

NCBPA'S STRATEGIC PLAN: 2017



NCBPA represents the companies and professionals working in North Carolina's building performance industry that seek to improve the performance of new and existing residential and commercial buildings.

Improve the design, performance and value of new and existing residential and commercial buildings.

- Support improvements to minimum building performance standards and codes.
- Support research and innovation in new products, services and construction practices.
- Increase the appraised values of high performance homes and buildings.
- Improve the visibility of high performance building features in MLS directories.
- Provide useful education and valuation resources to realtors, appraisers and lenders.

Protect the current and future business climate of our industry and create new business opportunities for all its companies.

- Advocate and lobby for policy, legislative and regulatory improvements.
- Encourage utilities, suppliers and government entities to offer rebates and incentives.
- Support utility, municipal and state energy saving and performance standards.
- Establish industry partnerships that bring new opportunities and investments to members.
- Offer events, programs and awards that encourage entrepreneurship and innovation.

Offer industry professionals career planning, placement, development and continuing education opportunities and resources.

- Establish strong industry-supported credentialing, certification and licensing standards.
- Market career opportunities to high school, community college and university students.
- Improve the perception of career opportunities in our industry's skilled trade positions.
- Offer and promote internship, co-op and apprenticeship programs across the state.
- Offer continuing education, networking and other workshops and events.

Provide educational resources to home, building and property owners that encourage their commitment to high performance construction.

- Promote consumer participation in "building performance" (not "green") as a brand.
- Provide free online resources to educate consumers on their building performance options.
- Initiate advertising and marketing campaigns to promote our industry and its work.
- Promote the health, safety, durability, environmental and energy benefits our work offers.