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

VISION - 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





MISSION - OLD



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 membership, advocacy, home tour, an admin Have a growth mindset Are at any point in their business lifecycle some may be consultants One of 1,000 members growth/retention/technology In Minnesota and the western edge of Wisconsin



Mentors/mentees that elevate the profession Task forces that work with community partners Diverse members

A COMMUNITY OF:

Roundtables, working, supporting, guiding, following

presidents, ambassador, rotating roles, flexible terms)

**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

STAFF... THAT INCLUDES



Provide support for homeowner to the industry Create collaborative partnerships with agencies such as Pollution & Control, MDH, DoLI THE RESOURCE... FOR: Marketing and industry best practices

**ADVOCATES... THAT:** 

**CONSUMER FACING... VIA:** MSP Home Tour, a separate brand working with NARI of MN as an educational resource (how to find a trusted remodeler....) Leading across the industry through a community built on ethics, integrity, and professionalism

Expanding knowledge, building relationships, and recognition of industry excellence

Align with 10 year plan

Ask committees to look

·Ensure access to new or

existing roundtables for chapter

10 YEARS

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

Successfully host networking events for ESL/BIPOC, etc

· Create a new member night

NARI MN MEMBERS ARE.. Diverse, ethical, and agree to abide by the NARI of MN values In Minnesota and the western edge of Wisconsin

M2M - member to member (roundtables, etc.) Board to member - member to board

**EVENTS** 

G:

G:

... **ENHANCE THE MEMBER RECOGNITION PROGRAM** G: Create model or plan for the program Determine if using

Improve community partner relations for DEI

**REVISIT AND MAINTAIN THE** 

**BRAND STANDARDS (SAME** 

Create roadmap for volunteer leadership

MEMBERSHIP

Dues structure review

and implementation

**ENGAGEMENT** 

roundtable presentations, etc)

YEAR OF MEMBERSHIP

Develop check-in structure for member's first year

Review and recommend updates to onboarding process

COMMITTEE LIAISON - OFFICERS

STORAGE

Leadership opportunities for all levels of business:

New to the industry (new business or employee member) Established (retired/honorary, succession, mentorship)

**RESEARCH AND DEVELOP EDUCATIONAL** 

**DELIVERABLES THROUGH PARTNERSHIPS** 

**THAT GROW MEMBER CERTIFICATION AND** 

**CEU LICENSURE REQUIREMENTS** 

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



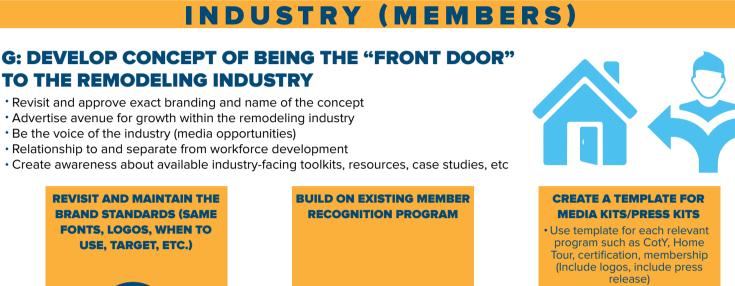
 Increase community participation Create robust operational systems Develop organizational structure for the Home Tour & NARI

• Increase the number of homes, community participation, educational opportunities

· Create awareness about available homeowner-facing toolkits, resources, case studies, etc

Create robust educational platform for attendees - NARI of MN brand

G: BUILD ON THE MSP HOME TOUR



TIONSHIPS WITH OTHER ORGANIZATIONS WITH COMPLIMENTARY AGENDAS

## **G: REVISE BOARD, COMMITTEE, & TASK FORCE** LEADERSHIP STRUCTURE

ORGANIZATION

**IMPROVE, GROW, SUSTAIN** 

· Conform Bylaws and Policy Manual with needs of organization Bylaws and procedures updates to foster progressive (industry current, social



elements to each committee as needed. · Develop and fine-tune roundtable structure to be inclusive of Chapter goals and member benefits G: EXPAND ONBOARDING PROCESS ACROSS THE FIRST

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

> Treasurer Finance and Budget

> > Special Projects

by weds 4.27, Com-

group

no committee oversight,

Workforce development, MARKETING Advocacy, National Housing First Outreach to sponsors, affiliate programs

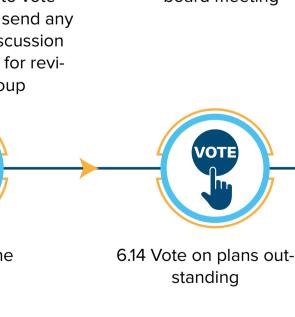
10-year & 3-year

5.5-5.9 SP group submit

suggestions to remedy con-

cerns, for purpose of discus-

sion at board meeting



Decrease number of members on the board

National presence/training 3-YEAR P **MEMBERSHIP - IN 3 YEARS - DEFINED AS** Grow membership to 400 in 3 years

Members that are knowledgeable and taking advantage of their benefits Advocating on behalf of the organization Continue to build member relations through board, committees, roundtables **EDUCATION AND EVENTS** 

