Strategic Plan
Effective August 26, 2019
COCA STRATEGIC PLAN: August 26, 2019

VISION/CORE PURPOSE:
To facilitate an environment among construction labor, contractors, owners and the community that will enhance safety and control costs in the maintenance and construction industry.

COCA Values:
A collaborative approach that influences the promotion of:
  A safe and healthy working environment and workforce
  Environmental compliance
  Cooperation
  Effective leadership
  Regional economic development
  Objective measurement of competitiveness
  Quality
  Qualified workforce and sufficient numbers
  Innovation and new ideas
COCA STRATEGIC PLANNING GOALS

Goal #1: Encourage continual improvement of Safety and Health on all construction and maintenance projects.

Goal #2: Develop and promote programming which highlights and shares opportunities that promote COCA core values.

Goal #3: Maintain open communication with COCA Members.

Goal #4: Grow the organization.
COCA STRATEGIC PLANNING

Goal #1 Encourage continual improvement of Safety and Health on all construction and maintenance projects.

Action Plan

• Promote Owners, Contractors and Building Trades participation in our quarterly meetings, conferences, and training programs as participants and speakers, whenever appropriate.

• Continue to encourage and support COCA’s Owner safety committee.

• Continued participation on the Tek Solv Advisory Board ensuring COCA interests are considered.
Goal #2: Develop and promote programming which highlights and shares opportunities that promote COCA core values.

Action Plan

- Continue COCA outreach and educational activities including conferences, training programs, speakers, distribution of appropriate literature, and conduct some public relations activities.

- Seek feedback from the Building Trades, Contractors, and Owners to identify continuous improvement opportunities.

- Improve methods for sharing best or desired practices among all members.
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Goal #3: Maintain open communication with COCA Members.

Action Plan

• Hold at least one After Hours Social Networking Event annually.
• Hold Annual Golf/Trap Event.
• Encouraging Owner/Member Communication at all COCA events.
• Keep Owners/Members apprised of events through the COCA website.
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Goal #4: Grow the organization.

Action Plan

• Increase COCA efforts to recruit more owner/users and construction associate members.
  • Identify 2 potential new owners and at least 5 new contractors and begin discussions with them for membership.

• Network with local organizations that make sense with the synergies of COCA as far as offering leadership to Southwestern Illinois.
  • Identify up to three organizations that are most relevant to COCA goals.

• Explore the opportunities for growth outside the manufacturing industry in the Southwestern Illinois area.
The primary purpose of COCA is to increase safety awareness; and the efficiency and cost-effectiveness of the Construction Industry.

Thank You