

2023

RDCA Association Report



RDCA
INFORM BUILD CONNECT



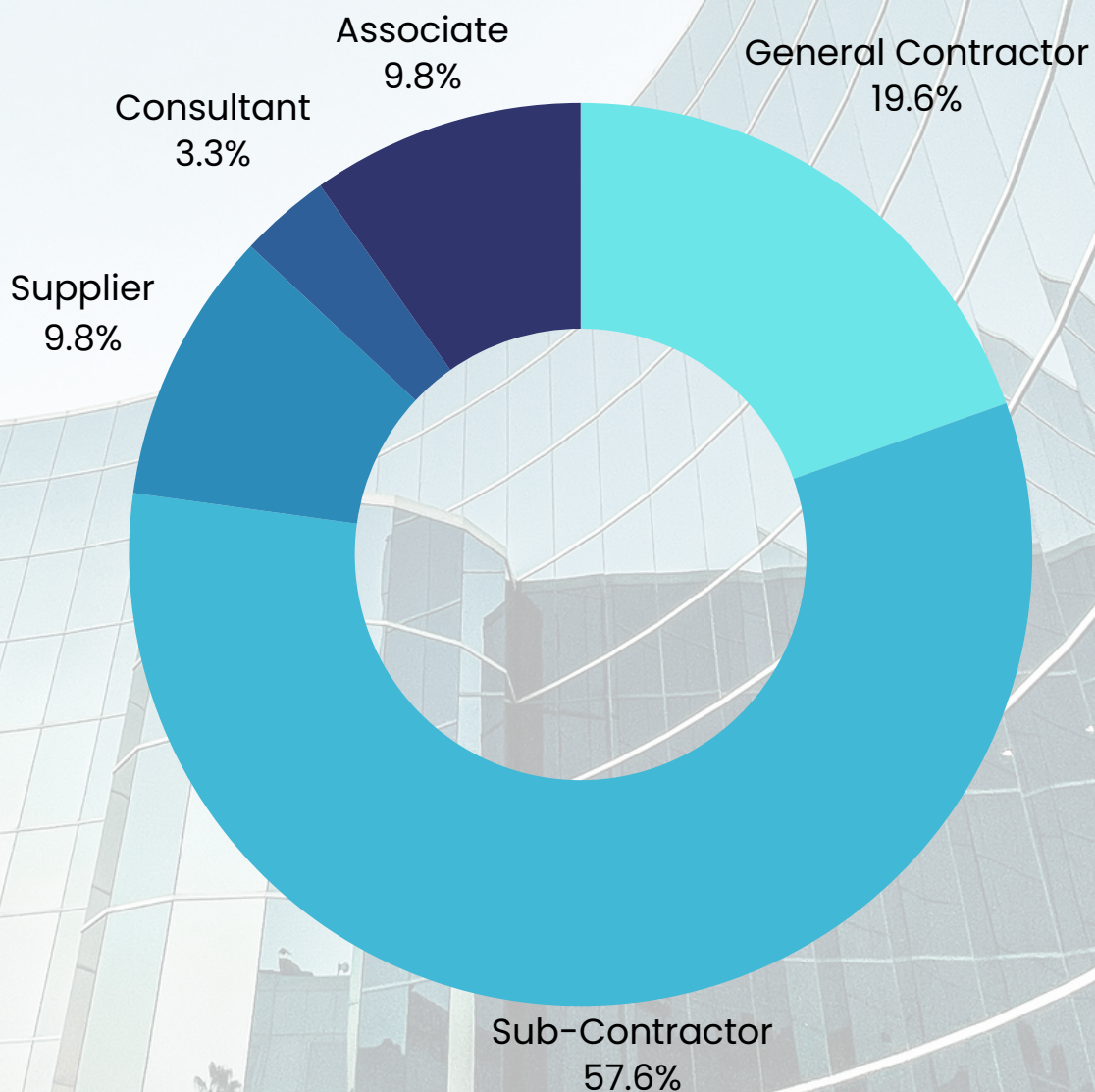
RDCA Board of Directors

Priority -
Business
Opportunity
& Marketing

Priority -
Safety &
Education

Priority -
Advocacy

Priority -
Customer
Service



RDCA Strategic Focus

RDCA Board Executional Plan - STRATEGIC FOCUSED INITIATIVES

Strategic Priority	Focused Initiative <i>How are we IMPROVING our current service</i>	Results
Inform, Build & Connect Networks	1 Build and retain RDCA membership Ensure board focus is on understanding where we are delivering value for different membership groups and identifying/executing improved strategies	82%
Inform, Connect & Build Networks	2 Invest in building a marketing, media & communication strategy for RDCA Identify approach, topics, content, target use-of-media approach, target audience/groups and resources. Improve comms on what RDCA does as a board, prizes, create a habit/culture to stay 'tuned in', be relevant	78%
Provide Member Education & Learning Experiences	3 Improve education offerings to better match/meet our members needs Find a better way to identify the need, gather input in different ways, marketing/comms strategies to get deeper into companies, explore different options for continuing education	95%
	4 Advocate for Innovation Provide exposure opportunities, tech/innovation networking forums, show the value of innovation, technology, robotics, BIM, Lean Design & Construction	50%
Advocacy & RDCA Leadership	5 Address member dissatisfaction on issues related to municipal government Explore how to work better with the city, consider new face to face meetings, open forums, formal communication	100%
	6 Improve advocacy for our industry/region to provincial/federal government Develop new strategies, improve communications ACA/CCA, build relationships with adjacent counties	85%
Promote Future 'Health' of Industry/Region	7 trip advocacy, revive summer camps, get members/board involved. Continue managing construction career positive promotion	55%
Build RDCA Board Effectiveness	8 Improve our Board Effectiveness; organizing our work sessions together, build on governance base How are we investing our time, be critical of our analysis (what is working, not working), use data to support our actions, board engagement, keep relevant	70%
