



Strategic Plan Outcomes

February 2023

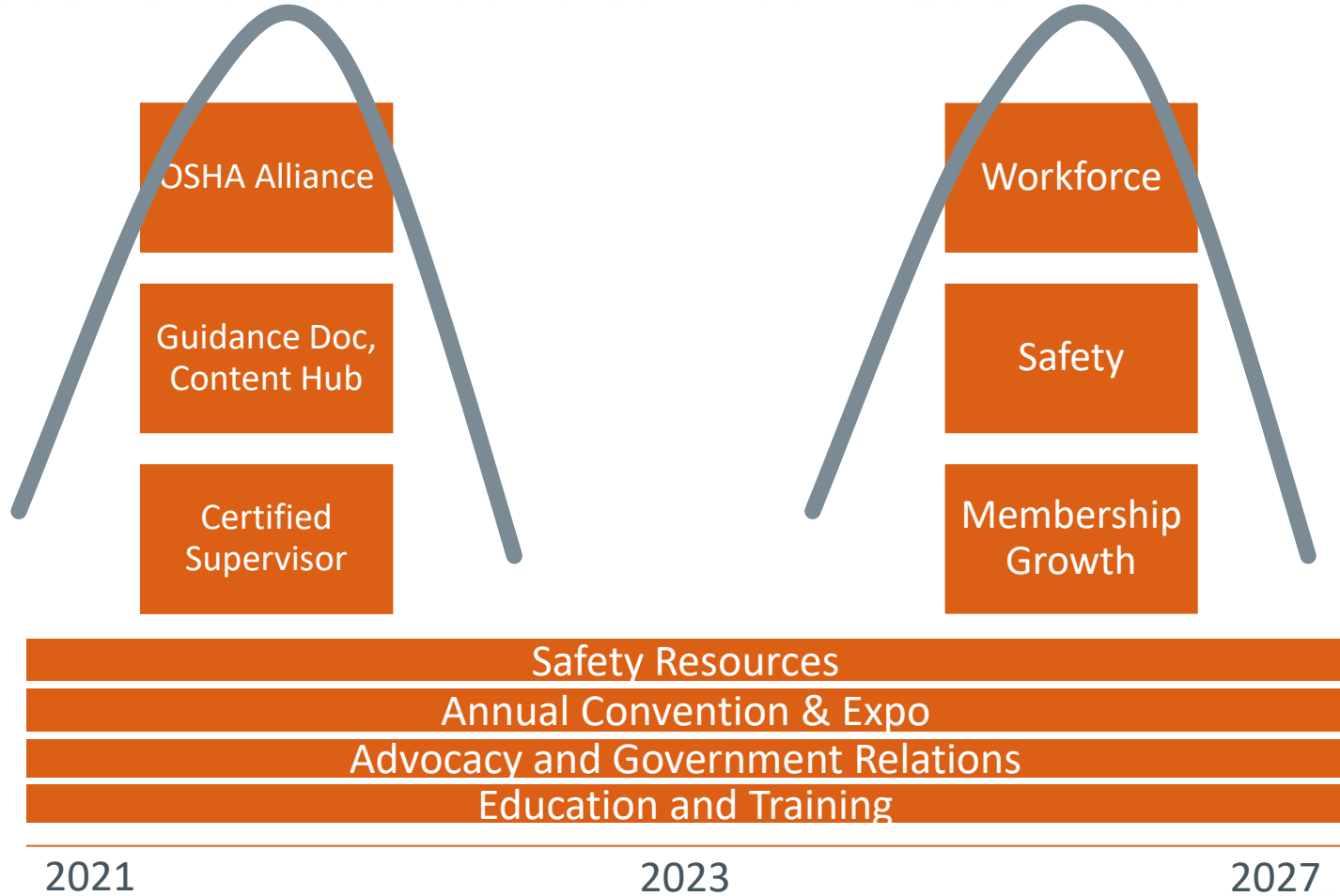
Plan Process



2023 Strategic Plan



Strategic Planning



Workforce Initiatives

Recruitment

- Expand career content products
 - Define and create an ideal demolition worker model incl. career path
- Create "recruitment in a box" for members*
- Launch digital tool to qualify applicants*
- Build early education career toolkit to be used by chapter members to take to local high schools and trade school

Retention

- Launch pre-apprentice training toolkit
- Revamp "Starting Out Right Video"
- Develop Mentorship "toolkit" for chapter and members to implement
- Develop partnership with SAAS to strengthen member employee experience*
- Create management-training program to build a contractor a productive culture

Workforce Policy

- Lobby Federal agencies
 - Oppose rules and regulations that hinder contractors to find/hire qualified labor
 - Lobby Congress to pass workforce development and training program legislation
 - Support tax credits for trades training
 - Support OSHA Safety and Health Resources program

Safety Initiatives

Certification

- Launch Certified Demolition Supervisor
- Develop certification for craft/field worker
- Launch certification for craft/field worker**

Accreditation

- Create a safety evaluation accreditation program*
- Use membership data to show that NDA members are safer*

Differentiating

- Build formal alliances with construction safety organizations
- Support certification in law and regulation

Fall 2023

Winter/Spring
2024

Spring/Summer
2024

Fall 2024

Spring 2025

Fall 2025

- Scope “survey” of certification
- Who are we certifying

- Finalize scope of certification

- Job task analysis
- Item Writing

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- Exam Assembly

- Beta Test

- Exam launch

Membership growth initiatives

Phase 1 - Research and program development*

- Membership research and discovery
- Membership segmentation and value proposition understanding
- Marketing and public relations program development

Phase 2 - Program implementation

- Develop approved membership sales approach
- Develop of new membership lead generation and acquisition campaigns
- Launch membership and lead generation campaign(s)

Actions to enable the NDA Strategic Plan

Orient and align committees to NDA's new plan

- Communicate Strategic Plan to engage committees (Board to committees)
- Allow committees and staff to develop action steps and KPIs

Evaluate and update staffing model to support new initiatives

- Certification
- Membership sales



The image shows a demolition site with a large excavator on the left and a partially destroyed building in the center. The scene is filled with rubble and debris. The entire image has a monochromatic orange tint. The word "Questions?" is written in white, bold, sans-serif font across the middle of the image.

Questions?