



2016 Strategic Plan

NUCA of Nebraska's Vision

The National Utility Contractors Association of Nebraska will be the leading trade association and voice for the utility construction and excavation industry in Nebraska, serving as the driving force for improving conditions in the underground utility construction industry, for both open-cut and trenchless contractors.

NUCA of Nebraska's Mission

The mission of the National Utility Contractors Association of Nebraska is to help improve public perception of the utility construction and excavation industry in Nebraska; and to help improve the operational proficiency and financial performance of member companies through training, education, information, advocacy, networking opportunities and support.

Strategic Objective 1: Advocate for members' interests and positively influence public policy and regulatory efforts on behalf of members at the local, state and federal levels.

Goal 1: Provide tools and information for NUCA of Nebraska members to be actively engaged in advocacy and government relations efforts at the local, state and federal levels.

Goal 2: Contract with a lobbying firm to: identify and monitor legislative issues impacting the Nebraska utility construction and excavation industry, lobby state legislators, assist with developing testimony and provide overall guidance and strategy related to state government relations efforts as needed.

Goal 3: Keep members apprised of regulatory and material changes impacting their businesses.

Strategies to Address Goal 1:	Who	When
<p>A. Provide updates about state legislative and regulatory issues, and how proposed changes will impact NUCA of Nebraska members, on the website.</p> <p>B. Identify key contacts from legislative districts to build relationships with state senators who serve on the key legislative committees impacting the industry and host site visits.</p> <p>C. Provide updates in <i>Inside Scoop</i>.</p> <p>D. Encourage members to participate in NUCA National's Washington Summit in May 2016.</p> <p>E. Schedule meetings with Nebraska's Congressional delegation and state</p>	<p>Industry & Government Relations Committee Lobbyist NUCA of Nebraska Staff</p>	<p>January – April 2016 (during the legislative session)</p> <p>Ongoing regulatory updates as issues arise</p> <p>By February 1, 2016 <i>Note:</i> Key contacts would plan to attend the Legislative Day on February 25, 2016 and schedule appointments with their state senator.</p> <p><i>Inside Scoop</i> updates provided monthly</p> <p>Promote through <i>Inside Scoop</i> and calls to members</p> <p>As needed</p>

<p>legislators to discuss legislative issues.</p> <p>F. Host a NUCA of Nebraska Legislative Day at the State Capitol.</p> <p>G. Invite a state legislator to speak at the NUCA of Nebraska Legislative Day.</p> <p>H. Host a webinar to train members on how to build effective relationships with lawmakers and to prepare them for discussion regarding legislative issues. Also provide training on how to use the NUCA Advocacy Center.</p>	<p>Members and Staff</p> <p>Government Relations and Industry Committee</p> <p>Government Relations and Industry Committee, Lobbying firm, Will Brown at NUCA and staff</p>	<p>February 25, 2016</p> <p>By February 1, 2016</p> <p>Before February 25, 2016</p>
Strategies to Address Goal 2:	Who	When
A. Meet with Lobbying Firm to Review Priority Issues and Set a Course of Action for 2016	Industry & Government Relations Committee NUCA of Nebraska Staff	By mid-February 2016
Strategies to Address Goal 3:	Who	When

<p>A. Provide updates about regulatory issues, and how proposed changes will impact NUCA of Nebraska members, on the website.</p> <p>B. Provide updates in <i>Inside Scoop</i>.</p>	<p>Industry & Government Relations Committee Lobbyist NUCA of Nebraska Staff</p>	<p>January – April 2016 (during the legislative session)</p> <p><i>Inside Scoop</i> updates provided monthly</p>
<p>Strategies to Address Goal 4:</p>	<p>Who</p>	<p>When</p>
<p>A. Meet with the Nebraska One Call Board to discuss issues as they arise.</p>	<p>One Call Committee</p>	<p>Ongoing</p>

Strategic Objective 2: Advance the professional development of members through leadership, education, training and networking opportunities.

Goal 1: Host two events focused on safety, regulatory and/or compliance topics.

Goal 2: Host two events focused on Administrative Operations topics.

Goal 3: Host an Annual Projects Preview in conjunction with the Annual Conference, as an opportunity for engineers, contractors and business owners to meet and work cooperatively to strengthen the utility construction and excavation industry in Nebraska.

Goal 4: Host an Annual Conference with continuing education opportunities for members and prospective members representing the various interests and facets of Nebraska’s utility construction and excavation industry.

Goal 5: Host an Annual Golf Tournament.

Goal 6: Host an Annual Clay Shoot Challenge.

Goal 7: Encourage members to participate in the NUCA National Annual Convention.

Goal 8: Maximize vendor and sponsor support for members’ professional development activities and events.

