

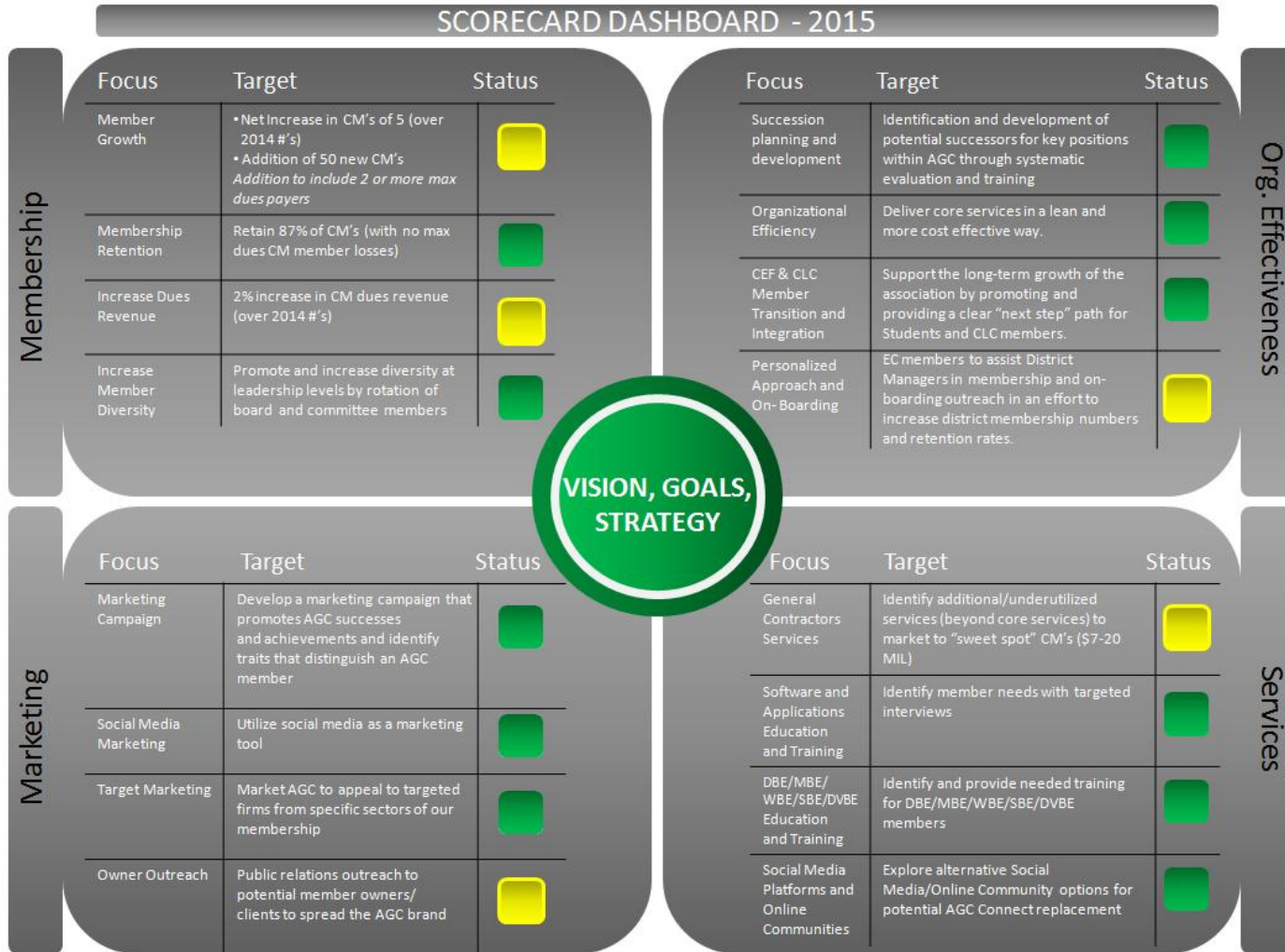


AGC

CALIFORNIA

STATE BOARD OF DIRECTORS

Major Goals



Membership ~ Organizational Effectiveness ~ Marketing ~ Services

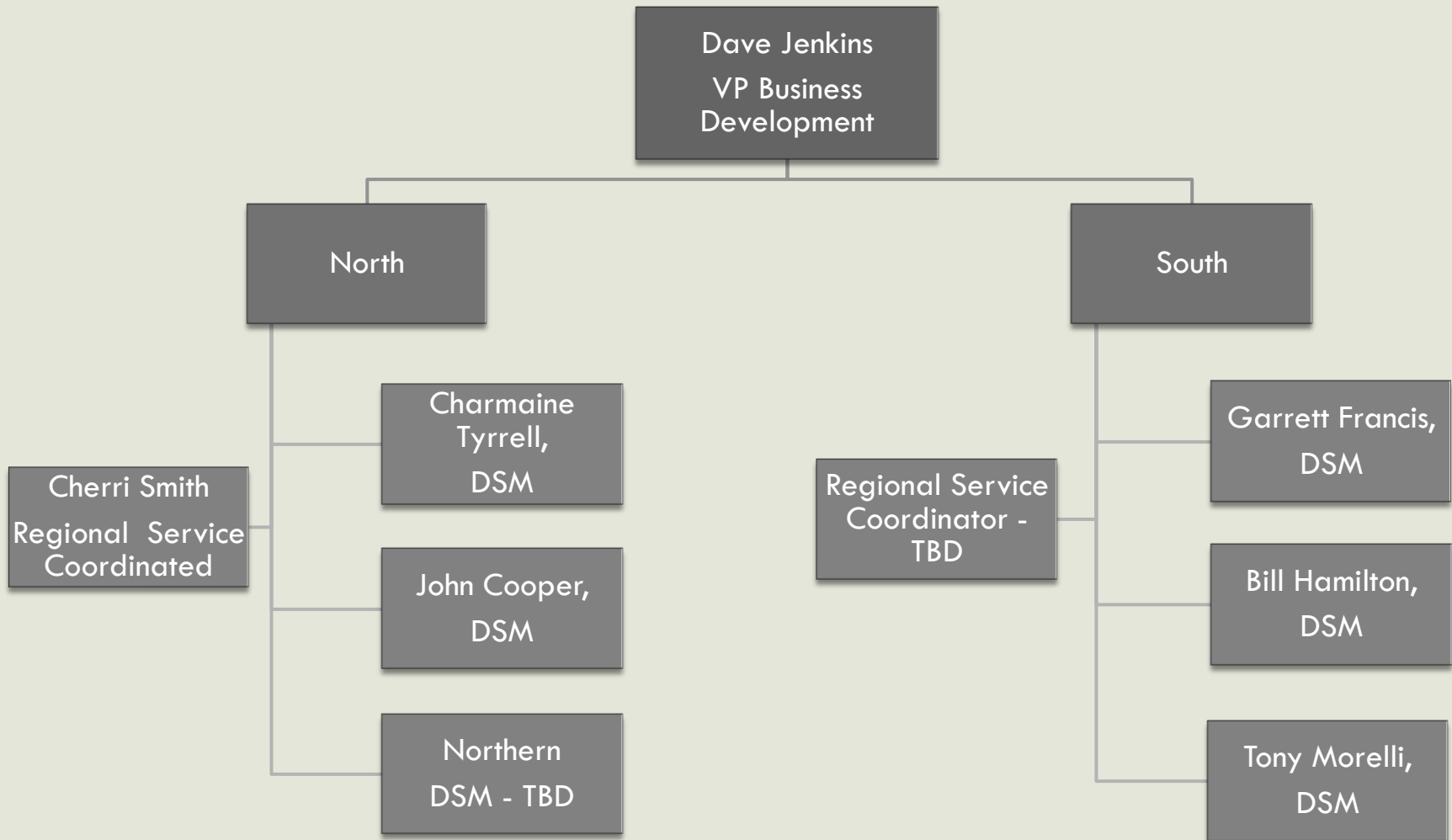
Membership

Where we stand on our goals.....

Membership

Member Growth	<ul style="list-style-type: none">• Net Increase in CM's of 5 (over 2014 #'s)• Addition of 50 new CM's <i>Addition to include 2 or more max dues payers</i>	
Membership Retention	Retain 87% of CM's (with no max dues CM member losses)	
Increase Dues Revenue	2% increase in CM dues revenue (over 2014 #'s)	
Increase Member Diversity	Promote and increase diversity at leadership levels by rotation of board and committee members	

How we are restructuring staff to meet our membership goals.....







