

# Strategic Plan 2009 - 2011

## 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.



## Government Affairs

*Raise awareness regarding the importance of the economic impact of housing industry.*

- ◀ Inform elected and appointed officials through frequent communications.
- ◀ Utilize economic data that communicates job formation & tax generation from new homes.
- ◀ Collaborate with the Association of Realtors, mortgage industry and IHCD to educate the public on home buying.
- ◀ Continue to monitor energy efficiency codes and other regulatory affairs initiatives.
- ◀ Increase the number of members in government positions and seats.
- ◀ Create a system to educate and keep locals involved in the government affairs program.
- ◀ Educate building officials at the local level.
- ◀ Monitor and update priorities and issues on a continual basis.

*Expand participation and involvement in the state association PAC.*

- ◀ Invite more public builders to participate.
- ◀ Encourage locals to include check box on new member and renewal forms.
- ◀ Encourage members to host local fundraiser events.
- ◀ Expand recognition acknowledgment program for all local contributions.

## Education

*Continue to be primary provider of education opportunities statewide.*

- ◀ Prepare for registration/licensure mandate possibility and be poised to be the continuing education provider.
- ◀ Assess current market niche for designation courses to host and explore possible alternate regional geographic locations.
- ◀ Publicize designations and professionalism.
- ◀ Include online courses as an option for participation.
- ◀ Continue to develop & host new programs, delivering hot topics of interest to members.
- ◀ Appoint presidential task force to review convention.

## Communications

*Expand public relations efforts to reach a broader audience.*

- ◀ Establish branding efforts that include study of logo recognition, tag line, web site, etc.
- ◀ Continue building the Web site to be the portal for knowledge resources.
- ◀ Develop relationships with media contacts to take a proactive approach and establish association as the go to resource for data.
- ◀ Capture government affairs successes and communicate them widely on quarterly basis.
- ◀ Endorse quality builder standards statewide.
- ◀ Provide press release opportunities to local associations when there is a positive impact.
- ◀ Encourage members to share community involvement/social responsibility stories with staff in an effort to capture and produce press releases.

*Increase member awareness of value and benefits of membership.*

- ◀ Create a system of easy access to understand and access benefits based on issues & areas.
- ◀ Capture government affairs successes and continually communicate to members.
- ◀ Explore delivery options and eliminate road blocks by assisting locals.

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

## Committee Members

Chair: Andy Place, Sr., CGB, CGP, S. Bend  
David Carr, Crown Point  
Tim Chesna, CGP, Valparaiso  
Marge Frame, CAPS, CGP, Valparaiso  
Greg Furnish, Sellersburg  
Mike Hannigan, Jr., Indianapolis  
Steve Heidorn, CGB, CGR, CAPS, Chandler  
Brian Keene, GMB, CGB, Lafayette  
Joey Martin, CAPS, CGP, Peru  
Doug Miller, CGB, CAPS, CGP, Elkhart  
Larry Mosier, LaPorte  
Dave Newham, Valparaiso  
Bill O’Gorman, Martinsville  
Linda Rogers, Granger  
Matt Sigler, Indianapolis  
Dennis Spidel, GMB, CGB, CGR, Angola  
Dave Sunderman, Lawrenceburg  
Heath VanNatter, CGP, Kokomo  
Joe Zehr, Ft. Wayne

## Membership

*Increase membership through participation and retention efforts.*

- ◀ Enhance member-get-a-member incentives to recruit and retain members.
- ◀ Grow database by collecting individual contact information and expanding reach through email.
- ◀ Establish a new member orientation video that streams on state website that includes benefits on all three levels.
- ◀ Encourage and support local efforts to host new member orientations.
- ◀ Create an ambassador mentoring program.
- ◀ Establish protocol to collect emails.
- ◀ Involve teachers and faculty in key events to encourage students to become members.
- ◀ Consider reduced member fees for graduates.
- ◀ Establish protocol to collect inventory information: interests, involvement possibilities, and key relationships.

## Operations

*Enhance organizational capacity/effectiveness.*

- ◀ Appoint governance task force to establish guidelines for governance changes.
- ◀ Revamp bylaws to allow a mechanism for stepping out of responsibility.
- ◀ Update bylaws for new legal implications.
- ◀ Establish term limits for positions and board.
- ◀ Review governance & operations annually.
- ◀ Explore fee based staffing option for locals.
- ◀ Orient all board members on responsibilities.
- ◀ Provide web based leadership volunteer job descriptions.
- ◀ Explore opportunities to increase non-dues revenue through buyer programs, sponsors, advertisers, insurance programs, etc.

**www.BuildIndiana.org**  
**1-800-377-6334**