

3-YEAR PLAN 2023-2025

PURPOSE Leading across the industry through a community built on ethics, integrity, and professionalism.

MISSION - OLD To be the primary remodeling resource for professionals and consumers by elevating the professionalism of the remodeling industry through expanding knowledge, building relationships, and recognition of industry excellence.

VISION - OLD To become the primary resource for homeowners and professional members alike by providing information, education, and mentorship to the community at large.

VALUES Professionalism, Betterment, Connection, Openness, Ecological, Thrivability, Success, Inclusivity, Diversity, Service

WHO WE WILL BE IN 10 YEARS

MEMBERS... THAT ARE:
 Diverse, ethical, and agree to abide by the NARI of MN values
 Have a growth mindset
 Are at any point in their business lifecycle
 One of 1,000 members
 In Minnesota and the western edge of Wisconsin

COMMUNITY... MEMBERS CREATE A COMMUNITY OF:
 Roundtables, working, supporting, guiding, following procedures
 Mentors/mentees that elevate the profession
 Task forces that work with community partners
 Diverse members

LEADERSHIP... THAT INCLUDES
 A waitlist for the board
 Being a role model chapter
 Members that want to improve operations of the chapter/organization
 A thorough review of the volunteer leadership roles (junior, past presidents, ambassador, rotating roles, flexible terms)
 A variety of resources for communication
 Receipt of a "benefits package" such as: headshot, profile, press release, links, training, public speaking training
 Better onboarding process that outlines responsibilities
 National presence/training

STAFF... THAT INCLUDES
 Executive Director, CFO, directors/managers of operations, membership, advocacy, home tour, an admin
 Other positions: benefits administrator, events planner, researcher, some may be consultants
 Robust training schedule for staff: marketing, membership, growth/retention/technology
 CAE certification
 National presence/training

ADVOCATES... THAT:
 Provide support for homeowner to the industry
 Create collaborative partnerships with agencies such as Pollution & Control, MDH, DoL

THE RESOURCE... FOR:
 Marketing and industry best practices

CONSUMER FACING... VIA:
 MSP Home Tour, a separate brand working with NARI of MN as an educational resource
 (how to find a trusted remodeler...)

PURPOSE Leading across the industry through a community built on ethics, integrity, and professionalism

HOW Expanding knowledge, building relationships, and recognition of industry excellence

3-YEAR PLAN

MEMBERSHIP - IN 3 YEARS - DEFINED AS

G: Grow membership to **400** in **3** years
 Maintain **60%** contractors or higher
 Members that meet our values

NARI MN MEMBERS ARE...
 Diverse, ethical, and agree to abide by the NARI of MN values
 Are at any point in their business lifecycle
 In Minnesota and the western edge of Wisconsin

G: Members that are knowledgeable and taking advantage of their benefits
G: Advocating on behalf of the organization
G: Continue to build member relations through board, committees, roundtables
 M2M - member to member (roundtables, etc.)
 Board to member - member to board

EDUCATION AND EVENTS

G: **RESEARCH AND DEVELOP EDUCATIONAL DELIVERABLES THROUGH PARTNERSHIPS THAT GROW MEMBER CERTIFICATION AND CEU LICENSE REQUIREMENTS**

• Create model or plan for the program
 • Create revenue model, break-even at minimum
 • Determine if using in-house or outside resources
 • Program outline/development, speakers, members
 • Build Support Systems
 • Oversight is appropriate
 • Create a map or outline for an education day

G: **REVIEW NETWORKING EVENTS**
 • Align with 10 year plan
 • Ask committees to look at alignment
 • Successfully host networking events for ESL/BPOC, etc
 • Create a new member night

G: **DEI (DIVERSITY EQUITY INCLUSION) IN EDUCATION**

G: **ENHANCE THE MEMBER RECOGNITION PROGRAM**

G: **CREATE ROUNDTABLE MANAGEMENT ROADMAP/INTERACTION**
 • Create a pathway to Roundtable
 • Ensure access to new or existing roundtables for chapter

