall Recruitment Plan

Summary: Create a recruitment plan for local associations that would increase membership.

- Develop a DVD/CD of membership benefits that could be distributed to each new member and used as a marketing tool at local associations.
- Explore possible partnership with Oliver Group or like company to assist in membership drives to increase membership.
- Develop strategy to decrease expired members by 25% annually.
- Assign responsibility of assessing viability of all new non-dues revenue programs for IBA to Membership Committee for review.
- Review yearly building permits for new local association formation opportunities.

Create an External Public Relations Strategy

Summary: Explore opportunities to expand IBA's and local associations ability to get the association and industry more positive media and consumer exposure.

- Develop and release periodic press releases on statewide statistics regarding the building industry, including building starts.
- Conduct annual media training and spokesperson training for local leaders.
- Provide tools for local associations participating in builder standards to better promote program.
- Provide periodic sample articles for publication in local news outlets.
- Survey local associations on what PR programs they already have in place to better understand needs of locals.
- Explore opportunities to get local leaders and IBA leaders in front of more community groups.
- Explore possibility of hiring statewide clipping service to track housing stories statewide.
- Develop "What IBA has done for you" column in Bildor each month.
- Offer PR session/group to discuss issues on periodic basis.
- Promote involvement in Tech Town, scholarships, and other projects.

Create an Internal Overall Communication Strategy

Summary: IBA will be a resource for statewide industry issues for members and local associations.

- Publish accomplishments of the local, state, and national builders associations to members, with a focus on members who joined within the past two years.
- Continue publishing "The Indiana Bildor" newspaper and posting it on IBA's website.
- Continually inform members with "Did You Know..." information.
- Utilize IBA's website as a primary source of all projects, industry happenings, upcoming events, etc.
- Target mailings to encourage members to utilize the website.
- Evaluate the feasibility of utilizing video/audio conferencing, webcasting, and conference calling for IBA Board meetings, committee meetings, and educational programs.
- Create and publish on-line a library of local problems and talking points.
- Develop and publish on-line a list of experts on industry issues.
- Continually gather and disseminate information from national, state, and local builders associations.
- Organize "Issues Briefings" to teach local executive officers about industry issues.

Grow Annual Convention

Summary: IBA will strive to increase the number of members attending the annual convention to at least 2,000.

- Conduct a member survey through local focus groups and through e-mail to determine what members "want from the convention".
- Conduct a feasibility study.
- Consider partnerships.
- Revise marketing to builders to stress the value to members' businesses and the "convention experience" and utilize a separate marketing piece for associates stressing networking, "bring a builder", and "mentoring/sponsoring a builder".

Design New Training

Opportunities and Update Existing Training Programs

Summary: IBA will provide training opportunities that enhance members businesses.

- Continue offering the NAHB Professional Designation Programs throughout the state, striving to increase the number of designees by 50 percent annually.
- Build a statewide public awareness of doing business with a qualified, certified member through a statewide marketing campaign.
- Encourage local associations to promote the designations within the association and to consumers.
- Create a Task Force that will promote statewide rules and regulations and other options that would eliminate the need for county by county licensing.
- Host "issues" seminars that detail how members utilize new and existing legislation.
- Develop proactive programs to industry issues and industry crises.
- Host the highest quality of programs with the highest quality of instructors.
- Market seminars with "what it could cost you if you don't have this information."
- Strive to make training a cash neutral venture by developing strategic partners.

Action

The Strategic Plan Committee invites all IBA members to step in and become a part of the process. Please review the initiatives above and volunteer your time and expertise in the areas that interest you.

Together, we can create an evolving "Vision" for our association that allows us to "Lead, Educate, and Advocate Safe & Affordable Housing."

For more information, call the IBA office at (800) 377-6334.