

# 2022- 2024 STRATEGIC GOALS

Expand	Educate	Elevate
<b>Focus</b>		
<p>Capitalize on DBIA's unique position as an organization representing the entire industry by:</p> <ol style="list-style-type: none"> <li>Embracing diversity, equity and inclusion through active outreach and meaningful engagement;</li> <li>Expanding our reach and impact through engagement of all DBIA Regions and key stakeholders; and</li> <li>Reinforcing design-build's application to all project types, public and private.</li> </ol>	<p>Cultivate widespread understanding – from novice to seasoned professional – of the uniqueness, best practices, and value to Owners and their Advisors, end-users, project teams, and the community-at-large of Design-Build Done Right®.</p>	<p>Elevate the use of Design-Build Done Right® to:</p> <ol style="list-style-type: none"> <li>Optimize project/team outcomes beyond the baseline expectations of cost and schedule performance; and</li> <li>Improve the industry image for current and future AEC professionals.</li> </ol>
<b>Goals</b>		
<p>Develop a discernible value proposition, including new tools, resources, and opportunities, to guide the expansion and diversification of membership with a specific focus on:</p> <ul style="list-style-type: none"> <li>Architects</li> <li>MWDBEs</li> <li>Owners and their Advisors</li> </ul> <p>Identify and dissect design-build “gone wrong” to isolate and address core issues impacting team and project success.</p>	<p>Deepen the levels and types of education to address all stages from pre-award to post-award to operations, as well as the development of high-performance team leaders/members.</p> <p>Lead establishment of industry standards via guidance on the flexibility of design-build including:</p> <ul style="list-style-type: none"> <li>Consistent terminology</li> <li>Consistent communication of “trade-offs” in approaches</li> <li>Develop “How to” guidance</li> <li>Owner decision-making tools</li> <li>Case studies</li> <li>Expanded legislation</li> </ul>	<p>Advance best practices related to the integration of innovative tools and technology to enhance design-build team performance and project outcomes in the areas of:</p> <ul style="list-style-type: none"> <li>Collaboration</li> <li>BIM/VDC/Digital Strategies</li> <li>Design Excellence</li> <li>Total Cost of Ownership</li> </ul> <p>Support the industry in attracting the next generation of design and construction professionals from:</p> <ul style="list-style-type: none"> <li>Junior high</li> <li>High school</li> <li>Trade schools</li> <li>Universities</li> </ul>
<b>Representative Success Measures</b>		
<p>Implementation of comprehensive National and Region membership/customer dashboards (developed by National) to track growth/ engagement, and to guide strategic decisions at all levels of the organization.</p> <p>Revamped Committee structure and processes to more fully engage/understand challenges and opportunities for key stakeholders.</p>	<p>Development of deeper dive education on:</p> <ol style="list-style-type: none"> <li>Progressive Design-Build (PDB), including an expanded instructor pool</li> <li>High performance team/leadership development education.</li> </ol> <p>Capitalize on awards program and project database to create impactful case studies showing the power of Design-Build Done Right®, including achievements in diversity, equity, and inclusion.</p>	<p>Implement/lead an Industry Image Coalition to include representation from at least ten (10) industry organizations.</p> <p>Development of BIM/VDC planning resources and curriculum.</p>

