



PLUMBING-HEATING-COOLING
CONTRACTORS
NATIONAL AUXILIARY

Strategic Plan

Developed by the Long Range Planning Committee on June 3, 2014.

Adopted by the PHCC National Auxiliary Membership on October 8, 2014.



MISSION

The PHCC National Auxiliary, in cooperation with the PHCC Association, promotes public awareness of the industry through education and communication.

VISION

The National Auxiliary fosters & improves relationships throughout the p-h-c Industry.

COMMUNITY

Public Awareness

- Educate the public about the value of PHCC standards, excellence & professionalism.
- Enhance media relations and coordinate efforts with chapter programs.
- Support our members in their media relations efforts and feature their work.
- Strengthen the PHCC Brand.

Community Involvement

- Encourage and promote member involvement in local community events.
- Engage the public and the community in PHCC activities.
- Support members to take the leadership roles in their communities.
- Facilitate effective dialogue between members and the public.

EDUCATIONAL RESOURCES

Professional Support

- Provide career pathways for young individuals.
- Support overall success of all students.
- Build a strong foundation of p-h-c career options.
- Disseminate career information to high school guidance counselors.
- Participate in local career days and job fairs.
- Supports HVAC and plumbing apprenticeship contests.

Liaison

- Promotes national industry days to schools, homeowners and consumers.
- Provides communication between National PHCC, paid staff, AEC and members.

SCHOLARSHIPS

Financial Support

- Be committed to removing financial barriers for those who wish to pursue postsecondary learning.
- Encourage and guide students to participate in scholarship programs to advance their education and career.
- Support efforts to encourage students, as early as the elementary grades, to aspire to and plan for education beyond high school.
- Continue to communicate all types of scholarships and financial aid offered for students.

Grants

- Provide grants for PHCC programs and industry related approved programs.

MEMBERSHIP

Value

- Make membership in the Auxiliary invaluable to all industry members.

Recruitment & Retention

- Create long-term recruitment and retention plans and goals for all membership levels.
- Facilitate new membership involvement.
- To continuously deliver value to a sustainable, diverse & committed membership.

Engagement

- Increase member awareness and engagement in programs, resources, the board and other opportunities.
- Empower the membership to support the association through volunteerism.

PHCC National Auxiliary

- Maintain strong organizational relationships with National PHCC, local Auxiliary chapters and AEC to support membership at all levels.
- Develop and empower viable committees that support the strategic plan and provide avenues for member involvement.
- Encourage alignment and efficiency of programs and resources by taking advantage of local tools, resources and expertise.