

## **Mission**

The Metropolitan Builders Association speaks with a single voice representing the interests of members in the home building industry; we offer services that benefit the members' professionalism and their ability to provide the highest quality service to their clients.

## **Vision**

The Metropolitan Builders Association is the credible source about the home building industry for the members, government, media, and policy makers.

## **Future State**

### **We desire to create an organization that:**

- Adds significant value for its members through the services and programs that we provide;
- Has deep understanding of who we serve; builders, associates, and consumers, and is clear regarding our role in serving their unique needs;
- Enjoys top of mind awareness in our community and is recognized as the GO TO resource for all questions and information regarding the building industry in our market;
- Proactively recruits, engages and retains an active member base that sustains our viability;
- Maintains a trusted, vital leadership group consisting of dedicated staff, board and committee members, while involving and developing our leaders of the future; and
- Has positioned itself to be thriving, relevant and sustainable for the long term by being open to new ideas and committed to innovation.

## **Key Focus Areas**

**Creating Industry Impact** - a proactive focus on promoting and defending the interests of our members and the building industry through our advocacy and other channels.

**Enhancing Relationships and Engagement** - a focus on strengthening member to member relationships in an effort to intensify engagement and retention.

**Elevating our Message and Brand Equity** - a focus on heightening our brand awareness with key stakeholders in our community and the building industry.

**Connecting with Consumers** - a focus on maximizing the impact and sustainability of our consumer events.

## Action Items

With the establishment of the four **Key Focus Areas**, the strategic planning team developed **Action Items** within each segment.

Over the next three years the planning team would like to achieve the following outcomes:

**initial 180-day priorities**

### Creating Industry Impact

1. Create a task force of key stakeholders (members and staff) to identify priorities and provide oversight.
2. Research current National Association of Home Builders (NAHB) and Wisconsin Builders Association (WBA) activities and define/evaluate the impact at a local level.
- 3. Identify, review and prioritize local needs and issues; provide recommendations.**
4. Develop an overall impact strategy based on the recommendations, and create a budget to support needed tasks and focus.

### Enhancing Relationships and Engagement

1. Create a task force of key stakeholders (members and staff) to identify priorities and provide oversight.
2. Define success regarding relationships and networking. Create clarity around what this means to our distinct member groups.
- 3. Research and evaluate current relationship building events for their participation and effectiveness and create recommendations for moving forward.**
4. Develop a master strategy for new events. What could we be doing that we currently aren't?

### Elevating our Message and Brand Equity

1. Create a task force of key stakeholders (members and staff) to identify priorities and provide oversight.
- 2. Identify our WHY - define our value to stakeholders and community to create a unified message.**
3. Research and evaluate current communication strategies and activities for effectiveness and reach and create recommendations.
4. Identify best channels for communication and create an overall strategy to address issues such as:

- a. Overall brand awareness;
- b. Guidelines and standards;
- c. How members can promote the MBA;
- d. Use of social media.

### **Connecting with Consumers**

1. Create a task force of key stakeholders (members and staff) to identify priorities and provide oversight.
2. Research and define the total number, and types of consumer oriented events that are currently being offered by the MBA.
3. **Review current consumer events for impact around 4 key areas and create recommendations for moving forward:**
  - **Impact on staff, resources and capacity;**
  - **Enhancing revenue;**
  - **Value to members;**
  - **Elevating brand awareness**
4. Define the current and future need for consumer events.
5. Create an overall consumer events strategy based on the recommendations of the task force.

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### **Organizational Rhythm**

The team established the following strategy to review progress, maintain focus and establish priorities:

Oversight of the plan: MBA Board

- current president will report out on the progress of the plan with updates from the project leads
- Checkpoints - update by board president will take place at board meetings
- Strategic Planning Priority Sessions - every 180 days - 1st one is April 2022
- Yearly check ins - scheduled for October 2022, 2023, 2024

Created by: