

MII 2016 STRATEGIC GOALS AND OBJECTIVES
- OPERATIONAL PLAN -
!!DRAFT!!

Strategic Goals and Objectives	Due By	Status
Objective 1: Membership		
Goal 1: To evaluate the current dues structure and make recommendations to the board regarding any changes by January 2018.		
Goal 2: To evaluate adding a "Design Partner Membership" by March 2017.		
Goal 3: To create criteria to add non-union contractors to MII by January 2018.		
Goal 4: To increase MII membership by 25% by December 2017.		
Objective 2: Promotions		
Goal 1: To complete four office visits (architects, engineers, general contractors) per month beginning January 2017.		
and ISBA by December 2018. <u>SUBGOAL 1:</u> To join any related organization as members by December 2016. <u>SUBGOAL 2:</u> To coordinate CE programs for our partner organizations - ongoing. <u>SUBGOAL 3:</u> Create new marketing material to use when exhibiting at AIA and ISBA by December 2016.		
Goal 3: To create a yearly marketing plan that focuses on a specific positive aspect of masonry each year by January 2017.		
Goal 4: To create resources on the MII website for architects/engineers/contractors by March 2017.		
Goal 5: To evaluate the feasibility of doing a wall cost analysis by October 2017.		
Goal 6: To post minimum three times a week on all social media outlets and increase followers on all social media sites by 25% by September 2017.		

Objective 3: Educational		
Goal 1: To create three lunch and learns programs (one hour CE programs) and offer them to the design and construction communities by June 2017.		
Goal 2: To create a school board promotional material and presentation by June 2017.		
<p>Goal 3: To work with ISU and other partners to create more masonry awareness in the ISU architectural and engineering programs by December 2018.</p> <p><u>SUBGOAL 1:</u> To coordinate two programs a year with the student architectural society.</p> <p><u>SUBGOAL 2:</u> To work with BIA in facilitating talks with ISU regarding adding masonry design curriculum at ISU.</p> <p><u>SUBGOAL 3:</u> To coordinate live video feed of awards judging for ISU architectural students to witness by September 2017.</p> <p><u>SUBGOAL 4:</u> To contact ISU faculty about resources MII has available to them and their students by January 2017.</p>		
Goal 4: To look at the feasibility of partnering with UNI on adding additional masonry curriculum to its construction management program by January 2018.		
Goal 5: To create energy/green masonry building material information and post it to the website by March 2017.		
Goal 6: To reinstate the ISU Student Design award/scholarship program by September 2017.		
Goal 7: To collaborate with ISU to offer the Unit Design Award by February 2017.		

Objective 4: Training		
Goal 1: To evaluate reinstating the Kirkwood Community College bricklaying training program by June 2017.		
Goal 2: To create and implement a high school vocational training program by August 2017.		

<p>Goal 3: To approach Iowa's community colleges that have construction management programs to expand masonry training in their curriculum with the help of MII by December 2017.</p>		
<p>Goal 4: To evaluate the possibilities of partnering with ACE Mentor program to introduce high school students to masonry as a vocational profession and present recommendations to the board by July 2017.</p>		