**REVIEW NETWORKING** 

PUBLIC (CONSUMERS) **G: DEVELOP AND FINALIZE MSP HOME TOUR** 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

## · 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

· Update membership categories (e.g. time in business, student membership, company/individual/student/non-profit) G: CONSIDER BENEFITS/DRAWBACKS OF TIERED

Increase opportunity for new &

based on values, education, etc.

growing businesses to be set up for

success in a professional organization

awareness, etc) and inclusive (gender neutrality, leadership practices, etc) leadership

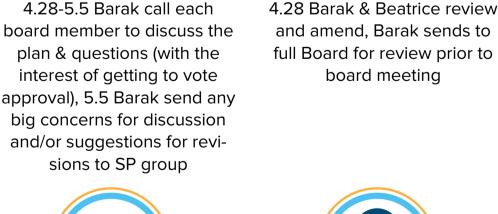
 Ensure space for growth **G: FIND WAYS FOR BETTER ENGAGEMENT OF** MEMBER-TO-MEMBER AND PARTNER-TO-MEMBER

· Increase opportunity for large

organization sponsorship

PROPOSED NEW BOARD STRUCTURE MANAGEMENT OVERSIGHT BY EXECUTIVE COMMITTEE, PER **BYLAWS OFFICER PROGRESSION:** 





Create a topic each month Invite members to participate Find relevant topics Work with sponsorship on revenue for effectiveness

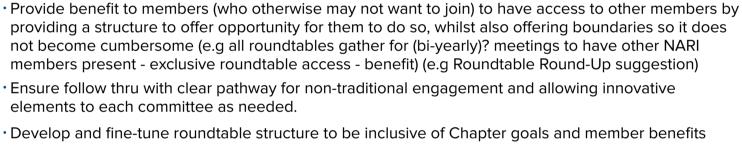
A variety of resources for communication Receipt of a "benefits package" such as: headshot, profile, press release, links, training, public speaking training Better onboarding process that outlines responsibilities Maintain 60% contractors or higher Members that meet our values

> CREATE ROUNDTABLE MANAGEMENT ROADMAP/INTERACTION · Create a pathway to Roundtable • Resources - library/industry info **₹BRANDIN**

**FONTS, LOGOS, WHEN TO USE, TARGET, ETC.)** DVOCACY - BUILD AND STRENGTHEN RELATIONSHIPS WITH OTHER ORGANIZATIONS



Transitional (established in industry but new company, mid-career entrepreneurs)



· Develop structure for associate-to-roundtable networking (e.g, Roundtable Roundup,

Golf, Events (MM), Excellence in the industry Task Forces, Special Firm Nights, Networking Projects Recruitment, Retention, education – roundtables Recognition

**COMMITTEE LIAISON** 

(OVERSIGHT, SUPPORT, GUIDANCE, REPORTING) - DIRECTORS





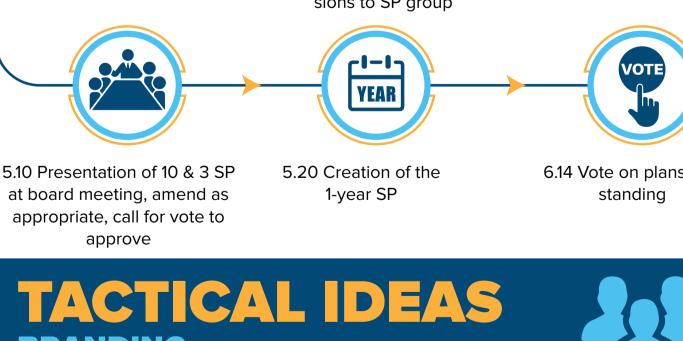
**NEW BOARD STRUCTURE** Once a week EC connection Yearly Plan so we're proactive instead of reactive Committee ligison to board - may cross-over but not necessary

> Work with Board/EC/Committee local regulations schedule

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

Create FB post During spotlights Interview a Women in Construction highlighting homeowner who have member construction inclusion week? members can share how tell stories about week recognizes describing how the certification personal and women in all the certifications benefited their business growth aspects of the benefit their project, share on related industry business social EDUCATION DAY Explore options for creating an education day with 300+ attendees that is engaging for vendors, educators, and attendees. **MSP Home Tour** Create personalized tour – virtual capability **DEI for members** and board Build robust base for DEI Expand territory. Streamline Change the Guide Application. Create resources Improve data collection Home tour inclusion incentives for Cognizant of inclusivity membership. Improve: Website, Social Media, Access to education/ participation, and training Build relationships that support our values Technology. RECOGNITION PROGRAM Achievement awards, highlight member activities, CotY Actively mention certification in public arenas

PROCESS FOR STRATEGIC PLAN **APPROVAL STEPS TAKEN** 



RELATIONS

Continue to produce a

Create a campaign for the year

weekly e-news

generation ideas

Update the format

**LEADERSHIP WAITLIST UPDATE BYLAWS** 

> Allow members to select for volunteer opportunities at

Remodeling Done Right."

NARI OF MN OFFIC

Ensure compliance with state Set up rotation for updating

**MEMBERSHIP CATEGORIES/OPPORTUNITIES** Rental opportunities for non-dues revenue Member co-working space