	9 Ensure Safety is a part of our culture (doesn't get complacent) Identify how to keep this in focus. Should be integrated & maintained as an ever-present part of our culture	90%

Committees

Safety & Education



Accomplishments	Priorities
<i>15 apprentices were awarded \$10,500</i>	Scholarship Program – 14 Company representations – Incl Olds College HET Scholarship
<i>Day of Mourning Ceremony – Safety</i>	NAOSH Week
<i>180 Course Offerings (1,440 hours)</i>	Industry Educational Courses (All Online training)
<i>12 Meetings/Sessions</i>	Focus Group Sessions-RDP, Powering Trades, Wolf Creek School Division, Honor the Work, Career Expo
<i>4 Meetings - Quarterly</i>	ACA Safety/WCB Meetings

Marketing & Communications



Accomplishments	Priorities
<i>5 Companies Awarded</i>	Commercial Awards – Building Central Alberta Gala
<i>700+ Attended - \$10,000+ raised for the scholarship program</i>	Golf Classic, Annual BBQ, Christmas Breakfast, Awards Gala
<i>Over \$5,500 raised for Tools for School Program. \$750 Raised for Child Advocacy</i>	Women's Outreach Child Advocacy Centre
<i>Media Strategy & Communications continued to grow on 3 social media platforms</i>	Media & Communications – Instagram – LinkedIn – Facebook
<i>\$800+ donated to the Red Deer Food Bank</i>	Christmas Breakfast
<i>Distributed to over 2,000 businesses RDCA Brand</i>	Central Alberta Builder Publication Promotion of the Association through internet, social media, e-mail campaigns
<i>7 Meetings</i>	Marketing Committee Meetings

Committees

Advocacy

Number of
Committee/Representation
Meetings

87

Accomplishments

5

14

10

15

Industry Representation - 43

Priorities

City of Red Deer Task Force
Meetings

City of Red Deer Department
Meetings – Land & Economic
Develop., Inspections & Licensing,
Engineering, Public Works, Council
Alberta Construction Association

Canadian Construction Association –
National Meetings – National
Advisory Council (LCA)

Buildworks Canada

Communications with members,
Local Tendering practices, Material
Costs/Supply, Labour Issues

Initiatives



Red Deer Construction Scholarship Program
(19 years)



City of Red Deer Advocacy - Taskforce on
Tendering Practices



Red Deer Polytechnic/Olds College Apprentice
Support
School Divisions - Trades Advocacy



Building Central Alberta - Commercial
Construction Awards - 8 years



Leadership Support towards Economic
Development in the Central Region with Strategic
Partners



Membership Value and Financial Analysis