

# Strategic Plan for the Southern Nevada Chapter of the International Code Council 2015-2017

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Leading up to the strategic planning meeting on September 17, 2015, a number of actions were taken. First, a survey was conducted with the membership in which a number of questions were asked to determine the needs and desires of all those involved in the organization. This survey also helped to determine the strengths, weaknesses, opportunities and threats (SWOT Analysis) related to SN-ICC. We received more than 28% responses (average is about 10%). A bylaws task force was appointed to review and recommend changes in that document. All members of the strategic planning committee were asked to provide responses to questions about services provided by the Chapter and whether or not others need to be added. Finally, a capacity analysis was conducted to determine what financial, human and technology resources the Chapter has available.

All of this information formed the basis for creating the following five goals and related objectives for the next two plus years.

- ***Goal #1: SN-ICC recognizes that the future success of the Chapter depends largely on the success of EduCode. With that in mind, it is critical that the Chapter increase its efforts to ensure that success and, over the next three years encourage and prepare for increased attendance.***
  - An EduCode Advisory Committee will be appointed to look into all aspects of the event including:
    - The ability of the Orleans and other local properties to accommodate the event if attendance increases
    - Increasing the number of volunteers available to staff the event
      - Southern Nevada Building Officials will be requested to assist in recruiting volunteers from their jurisdictions for future events

- Working with other organizations to encourage their participation/partnership in the event, including the state contractors board and the construction unions
    - Consider holding a second event in the fall that is similar in scope
  - Responsibility for this will fall to the EduCode Advisory Committee
  - The champion for this goal will be SN-ICC President Steve DiGiovanni
- ***Goal #2: SN-ICC will encourage more members to become involved in the Chapter's activities and encourage them to become active on committees and in leadership roles with an eye toward creating a pool of leaders for the future.***
  - Create and implement a mentoring program that will work with the board of directors and SNBO to identify and encourage future leaders
  - The new Membership Services Committee will be responsible for implementation
  - The Champion for this activity will be the chair of that new committee
- ***Goal #3: SN-ICC will improve its public outreach programs by expanding its communication of those activities to the media and the public.***
  - SN-ICC will build on the publicity from the recent community outreach award received by the Chapter.
    - A public service announcement (PSA) will be created to distribute to the media for this and other newsworthy events
    - A current list of local media will be compiled for distribution purposes
    - Costs for purchasing spots will also be reviewed because it can sometimes be more useful than seeking PSAs
    - Space on billboards needs to be secured for next year's Building safety Month
    - Stickers for hard hats and other locations will be created for various uses
  - Assistance for these objectives will be sought from Ron Lynn and Bob Benedict
  - The SN-ICC Public Outreach Committee will be responsible for the implementation of this goal
  - The champion for this goal will be the Chair of the Public Outreach Committee David Goldstein

- ***Goal #4: SN-ICC will create programs and social networking events for its members that benefit them at little or no cost.***
  - We will meet jointly with other associations to diversify the attendees at Chapter meetings and use these opportunities to recruit new members
    - Consider creating an identifier for all members to display that shows they are members of the Chapter (a shirt, a badge, etc.)
  - Responsibility for this goal goes to the Membership Services Committee
  - The champion will be the chair of the Membership Services Committee
  
- ***Goal #5: SN-ICC will improve its membership recruitment and retention efforts with a goal of increasing its membership by 10 percent per year each of the next 5 years.***
  - SN-ICC should seek new members from sister organizations such as AGC, ABC, SNHBA, etc.
  - We will promote our benefits to others: Low dues cost, free lunches for members, free education seminars (with approved CEUs) for members and great opportunities to network with local building officials
  - Responsibility for this goal goes to the Membership Services Committee
  - The champion will be the chair of the Membership Services Committee