G: **DEVELOP TOOLKITS FOR ALL PHASES OF THE BUSINESS CYCLE**
 • Succession planning (e.g. study group, workbook, roundtables, etc)
 • Starting a remodeling company
 • Business Power Pack (e.g. Legal Toolkit, contract templates, etc)
 • How to get your license
 • Case studies
 • Grow employee leadership skills within existing company
 • Resources - library/industry info

BRANDING

THE PUBLIC (CONSUMERS)

G: **DEVELOP AND FINALIZE MSP HOME TOUR**
 • NARI of MN - define role/relationship of each
G: **HAVE A SUCCESSFUL HOME TOUR**
 • Increase attendees 10% each year from 3,500
 • Have 50 homes on the tour in 2023
 • Increase paid sponsorship participation
 • Increase community participation
 • Create robust operational systems
 • Develop organizational structure for the Home Tour & NARI
 • Improve community partner relations for DEI
G: **BUILD ON THE MSP HOME TOUR**
 • Increase the number of homes, community participation, educational opportunities
 • Create robust educational platform for attendees - NARI of MN brand
 • Create awareness about available homeowner-facing toolkits, resources, case studies, etc

INDUSTRY (MEMBERS)

G: **DEVELOP CONCEPT OF BEING THE "FRONT DOOR" TO THE REMODELING INDUSTRY**
 • Revisit and approve exact branding and name of the concept
 • Advertise avenue for growth within the remodeling industry
 • Be the voice of the industry (media opportunities)
 • Relationship to and separate from workforce development
 • Create awareness about available industry-facing toolkits, resources, case studies, etc

G: **ADVOCACY - BUILD AND STRENGTHEN RELATIONSHIPS WITH OTHER ORGANIZATIONS**

G: **BUILD RELATIONSHIPS WITH OTHER ORGANIZATIONS WITH COMPLIMENTARY AGENDAS**

ORGANIZATION

IMPROVE, GROW, SUSTAIN

G: **REVISE BOARD, COMMITTEE, & TASK FORCE LEADERSHIP STRUCTURE**
 • Refine roles of the board and committees
 • Examine & revise bylaws & procedures to ensure consistency, ethical practices, and accountability to members

G: **ESTABLISH A BOARD & COMMITTEE CHAIR WAIT LIST**
 • Create roadmap for volunteer leadership
 • Leadership opportunities for all levels of business:
Transitional (established in industry but new company, mid-career entrepreneurs)
New to the industry (new business or employee member)
Established (retire/honorary, succession, mentorship)
Busy middle (mid-career established business)

G: **FORTIFY BOARD LEADERSHIP**
 • Refine and thoroughly implement documentation of board member duties
 • Update and train on onboarding new volunteer leaders
 • Board member value package (e.g., PR, headshots, etc)

G: **UPDATE BYLAWS AND POLICY MANUAL AND CREATE KEY PROGRESS INDICATORS**
 • Conform Bylaws and Policy Manual with needs of organization
 • Bylaws and procedures updates to foster progressive (industry current, social awareness, etc) and inclusive (gender neutrality, leadership practices, etc) leadership
 • Update membership categories (e.g. time in business, student membership, company/individual/student/non-profit)

G: **CONSIDER BENEFITS/DRAWBACKS OF TIERED MEMBERSHIP**
 • Dues structure review and implementation
 • Increase opportunity for new & growing businesses to be set up for success in a professional organization based on values, education, etc.
 • Increase opportunity for large organization sponsorship

G: **CREATE A NEW NARI OF MN OFFICE WITH STATE-OF-THE ART EQUIPMENT**
 • Find a new location with storage, meeting space, technology that represents the remodeling industry
 • Ensure space for growth