*DSM – District Sales Manager

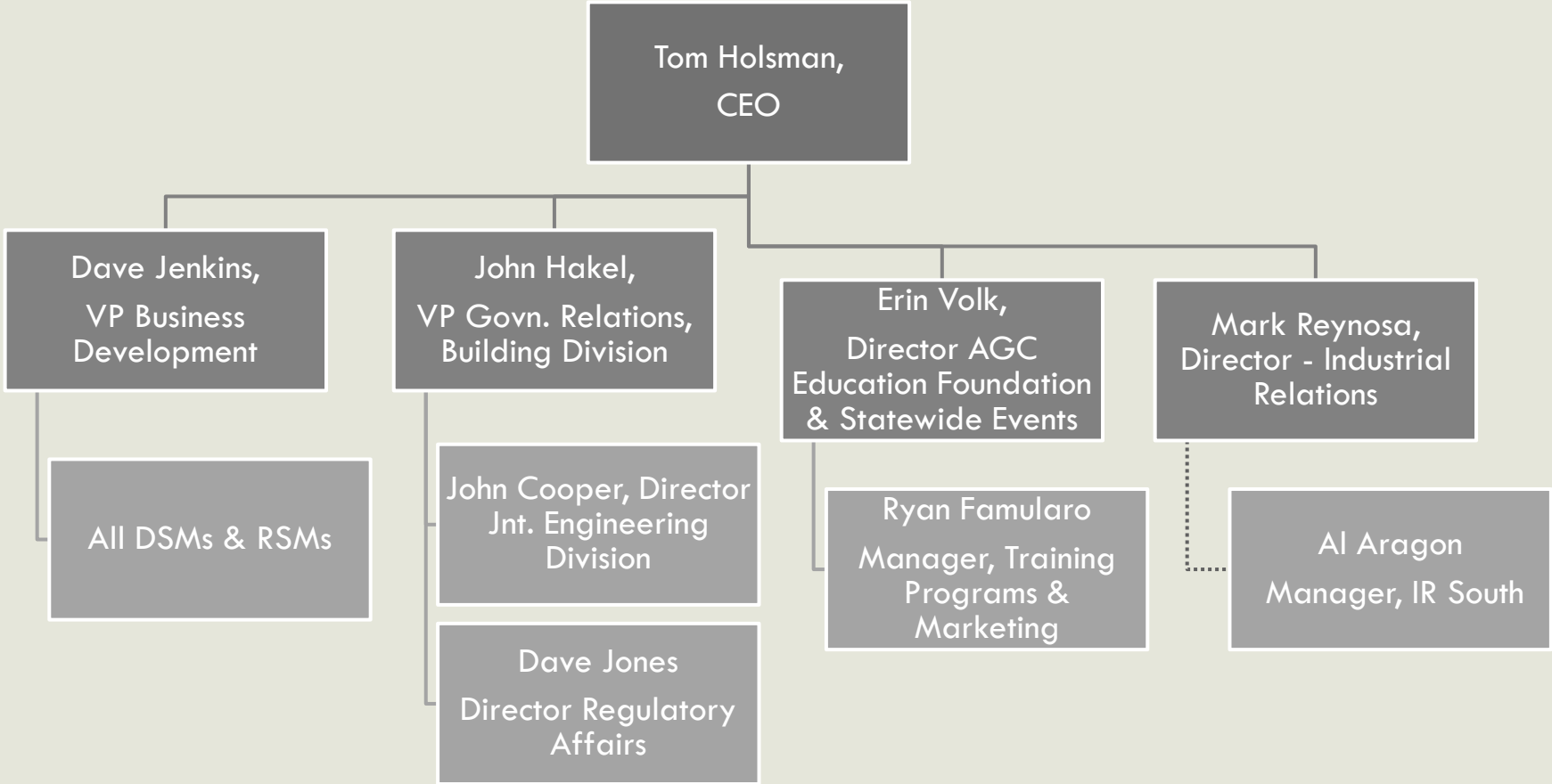
Organizational Effectiveness

Where we stand on our goals.....

Org. Effectiveness

Succession planning and development	Identification and development of potential successors for key positions within AGC through systematic evaluation and training	
Organizational Efficiency	Deliver core services in a lean and more cost effective way.	
CEF & CLC Member Transition and Integration	Support the long-term growth of the association by promoting and providing a clear “next step” path for Students and CLC members.	
Personalized Approach and On- Boarding	EC members to assist District Managers in membership and on- boarding outreach in an effort to increase district membership numbers and retention rates.	


How we are restructuring staff to meet our organizational effectiveness goals.....



Marketing

Where we stand on our goals.....