Strategies to Address Goals 1 and 2:	Who	When
A. Host two Field Operations-related events.	Field Operations Subcommittee	January 2016 and by December 31, 2016
B. Host two Administrative Operations-related events.		January 13, 2016 and by December 31, 2016

Strategies to Address Goal 3:	Who	When
A. Invite engineers to present at Projects Preview in conjunction with the Annual Conference.	Industry & Government Relations Committee	February 26, 2016
Strategies to Address Goal 4:	Who	When
A. Plan and host an Annual Conference.	Annual Conference Committee	February 26, 2016
Strategies to Address Goal 5:	Who	When
A. Plan and host an Annual Golf Tournament.	Golf Tournament Committee	June 22016
Strategies to Address Goal 6:	Who	When
A. Plan and host an Annual Clay Shoot Challenge.	Clay Shoot Committee	September 9, 2016
Strategies to Address Goal 7:	Who	When
A. Send notices through <i>Inside Scoop</i> for members to register for the NUCA National Convention.	NUCA of Nebraska Staff	November through March 2016 issues of <i>Inside Scoop</i>
Strategies to Address Goal 8:	Who	When
A. Provide an annual list of sponsorship opportunities to	Board and Staff	By December 31, 2015

members with their dues renewal information. B. Explore developing a membership dues package for 2017 that includes sponsorship opportunities.		By December 31, 2016
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Strategic Objective 3: Participate in activities to help expand the pool of qualified labor, in order to assist NUCA of Nebraska member contractor companies in attracting and retaining employees.

Goal 1: Partner with CSO, Nebraska Workforce Development, Nebraska Construction Industry Council, and Nebraska high schools, colleges and universities and trade schools to provide information and offer curriculum and programs in utility construction and excavation.

Goal 2: Explore offering scholarships for persons interested in pursuing a career in utility construction and excavation in Nebraska.

Goal 3: Encourage NUCA of Nebraska members to offer internships or co-ops for students enrolled in utility construction and excavation programs.

Goal 4: Implement a workforce development marketing plan.

Strategies to Address	Who	When
Goal 1: A. Continue to meet with representatives from CSO, Nebraska Workforce Development, Nebraska Construction Industry Council, and	Workforce Development Task Group and Nebraska Construction Industry Council representatives	Ongoing

<p>Nebraska high schools, colleges and universities and trade schools to discuss opportunities to provide information and offer curriculum and programs in utility construction and excavation. Ideas would include participation in career days or speaking in classrooms.</p> <p>B. Develop career-related information and post on the NUCA of Nebraska website for high school students interested in pursuing a career in utility construction and excavation.</p>	<p>Workforce Development Task Group</p>	<p>By December 31, 2016</p>
<p>C. Represent NUCA of Nebraska at Nebraska Industry Council meetings.</p> <p>D. Coordinate member participation in Nebraska Construction Career Days.</p> <p>E. Provide presentation</p>	<p>Brad Wegner and Jesse Walz</p> <p>Members and Staff</p> <p>Staff</p>	<p>Ongoing</p> <p>Fall 2016</p> <p>Ongoing</p>

materials for members to speak in classrooms and other settings with students and parents to educate them about career options in the utility construction industry.		
Strategies to Address Goal 2:	Who	When
A. Discuss setting an annual scholarship fundraising goal, in order to offer scholarships for persons interested in pursuing a career in utility construction and excavation in Nebraska. This would be in addition to the current scholarships offered to children of NUCA of Nebraska members who are graduating high school seniors.	Board	
Strategies to Address Goal 3:	Who	When
A. Provide information to NUCA of Nebraska members about		Ongoing

offering internships and co-ops through <i>Inside Scoop</i> and on the website.		
Strategies to Address Goal 4:	Who	When
A. Complete designated items in the workforce development marketing plan.	Workforce Development Task Group	

Strategic Objective 4: Offer leadership opportunities and increase member engagement in NUCA of Nebraska programs and services, in order to maximize the value of their membership.

Goal 1: 75% of NUCA of Nebraska Member companies will participate in at least one NUCA of Nebraska event per year.

Goal 2: Recruit 5 new member companies during 20156

Goal 3: 40% of NUCA of Nebraska Member companies will have a representative participate in a committee, subcommittee or serve on the board during 2016.

Goal 4: Enhance tools and information available on the website for NUCA of Nebraska members.

Goal 5: Explore opportunities to partner with allied organizations.

Goal 6: Post content on the Facebook page to inform members and targeted audiences about issues and events impacting the utility construction industry and NUCA of Nebraska.

Strategies to Address Goal 1:	Who	When
A. Track member participation in all events.	NUCA of Nebraska Staff	A spreadsheet was created to track this information. Provide update at each board meeting,

B. Follow up with members in person, or by telephone, that have not participated in events.	Board	and as requested. By March 31, 2016
Strategies to Address Goal 2:	Who	When
A. Send packets to prospective members and make phone calls and/or visits to recruit.	Board NUCA of Nebraska Staff	Ongoing
B. Assign a mentor to reach out and stay in contact with new members during their first year.	Board	Ongoing
C. Develop and distribute an annual membership satisfaction and needs survey to the membership.	NUCA of Nebraska Staff	By October 1, 2016
Strategies to Address Goal 3:	Who	When
A. Identify prospective volunteers. Call and ask them to serve.	Board Committee Chairs	Ongoing, as volunteer opportunities arise
Strategies to Address Goal 4:	Who	When
A. Research and identify new tools and	All members	Ongoing

information for the website.		
Strategies to Address Goal 5:	Who	When
A. Stay connected with NSPE, ASE, AGC, USDA, NWSEF, Rural Water Districts about collaborative opportunities. Recruit NUCA of Nebraska members to serve as representatives with these groups and to report progress to the board and membership as opportunities arise.	Various members	Ongoing