



Strategic Plan

Effective August 26, 2019



Council of Owners and
Construction Associates, Inc.

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



**Council of Owners and
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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.



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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.



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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
the
Construction Industry.

Thank You