



ST. LOUIS COUNCIL OF CONSTRUCTION CONSUMERS
STRATEGIC PLANNING
2014
UPDATE





PREFACE

Since its formation in 1971, the St. Louis Council of Construction Consumers has focused on meeting the needs of Owners to achieve their construction more cost effectively.

Every few years, the organization must review where it's been and address the challenges of an ever changing economy and construction industry. The values of the organization have not changed. Owners continue to expect safety and quality while executing cost effective design and construction.

The last Strategic Plan was developed in 2011 as the construction economy emerged from recession. Collaborating to promote the region, to increase diversity, to improve productivity, to advocate change and to provide stellar education were vital to get better project delivery.

Although still crucial, Owners today recognize the need to refocus the vision and mission. For example, how can Owners address their continuing needs by leveraging technology, growing the critical mass of participating Owners, and encouraging diversity and inclusiveness? We envision meeting this challenge by promoting project delivery best practices through educational programming, sharing information and collaborating with industry stakeholders.

It demands a three fold effort. One is short term – harvesting current opportunities to promote improved project delivery using the existing strategies, tools and tactics. The second focuses on incubating current capabilities. How can SLCCC plant seeds for continued advances that can sustain the organization and the members that it serves? The third requires on-boarding the next generation of high return opportunities.

These are the challenges which the SLCCC will champion!



VISION

Owner Advocate organization for achievement of best value in project delivery.

MISSION

The SLCCC will be recognized as the regional leader that champions promotion of project delivery best practices through exceptional educational programs, information dissemination and collaboration.

GOALS - PRIMARY

Item	Rank	Short Descriptor	Related Items / Remarks	Champion
a	1	Leverage technology to improve communications	Enhance access to Council resources. Improve access to (and sources of), Best Practices	Scott Bennett
b	2	Membership – amplify engagement	Getting members truly involved.	Bob Conte
c	3	Membership - increase and retain	Remember Owners with intermittent (non-annual) projects	Doug Sitton
d	4	Promote Diversity		Sandra Marks



GOALS - ANCILLARY

Item	Rank	Short Descriptor	Related Items / Remarks	Champion
e	5	Best Practices - Expand database		Scott Bennett
f	6	Improve collaboration with other organizations	Be clear - do we lead or support?	Bob Conte
g	7	Expanded networking opportunities	Owner to Owner, Owner-Associate, Associate to Associate	Doug Sitton
h	8	Best Practices - Promote visibility and transference through effective sharing from multiple sources	E.g. national collaboration - CURT	Sandra Marks
i	9	Address financial sustainability	E.g. rate structure, expenses, sponsors, dues	
j	10	Enhance Industry Recognition		
k	11	Improve education		

GOALS - UNRANKED

Item	Rank	Short Descriptor	Related Items / Remarks	Champion
m		Establish Leadership succession plan		
n		Promote region		
p		Address Workforce Productivity		
q		Government Affairs - Advocate change		
r		Increase professional development opportunities		
s		Promote design and construction opportunities		



ORGANIZATIONAL STRENGTHS & WEAKNESSES

Strengths

- Knowledge of design and construction
- Experienced owners with tested processes
- Organization represents considerable construction spend
- Professional development opportunities
- Diversity of the industries represented
- Networking venue
- Pioneer organizations



Weaknesses

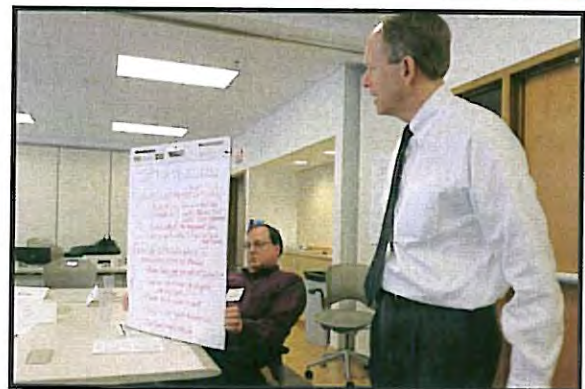
- Lack of technology / dissemination
- Lack of consistent owner involvement
- Poor communication
- Lack of sustainable process for member recruitment
- Underfunded