G: **FIND WAYS FOR BETTER ENGAGEMENT OF MEMBER-TO-MEMBER AND PARTNER-TO-MEMBER ENGAGEMENT**
 • Develop structure for associate-to-roundtable networking (e.g., Roundtable Roundup, roundtable presentations, etc)
 • Provide benefit to members (who otherwise may not want to join) to have access to other members by providing a structure to offer opportunity for them to do so, whilst also offering boundaries so it does not become cumbersome (e.g all roundtables gather for (bi-yearly)? meetings to have other NARI members present - exclusive roundtable access - benefit) (e.g Roundtable Round-Up suggestion)
 • Ensure follow thru with clear pathway for non-traditional engagement and allowing innovative elements to each committee as needed.
 • Develop and fine-tune roundtable structure to be inclusive of Chapter goals and member benefits

G: **EXPLAINS THROUGH ONBOARDING PROCESS ACROSS THE FIRST YEAR OF MEMBERSHIP**
 • Develop check-in structure for member's first year
 • Review and recommend updates to onboarding process

PROPOSED NEW BOARD STRUCTURE

MANAGEMENT OVERSIGHT BY EXECUTIVE COMMITTEE, PER BYLAWS OFFICER PROGRESSION:

BOARD INCLUDES OFFICERS PLUS 5-6 DIRECTORS
 Each director oversees/liaison 1-3 committees (but is not the chair)

COMMITTEE LIAISON - OFFICERS

COMMITTEE LIAISON (OVERSIGHT, SUPPORT, GUIDANCE, REPORTING) - DIRECTORS

PROCESS FOR STRATEGIC PLAN APPROVAL STEPS TAKEN

Leave 4.22.22 strategic planning meeting with final 10-year & 3-year

4.22.22 EOB Beatrice send final plan to full SP group

by weds 4.27, Comments/concerns from SP group

5.5-5.9 SP group submit suggestions to remedy concerns, for purpose of discussion at board meeting

4.28-5.5 Barak call each board member to discuss the plan & questions (with the interest of getting to vote approval), 5.5 Barak send any big concerns for discussion and/or suggestions for revisions to SP group

4.28 Barak & Beatrice review and amend, Barak sends to full Board for review prior to board meeting

5.10 Presentation of 10 & 3 SP at board meeting, amend as appropriate, call for vote to approve

5.20 Creation of the 1-year SP

6.14 Vote on plans outstanding

TACTICAL IDEAS

BRANDING
 Include testimonials from certified members in each e-newsletter to educate on the benefits of certification.

Create FB post highlighting members describing how the certifications benefit their business

Interview a homeowner who the certification benefited their project, share on social

During spotlights have member tell stories about personal and business growth related

Women in construction week recognizes women in all aspects of the industry

Construction inclusion week?

EDUCATION DAY

Explore options for an education day with **300+** attendees that is engaging for vendors, educators, and attendees.

DEI for members and board
 Build robust base for DEI resources

MSP Home Tour
 Expand territory, Streamline Application, Create incentives for membership, Improve: Website, Social Media, participation, and Technology.

Create personalized tour - virtual capability
 Change the Guide
 Improve data collection
 Home tour inclusion
 Cognizant of inclusivity
 Access to education/
 training Build relationships that support our values

RECOGNITION PROGRAM

Achievement awards, highlight member activities, CoTY
 Actively mention certification in public arenas

MEMBER RELATIONS

Continue to produce a weekly e-news

Create a campaign for the year

Create a topic each month

Invite members to participate

Find relevant topics

Work with sponsorship on revenue generation ideas

Update the format

NEW BOARD STRUCTURE

Once a week EC connection Yearly Plan so we're proactive instead of reactive

Committee Liaison to board - may cross-over but not necessary

Decrease number of members on the board for effectiveness

LEADERSHIP WAITLIST

Internal marketing campaign
 Board member highlights/recognition
 New member orientation
 Ambassador support>EC>Board>Sub committees (Jr board)

UPDATE BYLAWS

Work with Board/EC/Committee
 Ensure compliance with state local regulations

Set up rotation for updating schedule

MEMBERSHIP CATEGORIES/OPPORTUNITIES

Mentor/mentee
 Roundtables (structure)
 New member orientation
 Allow members to select for volunteer opportunities at welcome

NARI OF MN OFFICE

Rental opportunities for non-dues revenue | Member co-working space

