

Associate Member Focus Groups: Strategic Plan Discussion, Validation, and Feedback

Background:

As part of a broader strategic planning initiative, the association recognizes the importance of including diverse perspectives across its membership. Associate members represent a unique and valuable segment whose needs, experiences, and insights may differ from producer members. To ensure their voices are meaningfully included in shaping future goals and priorities, dedicated focus groups have been established. These sessions aimed to gather targeted feedback that will inform strategic direction, strengthen member engagement, and enhance the overall value of association membership.

Industry Operations:

- Awareness on how member can be profitable
- Supply chain of materials & products
- Continued conversation and awareness of sustainability/EPDs
- Understanding of geopolitical environment in general
- Best Practices – example: Technology
- Prepare for the technology of the future – generational
- Traditional communication changes with new workforce
- Self-Promotion – highlighting the customer of the future
- Define & identify NRMCA/industry messaging – use of personas
 - Awareness of public's perception
 - Policy makers
 - DOT
- Share and communicate the value of concrete/engineering

Furthering the Product:

- Good offense is a good defense – what is our next threat?
- Intangible products – holistic view, example being e-ticketing
 - Industry stance
 - What's coming?
- Operational Excellence – external outlook
 - Future customers
- Transparency
- Inspire change at the plant level
- Awareness of competing industries – example being the precast industry

Workforce Development:

- Recruiting – industry's future in mind
 - Fair wages, etc.
- Retention of employees

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- Inspire & grow
 - Turnover is costly
- Share best practices
 - Improve current situation of HR stakeholders – training, tools, education, etc.
- NRMCA Certifications – changing the terminology to certificate
 - Devalues the education and training
 - This is very important to our members
- CIM/STEM/CTE focus (early age)
 - NRMCA educational kits/experiences
 - Engage kids in communities with industry – ‘touch a truck’
 - Skate 4 Concrete
- Communicate company culture – benefits, etc.
- Developing a company value proposition that attracts employees
- Identifying and engage with cohort of the workforce that have not been historically engaged

Association Operations:

- Associate members – how can we/they get more out of their membership
- Getting more to get results
- Use existing technology
- Increase value = more involved members with NRMCA
- Use/expand communication channels to engage with existing members not engaged and unaware of the value of NRMCA
 - Regular communication, not only at our large in-person events
 - Constant communication

Other:

- National Events
 - Keep exclusive events off the main/core part of the schedule
 - Expo Hall (schedule)
- AskConcrete – utilize and continue to develop