Marketing

Marketing Campaign	Develop a marketing campaign that promotes AGC successes and achievements and identify traits that distinguish an AGC member	
Social Media Marketing	Utilize social media as a marketing tool	
Target Marketing	Market AGC to appeal to targeted firms from specific sectors of our membership	
Owner Outreach	Public relations outreach to potential member owners/ clients to spread the AGC brand	

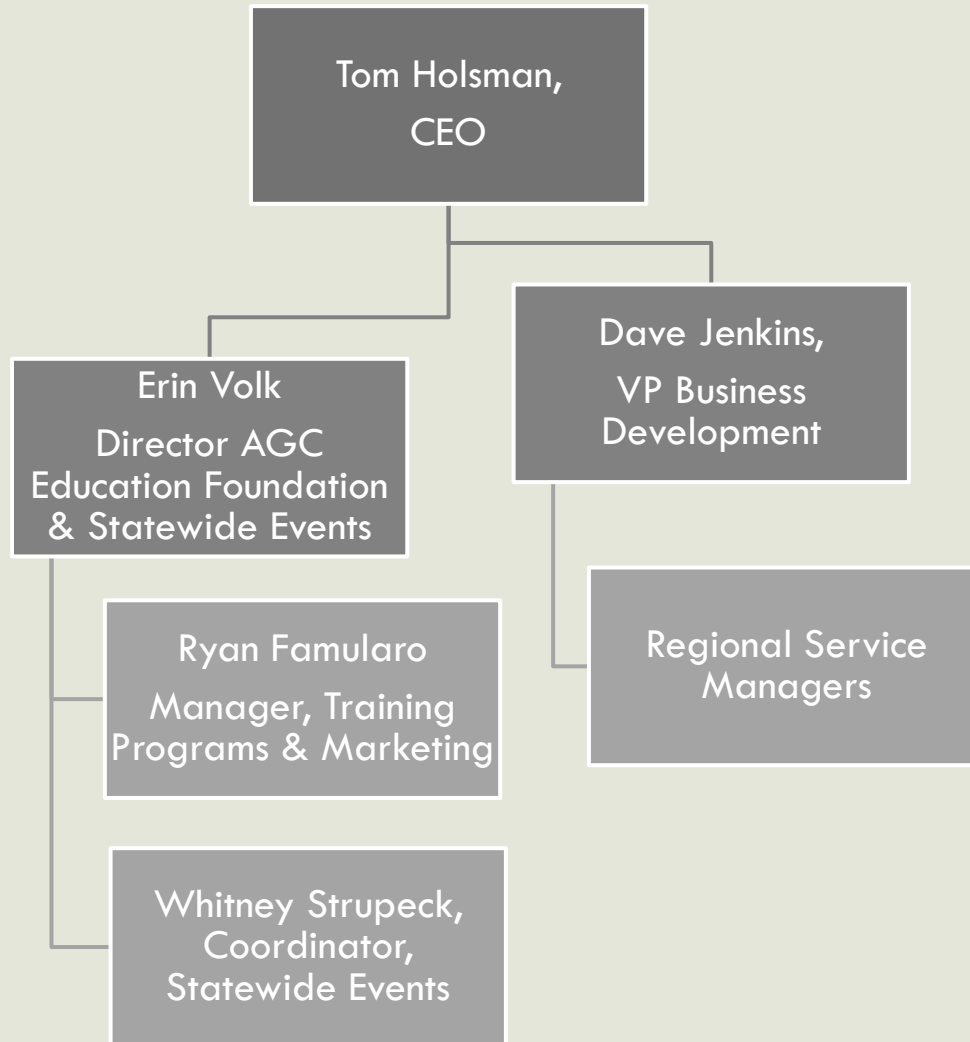
Services

Where we stand on our goals.....

Services

General Contractors Services	Identify additional/underutilized services (beyond core services) to market to "sweet spot" CM's (\$7-20 MIL)	
Software and Applications Education and Training	Identify member needs with targeted interviews	
DBE/MBE/WBE/SBE/DVBE Education and Training	Identify and provide needed training for DBE/MBE/WBE/SBE/DVBE members	
Social Media Platforms and Online Communities	Explore alternative Social Media/Online Community options for potential AGC Connect replacement	

How we are restructuring staff to meet our service goals.....



Grant Thornton Survey

Board Focus, Structure & Training



The 2012 edition of the survey is based on responses received via an online questionnaire from 706 board members and senior management of higher education institutions; trade and professional associations; social and human service organizations; religious organizations; cultural organizations; health care organizations; and foundations.

Grant Thornton Survey

Board Focus, Structure & Training

What is the most important focus for your board today?

