



Virginia Ship Repair Association Strategic Plan: 2008 – 2010

Vision

The Virginia Ship Repair Association will lead the Virginia ship repair industry to greater economic success and competitive advantage and be an effective trade association in the national ship repair industry.

Mission

The Virginia Ship Repair Association is a regional trade association representing companies engaged in, or supporting, the ship repair industry in Virginia and the Mid-Atlantic region. Its mission is to focus and coordinate member resources on the issues, challenges and opportunities facing the ship repair industry in Virginia and across the nation.

Guiding Principles

The Virginia Ship Repair Association will promote the following guiding principles among its members:

1. Ethics and integrity.
2. Customer focus, teamwork and value.
3. Partnership between the community and the industry.
4. Quality, safety and environmental responsibility.
5. Workforce renewal and development.

Strategic Goals

1. Maintain an influential role for the Association in local, state and national ship repair and related issues
2. Strengthen the Association's relationships with customers in the ship repair industry.
3. Provide continuous improvement in communications with the Association's members.
4. Develop and implement workforce development programs for the benefit of the Association's members.

Strategic Objectives

1. Maintain an influential role for the Association in local, state and national issues that benefit the ship repair industry.
 - 1.1. Strengthen the Association's relationships with, and involvement in, other associations or organizations across the nation that are in pursuit of common goals and objectives for the ship repair industry.
 - 1.2. Support and contribute to regional and national symposia and conferences.

2. Strengthen the Association's relationships with customers in the ship repair industry.
 - 2.1. Establish and maintain effective forums and methods to collaborate with customers on issues, challenges and opportunities facing the ship repair industry. (Safety Seminar, Lean, Ethics, Standards of Conduct)
 - 2.2. Actively participate in customer-sponsored events, teams, committees and meetings that support the Association's goals and objectives. (e.g., JINII, SERAC, BRT)
 - 2.3. Assist the customer in improving its ability to finance ship repair efforts, thereby improving its state of readiness and maintenance structure and increasing the volume of work available to the Association's members. (visibility of ship repair)

3. Provide continuous improvement in communications with the Association's members.
 - 3.1. Improve the overall capability and effectiveness of the Association's website.
 - 3.2. Maintain a committee structure that meets on a monthly basis to discuss key issues, challenges and opportunities facing the ship repair industry, and reports results and recommendations to the Association's Board of Directors and members.
 - 3.3. Survey the Association's members on an annual basis to ensure that the Association is meeting their needs.

4. Develop and implement workforce development programs for the benefit of the Association's members.
 - 4.1. Continue to refine and implement the training philosophy for the association through the maximized use of other training services, agencies and institutions.

- 4.2. Work with VSRA members and external public and private training providers to increase the level and effectiveness of workforce development in the ship repair industry.
- 4.3. Forge a strong relationship with potential sources of workforce recruitment including the military, other industry groups, technical and vocational training institutes and public schools.
- 4.4. Evaluate workforce and training branding targets and foster the image of the ship repair industry as a great place to work,