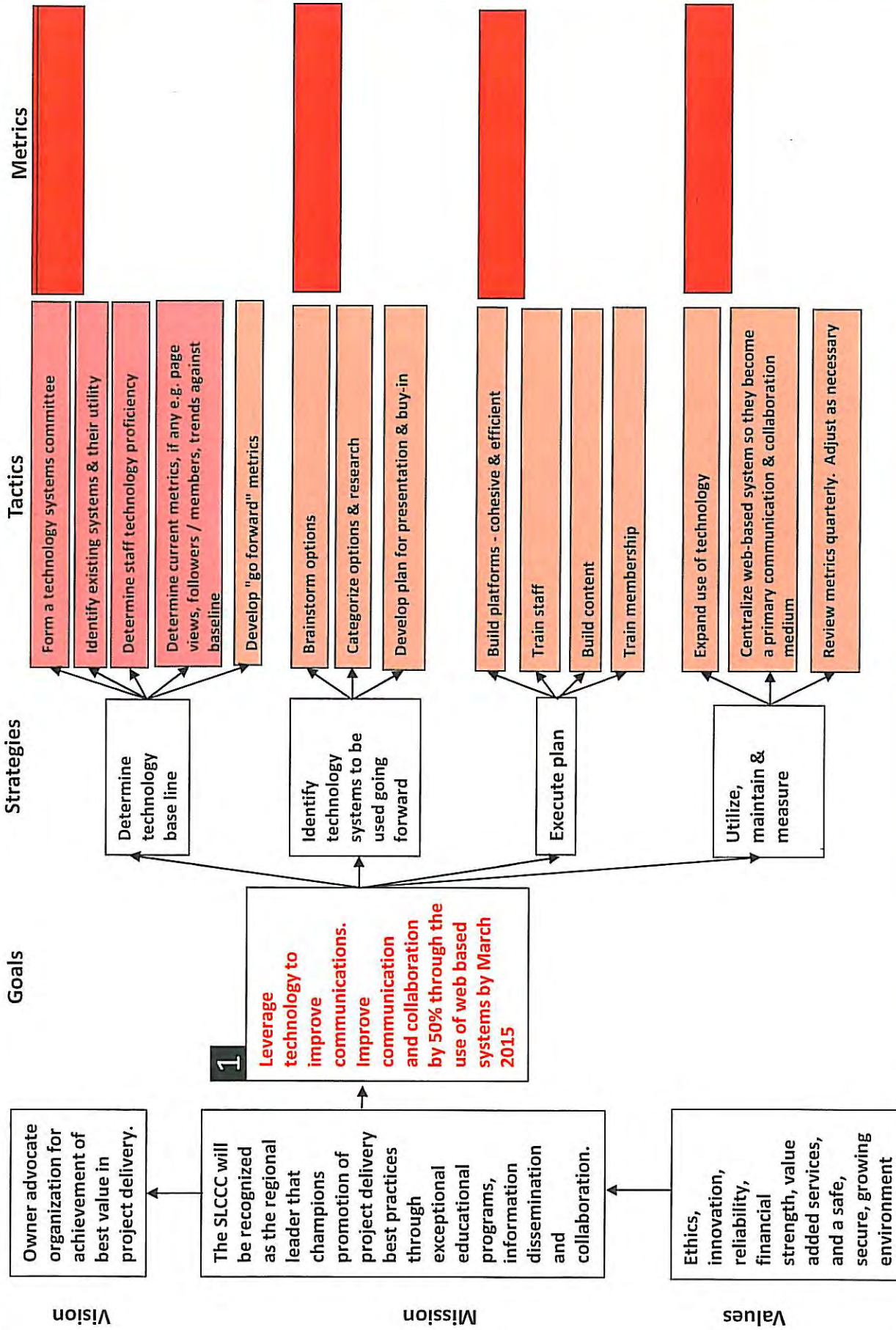
GOALS - THE DETAILS

1. Leverage technology to improve communications. Improve communication and collaboration by 50% through the use of web based systems by March 2015
2. Amplify membership engagement. Increase owner representation 100% involvement with at least 2 owner members on committees in 2014
3. Membership - Increase & retain membership with 4 new owners & 4 new associates (net)
With 2 owners & 2 associates in the 1st half of the year and 2 owners & 2 associates in the 2nd half of the year
4. Increase diversity & number of owner & associate members collaborating on SLCCC's Diversity strategies by x% by Dec, 2014, and by 2017



