

INDEPENDENT ELECTRICAL CONTRACTORS OF GEORGIA

# 2014-2016 Strategic Plan

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Savannah, Georgia

**IEC Georgia Board of Directors**

**10/18/2013**

Priority One: Apprenticeship and Education

Key Area One: Apprenticeship

- 1) Create working A&T committee (a minimum of 6 members and at least 1 board member) and establish quarterly conference calls beginning in 2014.
- 2) Support/follow-path IEC Training Advantage Program.
  - Have 100% of instructors complete Level I Instructor Training by June 2014.
  - Have 80% of instructors complete Level II instructor training by June of 2015.
  - Have 40% of instructors complete Level III instructor training by end of 2016.
  - Obtain IEC Certified Training Chapter status by December 2016.
- 2) Make PEP courses available online with goal of having 20 people enrolled in first year by June 2015, and 12 graduates by June 2017.
- 3) Address skills verification (labs) need for Georgia- and create solution either through partnership with local schools, mobile labs or other by June 2015.

Key Area Two: Education

- 1) Effectively demonstrate career opportunities within the industry by establishing clear “career path” and incorporate in marketing materials by September 2014.
- 2) Develop a 4 hour project manager/superintendent level course by June 2015.
- 3) By June 2014, have 4 hours of continuing education courses online and recognized by Georgia and three other states.
- 4) By June 2015, have 8 hours of continuing education courses online and recognized by Georgia and six other states.
- 5) Offer 2 in-person continuing education opportunities each year in each of the major IEC Georgia markets (Savannah, Columbus, Macon, Augusta) beginning in July 2014.

Key Area Three: Recruitment

- 1) Promote the formal transition/placement program IEC Georgia offers contractors and employees through quarterly announcements in communications beginning January 2014.
- 2) Develop a workforce recruitment package for contractors to use by June 2014.
- 3) Have a minimum of 2 contractors use package in each major market (Savannah, Columbus, Macon, Augusta) by June 2015.

- 4) Provide IEC members a list of Go Build Georgia school teams by June 2014.
- 5) Create an online job-posting board for contractors by August 2014.
- 6) Create a resume service for IEC Georgia includes journeymen by January 2014.

Priority Two: Advocacy

Key Area One: Legislative Affairs

- 1) Increase PAC giving by 20% over the next two years (14-15).
- 2) Co-create a Government Affairs committee with IEC Atlanta by March 2014.
- 3) Leverage IEC National resources, and invite IEC National staff to participate in state and local activities, for instance, attending annual reception and participating in “lobby” day by February 2015.
- 4) Create an annual list of priority issues, complete with IEC’s position, and the specific impact issues have on IEC members by June 2015.
- 5) Utilize all the IEC spots at the annual reception (for a minimum of 10, combined ATL/GA) by January 2014
- 6) Recruit 10 non IEC Board members to participate at the “lobby” day by February 2015
- 7) Invite non-IEC members to participate at the “lobby” day by February 2015
- 8) Create a list of IEC members who have personal contacts with legislators and state and local officials by January 2016 to be used in supporting IEC positions.
- 9) Invite and conduct a minimum of 2 jobsite visits a year by state/federal legislators beginning in 2015.

Key Area Two: Codes & Standards

- 1) Establish at least 1 member from Georgia to serve on a National Electrical Code (NEC) code-making panel by June 2015
- 2) Establish at least 1 member to serve on an NFPA group by 2016
- 3) Establish at least 1 member from IEC Georgia to serve on the DCA State Codes Advisory Committee for electrical by 2016.
- 4) Have at least one member of IEC Georgia to serve on national Codes & Standards committee by March 2015.

- 5) Create sub-committee within Government Affairs on codes & standards for greater member engagement by June 2016

Key Area Three: Safety

- 1) Increase member awareness and promote the Georgia Tech/OSHA alliance through 2 news spots, articles and/or presentations by August 2015.
- 2) Post 4 articles per year in IEC communications, and on website, making special emphasis on importance of safety training beginning 2014.
- 3) Create sub-committee within Government Affairs on safety for greater member engagement by 2016.

Priority Area Three: Members and Networking

Key Area One: Membership

- 1) Increase contractor membership by 5% a year (net growth) beginning 2014.
- 2) Create a Membership Committee which meets at least twice annually by February 2014.
- 3) Initiate a membership campaign, which includes IEC Board & Membership committee members contacting a minimum of 10 prospects each by April 2014.
- 4) Recruit a minimum of 5 industry partners in each of the major markets by December 2015.
- 5) Create a retention plan, which includes having board members check in with new members after 3 months, 6 months, AND 12 months by January 2014.

Key Area Two: Meetings

- 1) Determine the member desire and feasibility for one statewide in-person meeting a year by June 2014. Implement in 2015 if warranted.
- 2) Survey members specifically seeking input on relevant training (in conjunction with A&T Committee) by January 2014.
- 3) Provide one training session in new markets where IEC has not been providing training – Statesboro, Calhoun, Valdosta – beginning in 2015.

Key Area Three: Marketing

- 1) Use a third-party or outside professional to review and revamp marketing materials by April 2014.

2) Include a video of IEC training opportunities for use in marketing and member engagement by June 2014.

Preliminary and Back-Up Materials for Planning Session

Breakout Groups

Apprenticeship and Education

Ralph Ireland, Paul, Rob Stalvey, Todd Hawkins

Advocacy

Mark Ellis, John, Mike

Marketing/Membership

Tony, Chris, Niel Dawson

Survey Results

What Seems to Be Working?

Communication, quality of staff, quality of programs, new direction on low voltage and emerging leaders.

What Areas Might Need Improvement?

Missing something on workforce issues, need to overcome geography issue with online training and ability to network.

Order of Importance of IEC Benefits to Contractors Based on Survey

1) Apprenticeship

2) Advocacy

3) Training

4) Safety

5) Marketing

6) Communication

Tied-7) Networking

Tied-7) Workforce Development

What Do You Like About Existing Plan?	What Needs Improvement About Existing Plan?
<b>Keeping it at forefront</b>	Create more measurables
<b>Completion of website- marketing is fantastic and a huge strength</b>	Need to communicate achievements and successes better – look at distributing new plan to members?
<b>Most of the goals are specific</b>	Seemed to complete many items quickly- didn't have much to do after the first year- "coasting"
<b>Hiring of membership individual</b>	Need more "meat" in the next plan
<b>Great staff</b>	Need to get the organization together more- get more cohesiveness within the organization.
<b>Good information flow</b>	Improve monitoring and tracking of plan process