

Strategic Plan



MISSION

BIAW. Homes start here. We are the people who build, remodel and maintain homes. We create jobs, economic opportunity and strong communities. As one of the largest home building associations in America, BIAW champions the rights of our members and fights for affordable homeownership at all levels of government. We provide award-winning education that builds and supports a strong workforce in the trades. Our relationships with community leaders foster housing opportunities for everyone.

We strengthen our members by offering employee health care plans and the state's largest, longest-operating Retro (Retrospective Rating) safety incentive program (ROI). We give a voice to thousands of builders, remodelers, skilled trades professionals and their associates who help Washington families enjoy the American dream of owning a home.

STRATEGIC PRIORITIES AND GOALS

1. Government and Legal Affairs

BIAW will promote and influence public policy in laws and regulations to make housing attainable across Washington state.

- ▶ Promote laws and policy to reduce regulations and increase the overall supply of attainable market-rate housing.
- ▶ Strengthen the reputation and influence of the home building industry in the community and with government officials.
- ▶ Pursue legal action to hold governments accountable to following the law on matters that impact the home building industry.
- ▶ Establish a BIAW research center as the authority on housing data and information in Washington state.
- ▶ Expand investment and activity to elect pro-housing candidates.
- ▶ Increase the supply of buildable land by reforming state land use policy through legislation and litigation.

2. Workforce Development

BIAW will coordinate and provide support for member and local association efforts to recruit more people into the trades for residential construction.

- ▶ Engage with local associations on workforce development ideas and solutions.
- ▶ Support local association programs and initiatives through financial and staff resources.

- ▶ Promote career pathways residential builders and remodelers use for employment and career advancement.
- ▶ Educate stakeholders, including parents, students and educators, on vocational pathways before and after high school graduation.
- ▶ Engage and influence future generations of workers using next-gen technology.
- ▶ Grow the pool of residential trades labor by increasing training opportunities.

3. Membership Services

BIAW will support member businesses by providing opportunities for continuing education and professional growth.

- ▶ Enhance education to support small business growth and success.
- ▶ Customize outreach and marketing messages to current and prospective members using the most effective technology.
- ▶ Promote and grow the biennial Building Leaders Summit to enhance the professional development of emerging leaders and incoming local presidents.
- ▶ Offer more courses in formats that meet the needs of our diverse membership.

4. Thriving Association

BIAW will utilize sound financial planning, provide transparent, responsive and accountable leadership, and foster creativity and teamwork to successfully serve its members.

- ▶ Ensure BIAW members feel valued.
- ▶ Develop and grow programs and services which support member companies.
- ▶ Collaborate with local associations to enhance local operations, programs and services.
- ▶ Upgrade online infrastructure to provide a more seamless web experience for members.
- ▶ Support local association recruitment and retention efforts by offering incentives and resources.
- ▶ Attract and retain an excellent staff by maintaining a high-quality modern work environment to meet the organization's objectives.