



Long Range Plan



Madison Chapter Construction Specifications Institute

A
Diverse Membership
Dedicated to
Building Relationships and Sharing Knowledge and
Perspectives
To Better
Serve the Construction Industry

October 5, 2010

INTRODUCTION

What sets us apart?

The Construction Specifications Institute has a diverse membership including specification writers, contractors, suppliers, architects, owners, engineers, and allied professionals such as attorneys, etc. CSI provides its members an opportunity to collaborate with other professionals in the construction industry as well as related professions. The Chapter meetings we offer to our members include other organizations as guests for an even greater exposure to different points of view which enhances the learning experience.

Our Core Values

- 1) Promote Diversity in our membership.
- 2) Provide members opportunities to participate in shaping the activities of the Chapter.
- 3) Provide members with unique opportunities to build relationships and share knowledge and perspectives with other construction professionals.
- 4) Provide value for members by offering activities which have educational opportunities and social interaction with a mixture of different meeting venues such as;
 - a) Round table conversations.
 - b) Panel discussions with multiple groups of professionals.
 - c) Tours of building projects and industry related fabrication and manufacturing facilities.
 - d) Social – mixer events to develop relationships with other construction professionals.
- 5) Share information as an effort to help each other.

Mission Statement

Madison Chapter strives to build relationships through activities that provide members with opportunities to develop relationships learn and collaborate with other construction professionals.

Our Membership Status

Current Membership

Total Members: 70 Active Members: ## Inactive Members: ## Officers Directors: 9

Membership Types

Industry: 16	Intermediate: 2	Associate: 8
Professional: 35	Students: 8	

Membership Diversity

Specification writers:	Contractors:	Suppliers:
Architects:	Owners:	Engineers:
Designers:	Attorneys:	Financial:
Insurance:	Students:	Other:

Active Committees

Education	Student Affairs	Technical	Membership
Certification	Golf Outing	Publications	Advertising
Awards	Website		

Membership Events (one year)

Socials: 1
Technical Workshops: 6-7
Tour: 1

Outreach Events (one year)

Social: 1
Joint Workshops: 2-3
Fund Raising, (Golf): 1

Total Events 12-13

Economic and Social Factors Affecting Membership:

- Extreme slowing of construction
- Unemployment of members
- Unemployment of potential members
- Reduced employer support of membership
- Competition for time, energy and funding

WHAT ARE OUR GOALS?

- Increase attendance (members and non-members) at Chapter meetings and events. Our strength is in our diversity.
- Show and sustain a growth trend in non-student membership for next year. Increase participation in Chapter leadership and retention of current members.
- Increase diversity of membership; specifically contractor membership.

HOW DO WE GET THERE?

Benefit: Improve Meetings and Social Events

Each meeting and social event is intended to address issues important to our diverse membership.

- Use methods to increase meeting and event attendance by members and non-members.
- Provide meetings that address what is important to all the construction professionals that make up our membership.
- Have more meetings that are social based – mixers to provide a relaxed atmosphere to socialize and exchange ideas.
- Explore different times to have events i.e.: Morning, lunch, evening meeting times. Different times will provide more opportunity to our members to participate.
- Look at other ways to deliver programs to members such as webinars etc.
- Have more panel or round table discussion formats to include multiple groups that represent the construction industry.
- Include representatives from other organizations to provide diversity of viewpoints and opinions to our meetings.
- Have membership information including current membership applications displayed at meetings. Announce the membership information during the introductory comments.
- Welcome non-members and new members with a special recognition of them at the meetings. Present new members with CSI lapel pin.
- Hire an administrator to among other things market and plan significant events.

Attract: Improve Marketing and Visibility

- Our existence amongst our peers shall bolster their confidence in us as specialists in construction related knowledge and relationships.
- Invite other professions (finance, insurance, legal, business etc.) that would benefit from collaboration with our members at the meetings.
- Invite other related construction groups to participate in meetings. - such as:
 - AAMA American Architectural Manufacturers Association
 - ABA American Bar Association
 - ACI American Concrete Institute
 - AGC Associated General Contractors of America (The)
 - AIA American Institute of Architects
 - ASCE American Society of Civil Engineers
 - ASHRAE American Society of Heating, Refrigerating and Air-Conditioning Engineers
 - ASDI American Society of Interior Designers
 - BMA Business Marketing Association
 - EJCDC Engineers Joint Contract Documents Committee
 - IFMA International Facility Management Association
 - IESNA Illuminating Engineering Society of North America
 - NARI National Association of The Remodeling Industry

- NAWIC National Association of Women in Construction
 - NECA National Electrical Contractors Association
 - PIA National Association of Professional Insurance Agents
 - SBDC Small Business Development Centers
 - WBA Wisconsin Bankers Association
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- Make it easy to find the membership information to prospective members by having literature at all events.
 - Purchase marketing focus list for a strategic mailing effort to promote our Chapter information

Sustain: Improve our membership relationships

We consider each member to be our most important asset.

- Investigate and explore ways to address concerns of members.
- Help those members that may have financial difficulties due to losing their jobs or losing membership support from an employer who is having difficulties during bad economic times. This would truly be a good way to develop long lasting members.
- Keep members engaged in chapter activities by providing information and invitations to participate in committee activities as well as meetings.
- Express how important they are to the chapter through recognition.
- Promote and facilitate certifications.

Restructure: Improve our Committee's Focus

- Adjusting with the dynamics of the industry will offer a challenge to our local Chapter.
- Redevelop committees to focus and champion Chapter Goals.
- Engage members outside the board to be on these committees.
- Designate Board members responsible for recruitment of committee members
- Consider Potential Committees:
 - **Executive Committee (Board)**
Finances, Recruitment, and Manage and lead long range plan.
 - **Meetings and Events Committee (Chair Dan Maki?)**
Planning of meetings, social events, sponsorships, and golf outing
 - **Marketing Committee (Chair Alan Kim?)**
Publications, advertising, student affairs, and website
 - **Membership Committee (Chair Steve Schatz?)**
Education, Certification, Member Assistance, Roster and Call List Management, and Member Feedback

ACTION PLAN – 4th Quarter 2010

ACTION PLAN – 1st Quarter 2011

ACTION PLAN – 2nd Quarter 2011