



Strategic Plan

2024 – 2025

Mission: Promote the value of NUCA of the Carolinas to members by providing meaningful programming and networking opportunities. Help improve the proficiency and financial performance of member companies.

Promote a safety culture throughout the underground utility construction industry with advocacy, education, networking and support.

Value Statement: If you are a utility contractor in North Carolina/ South Carolina who wants to maximize your resources and increase your profitability, membership to NUCA of the Carolinas chapter provides you with a true competitive advantage in today's marketplace. We do this by helping you reduce labor cost through our training and employee benefits program, giving you indispensable information on new projects and bid opportunities through our NUCA events and networking opportunities, assuring adequate funding for infrastructure projects at all levels through Chapter & National NUCA Advocacy.

2024 Accomplishments

- 1. Safety/Training/Compliance** –The safety committee has achieved significant milestones. One of the most impactful accomplishments is the education of over 200 members on critical work zone safety practices. By providing this training we have enhanced the safety awareness and preparedness of our members. Additionally, the committee's involvement in the legislative advocacy has had a profound impact. By playing a pivotal roll in getting the South Carolina Governor to sign the work zone safety awareness legislation into law. These efforts reflect a commitment to long – term safety culture, showcasing the committee's dedication to both education and systemic change in the industry.
- 2. Membership** –For 2024, our membership has made significant strides, growing the chapter with the addition of 14 new contractor members and 8 associate members. This growth reflects the hard work of our members and commitment to our chapter. These new members help strengthen our community and industry influence.
- 3. Scholarship** – In 2024, the NUCA of the Carolinas Scholarship Committee achieved several significant milestones that strengthened its commitment to supporting educational opportunities. The committee successfully requested and secured \$17,500 in funding from the full board of directors, allowing for the distribution of seven \$2,500 scholarships for the 2024-2025 school year. These scholarships were awarded to deserving students, furthering the organization's mission to invest in the future of the construction industry.

Additionally, the committee made a strategic decision to contract with International Scholarship and Tuition Services (ISTS) to administer the NUCA scholarships, a move that proved to be highly effective. The partnership with ISTS streamlined the scholarship process, ensuring a smooth and efficient experience for applicants.

4. **Government Affairs/Advocacy-** NUCA of the Carolinas over the past year has continued to promote the value of our association, specifically our voice in federal, state, and local government. We have contracted with a lobbyist to represent NUCA of the Carolinas at the state level for the next year. This agreement will increase the value and visibility of our association to all our members. It will provide us with better engagement with our lawmakers and government agencies. This is a great step in advancing our chapter's growth.
5. **Young Leaders-**Our Young Leaders successfully hosted the first annual NUCA of the Carolinas Young Leaders Conference, drawing over 120 attendees and setting a strong foundation for future growth. Additionally, we expanded our physical presence into South Carolina, hosting two inaugural events: a social gathering and a skeet shooting event, which raised over \$10,000 to support NUCA of the Carolinas. This year, we will also host our third annual partnership event with Habitat for Humanity of Wake County, aiming to raise over \$15,000 to support their mission. These accomplishments highlight our commitment to growth, philanthropy, and community engagement.

2025 Goals/Strategies

6. **Safety/Training/Compliance:** Our 2025 strategic goals will include the education and implement a Fleet Safety awareness program with topics ranging from defensive driving, vehicle inspections and accident response protocols. Additionally, we will be focusing on Trenching and Excavation Safety. Ensuring 100% compliance with OSHA standards. Collaborate with OSHA representatives to host workshops on the latest trench safety protocols.
7. **Membership:** 2025 goals to increase chapter membership by 10 -15 new members focusing on both contractor and associate. We will continue efforts to maintain largest chapter size within NUCA, ensuring active member engagement and retention by implementing new recruitment strategies, including targeted outreach networking opportunities to sustain growth and leadership in chapter size.
8. **Scholarship:** In 2025 our objective is to enhance the impact of our scholarship fund by increasing the total amount awarded from \$17,500 to \$27,500. To achieve this, we will focus on securing additional funding through targeted fundraising efforts and strategic partnerships with private companies. This increase will allow us to provide more substantial support to deserving students, furthering our commitment to education and community development.

9. **Government Affairs/Advocacy:** In 2025, our goals pertaining to government affairs are to do a better job monitoring legislation that pertains to our industry, building relationships with NC General Assembly and Executive Branch agencies as well as participate in drafting legislative proposals that support the utility contractor industry.

10. **Young Leaders:** Our goals for the coming year are ambitious and focused on driving growth and engagement within NUCA of the Carolinas. We aim to increase our LinkedIn followers to over 1,000 by the end of 2025 and achieve over 150 attendees at the March NUCA Young Leaders Conference. Additionally, we will organize the NUCA Young Leaders Utility Construction Day, showcasing different career paths in the utility construction sector. This event will highlight various scopes of work, including excavation, directional drilling, pipe installation, blasting, and more, with the support of NUCA Contractors to highlight their specialties. We also plan to host 15 events spanning philanthropic partnerships with local nonprofits, social engagement, and outreach to educate and attract young talent to our industry. These efforts will enhance our presence, continue to contribute to new member growth, and continue building strong relationships across the industry.