- 2012 Board Governance Survey responses
- 2009 Board Governance Survey responses

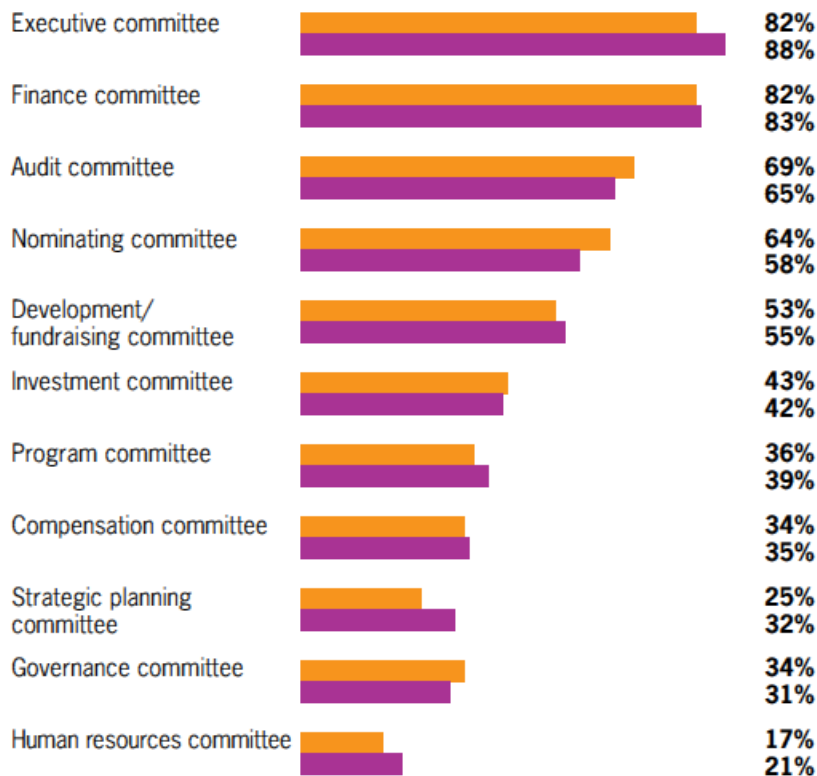


Grant Thornton Survey

Board Focus, Structure & Training

Which of the following board committees does your organization have?*

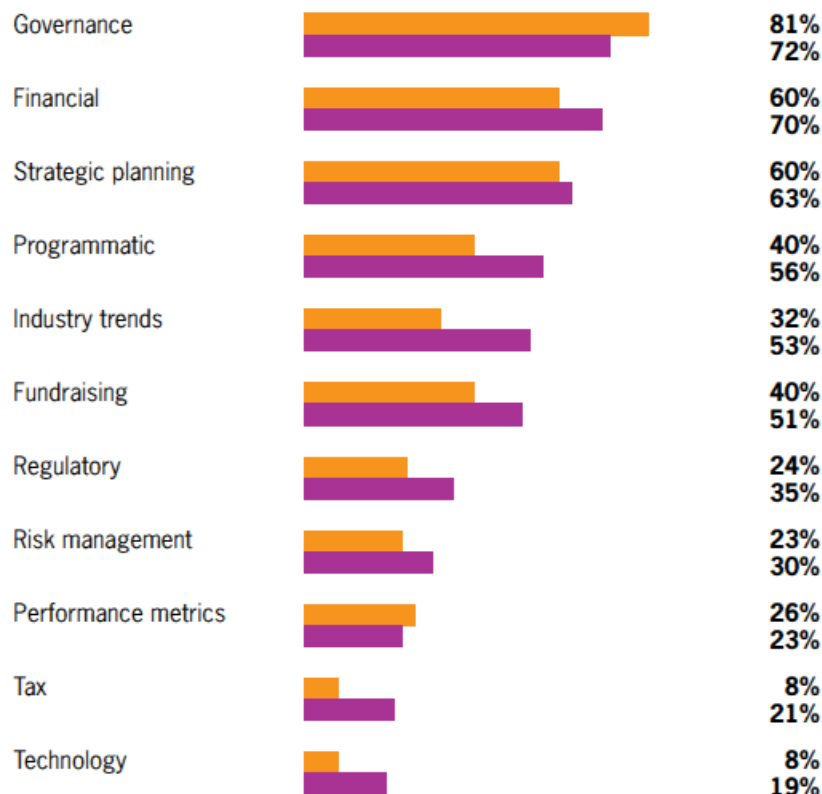
● 2012 Board Governance Survey responses
● 2009 Board Governance Survey responses



*Participants were able to select more than one answer.

What type of training does your board receive?*

● 2012 Board Governance Survey responses
● 2009 Board Governance Survey responses



*Participants were able to select more than one answer.

Grant Thornton Survey

Board Focus, Structure & Training

Do you have an annual board retreat to discuss the strategy of the organization?

● Yes **54%**

● No **46%**



Does your organization have a strategic plan?

● Yes **87%**

● No **13%**



IT'S GOOD BUSINESS TO DO
BUSINESS WITH AN AGC MEMBER

