

+ NGA STRATEGIC PLANNING OUTCOMES

ANNUAL CONFERENCE

JANUARY 22, 2019 | 3:00 PM – 4:30 PM ET

PRESENTED BY: NICOLE HARRIS

NGA
NATIONAL GLASS ASSOCIATION





FOCUS AND IMPACT

The NGA Board of Directors, members and stakeholders held a Strategic Planning retreat on Nov 1-2, 2018 in Vienna, Virginia. Tecker International, a strategic planning consultant, conducted advance research and facilitated the meeting to:

- Identify opportunities and challenges NGA members will face in the near future
- Prioritize association initiatives, programs and services of most impact to the membership
- Draft the new association's purpose and vision
- Set NGA goals for the next three to five years



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GROUNDING ASSUMPTIONS

- Participants identified assumptions about the future that will have the greatest impact on the glass and glazing industry, the future position and direction of NGA and actions/steps to position NGA for future success and influence.
- Assumption categories were: Demographics/Social Values, Technology and Science, Economic Factors and Global Business, Legislation and Regulations, and Industry Competition and Structure.



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NGA'S CORE PURPOSE

NGA is the authority and resource for its members and the industry to grow successful businesses and to champion the benefits of glazing and glass building products.



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NGA'S VISION STATEMENT

We envision a future in which glass is the material of choice to enhance spaces where people live, play, learn and work.



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NGA'S GOALS

#1 EDUCATION – NGA is dedicated to producing excellence, safety and results through education and training, from fabrication to installation to proper use.

#2 PROMOTE – NGA will elevate the image of glass as a safe, healthy, sustainable and inspiring building product and advance the industry as a viable, thriving and exciting career path.

#3 ADVOCACY – NGA will become an even stronger advocate to defend and promote the glass industry.

#4 MEMBERSHIP – NGA will build its membership to heighten its influence, impact and results.



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