



DESIGN-BUILD INSTITUTE OF AMERICA

2016 - 2018 STRATEGIC DIRECTION

Continuing to move DBIA forward as a high performance organization committed to the advocacy of Design-Build Done Right™ across public and private market sectors and advancing collaboration and integration of all project teams.

Universalize Design-Build Done Right	Leverage Existing Strengths of Design-Build	Deliver High Value to All Members and Customers
<p>Finish Design-Build Done Right Toolkit</p> <ul style="list-style-type: none"> • Create a template RFQ/RFP • Expand pre- and post-award education • Provide market-specific case studies to highlight value of design-build • Develop market-specific resources to support implementation of best practices <p>Evangelize Design-Build Done Right</p> <ul style="list-style-type: none"> • Equip advocates to effectively deliver the message • Communicate results and project impact via case study <p>Measure Project Success</p> <ul style="list-style-type: none"> • Define customer targets • Create project success factor tool • Create customer satisfaction tools 	<p>Lead the Advancement of Collaboration and Integration in Alternative Project Delivery</p> <ul style="list-style-type: none"> • Communicate design-build benefits to other forms of alternative project delivery, e.g., CM@R, IPD, EPC, P3, etc. • Promote best practices of effective team integration <p>Drive the Development of High Performance Teams</p> <ul style="list-style-type: none"> • Define “high performance team” • Create standard tools • Utilize existing education program • Define the role of the owner’s representative in design-build <p>Build Key Industry Alliances</p> <ul style="list-style-type: none"> • Domestic • International 	<p>Ensure DBIA Remains a Financially Strong and Sustainable Organization</p> <ul style="list-style-type: none"> • Balance projected revenues and expenses • Develop a six-month reserve over three- to five-year period • Develop an endowment fund strategy (in one year) <p>Leverage National, Region and Local Chapter Strength</p> <ul style="list-style-type: none"> • Redefine Region rebate program • Establish minimum level of service from Regions • Launch “member-at-large” territory as necessary • Increase local chapter presence <p>Grow Membership</p> <ul style="list-style-type: none"> • Increase retention • Educate owners • Enhance membership value proposition • Increase recognition at the university level

Representative Success Measures

<ul style="list-style-type: none"> • Increase design-build market share to 45+% by 12/31/18 • At least one supporting resource for all identified best practices • 20% annual increase in the number of people trained by DBIA each year • Revive and enhance the comprehensive project database • Minimum of 500 additional credential holders per year 	<ul style="list-style-type: none"> • Formalize industry alliances with at least one organization from: each major market sector; each major discipline; and the international community • Enhance existing curriculum • Curriculum series focused on high performance team development • Position paper on “Role of the Owner’s Representative in Design-Build” 	<ul style="list-style-type: none"> • Three-month operational reserve by 12/31/17 • Minimum of 85% annual membership retention for both individuals and industry partners • 10% annual increase in total membership (people) • Financially self-sufficient Regions by 12/31/18 • Clearly defined process for chapter development and maintenance by 6/30/16 • Minimum of five new universities each year to utilize DBIA curriculum • Robust database with seamless Region access to membership data by June 2016
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