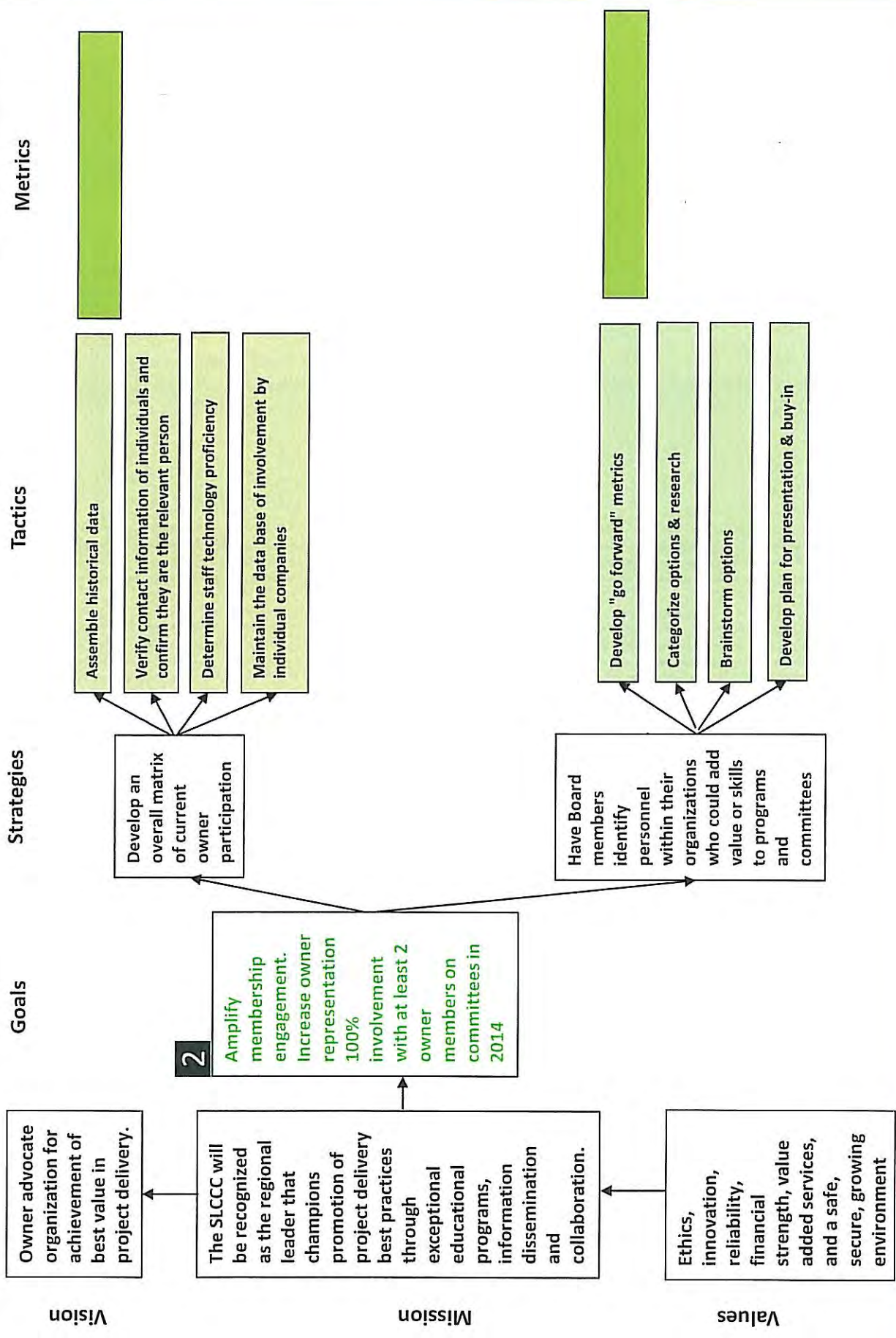
STRATEGY MAP

Updated 2.6.14



