

**Appendix P: Strategy Workgroup Who/What/How Chart**

<b>WHO should be involved?</b> <b>WHO are the stakeholders?</b>	<b>WHAT should the Consortium/Institute do?</b>	<b>HOW will the Consortium/Institute do it?</b>
<ul style="list-style-type: none"> <li>• Labor</li> <li>• Owners (Public and Private)</li> <li>• Contractors</li> <li>• Architects</li> <li>• Engineers</li> <li>• Educators and Professors</li> <li>• PM Institute</li> <li>• Local and State Government</li> <li>• Manufacturers and Suppliers</li> <li>• Fabricators and Erectors</li> </ul>	<ul style="list-style-type: none"> <li>• Collect, assess and distribute best practices</li> <li>• Determine the criteria, and help to measure what best practices in construction are</li> <li>• Document what the consortium will produce</li> <li>• Inspire others to read what they have produced, by certifying those who do.</li> <li>• Help to certify people</li> <li>• Have an impact world-wide, vs locally</li> <li>• Be the single voice of construction to lawmakers and the MEDC</li> <li>• Advertise and raise awareness (based upon the tourism model)</li> <li>• One-stop shopping (for questions/concerns from the state government, when they are courting businesses from overseas, for example)</li> <li>• Market Michigan-specific sustainability</li> <li>• Focus on ‘customer’ service</li> </ul>	<ul style="list-style-type: none"> <li>• Pull core stakeholders together</li> <li>• Must be funded</li> <li>• Build off Engineering Society of Detroit (or another established group). Trade associations?</li> <li>• Public-private partnership; state + institute/consortium</li> <li>• Resource to MEDC</li> <li>• Input to governor</li> <li>• Incentives to attract business</li> <li>• Streamline permits; cut red tape to get project built</li> <li>• Develop ROI</li> <li>• Internal/external PR (hire Tim Allen to talk about “Pure Michigan Construction”?)</li> <li>• Develop comprehensive SWOT analysis</li> <li>• Case studies (eg. SUTTEC) in Michigan and share</li> <li>• One industry voice</li> <li>• Tap trade associations to contribute time and subject-matter experts to the model (below)</li> <li>• Investigate models that are already out there, and “honorably harvest” from them</li> <li>• Leverage actual strengths</li> <li>• Coalition of SMEs into Centers of Excellence</li> <li>• Work to break barriers (eg. regional)</li> <li>• Don’t start with a blank sheet</li> <li>• Involve trade and professional associations from the outset (including AIA, MSPE, etc.)</li> <li>• Look at existing organizations</li> <li>• Identify a single cause and immediate project</li> <li>• Link to MEDC</li> </ul>