

**Mission:** Associated Builders and Contractors Rocky Mountain Chapter is dedicated to advancing the Merit Shop philosophy. We provide to our diverse member companies, their employees, and the construction industry, leadership, safety education, workforce development, advocacy and other services to ensure members a competitive advantage.

**Value Proposition:** Founded on the Merit Shop philosophy, ABC helps members win work and deliver that work safely, ethically and profitably for the betterment of the communities in which we work.

## **Strategic Goals and Related Strategic Objectives:**



### **Membership:** Expand membership and increase membership engagement

1. Expand outreach to members and prospective members to retain and grow membership
2. Continue to improve member communications
3. Conduct meetings and events that provide value and benefit to members
4. Provide networking, social engagement, and business development opportunities for members



### **Organizational Stewardship and Governance:** Strengthen stewardship of resources, governance and leadership to effectively serve and advance the Chapter

1. Continue to improve internal operations and make use of technology to create greater efficiency and effectiveness
2. Improve the effectiveness of volunteer leadership to guide and oversee the Chapter
3. Update and develop governance documents and Chapter policies
4. Utilize strategic plan to inform and direct Chapter committees and task force(s)



### **Political Advocacy:** Serve as a voice for the construction industry in Colorado through collaboration and political advocacy

1. Expand the political influence of ABC to advance the Merit Shop philosophy and Free Enterprise in the Rocky Mountain region
2. Maintain strong connections and collaborate with organizations that have mutual interests
3. Develop awareness and engagement in public policy development
4. Increase participation in the Chapter's political activities



### **Safety:** Deliver safety awareness and education to promote a culture of safety

1. Continue to conduct safety initiatives and training
2. Promote and expand member participation in STEP Safety Management System



### **Workforce Development:** Provide workforce development support to advance and promote the construction industry throughout the Rocky Mountain region

1. Support the professional growth of members by creating opportunities to cultivate leadership skills
2. Continue to build Chapter workforce development programs and promote activities that support recruitment and skills development