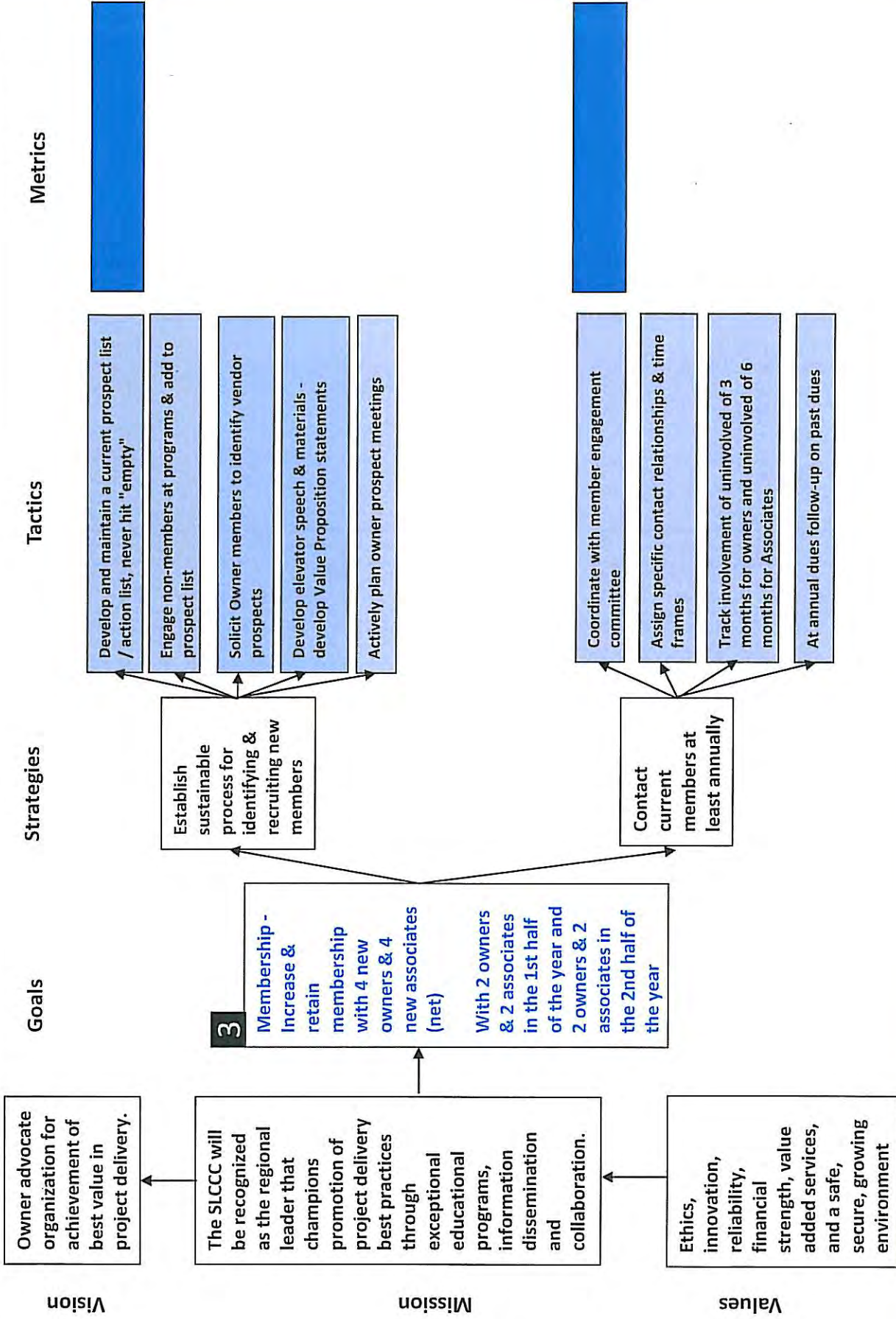
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