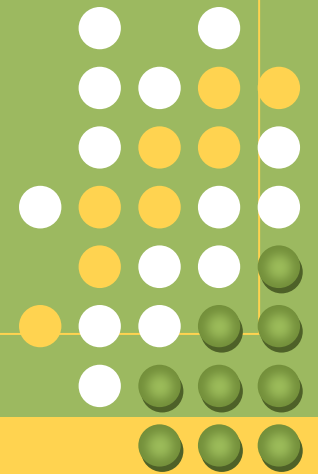




2013 Strategic Plan



MISSION

The mission of SVABO is to promote effective building codes, enforced uniformly, to create a safer built environment.

VISION

The Sacramento Valley Association of Building Officials' vision is to achieve safely built structures in the Sacramento Valley through educated building officials and standardized processes.

STRATEGIC GOAL AREA

Membership

STRATEGIC GOAL #1

SVABO will continue to work to ensure that every building official in SVABO's jurisdiction recognizes the value and benefits of SVABO.

Action	Desired Outcomes	Key Indicators/Measurements
1. Promote the new membership structure that has been approved by the board based on AD HOC committees recommendations	Increase membership and participation	Number of attendees at the General Membership meetings
2. Send out informational post cards to current and past members to thank them for past support and to rekindle interest in the SVABO by making them aware of recent changes to the membership structure.	Increased awareness of SVABO and membership benefits	Increased attendance at meetings and educational classes; ultimately increased membership
3. Board members make personal, one-on-one contact with existing member by email, telephone and/or in person. The membership list should be split between board members to contact.	Increased awareness of SVABO's activities and sense of connection with the leadership	Increased participation in SVABO meetings and events

STRATEGIC GOAL AREA

Outreach

STRATEGIC GOAL #2

SVABO will work to build the membership and create a culture of inclusion.

Action	Desired Outcomes	Key Indicators/Measurements
1. Identify and get to know new members at meetings. 2. Make contact with new members or members who only attend occasionally outside of the meeting setting to reinforce their importance to the membership.	Create sense of personal connection and community	Increased participation in SVABO meetings and events

STRATEGIC GOAL AREA

Volunteerism

STRATEGIC GOAL #3

SVABO will engender a sense of community and camaraderie that will help retain and increase membership.

Action	Desired Outcomes	Key Indicators/Measurements
1. Establish recognition medium for Board and committee members	Greater sense of acknowledgement for volunteer service	Number of members continuing in volunteer capacities
2. Establish succession planning. Existing Board and committee members identify new talent and make personal requests for volunteers 3. Recognize speakers and chairs with plaques and letters to their bosses 4. Vendor and commercial recognition	Greater sense of ownership in the membership	Number of new volunteers

STRATEGIC GOAL AREA

Education

STRATEGIC GOAL #4

SVABO will offer comprehensive education for building officials and building department staff.

Action	Desired Outcomes	Key Indicators/Measurements
1. Develop and implement classes based on new building codes	More building officials educated in new codes	Number of attendees in classes
2. Develop and implement classes for building department staff	Building department staff are knowledgeable in plan checks, etc. to facilitate an easier working relationship with the building officials	Number of attendees in classes
3. Continue to explore and refine different formats for educational offerings such as the “Minstitute”	Increase interest in educational offerings. Provide more variety of classes offered during a given time period. Acknowledgement as a quality educational organization.	Ever increasing number of attendees at training and educational classes.

STRATEGIC GOAL AREA

Installation Dinner

STRATEGIC GOAL #5

SVABO will create a must-attend holiday event to increase member participation and recognize service.

Action	Desired Outcomes	Key Indicators/Measurements
1. Follow-up last year's successful holiday party with another as successful or more successful.	Appeal to entire SVABO membership	Number of attendees
2. Focus on increasing sponsorship support 3. Advertise the event as a Holiday Party, official name to include on invoices is Annual Meeting	Raise revenue for the event without significantly raising cost to attend	Offer more to attendees