



2020 Strategic Plan

PRIORITY INITIATIVES

Identify and Develop Innovative Market Solutions



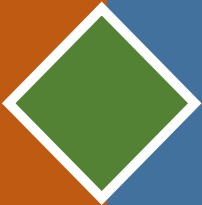
Improve the Value of Codes, Standards and Certifications



Advocate and Lobby for Beneficial Policies and Regulations



Develop Workforce Resources for Students, Faculty and Professionals



Promote North Carolina as a National Industry Leader



DESIRED RESULTS

Tangible financial ROI for builders, realtors, appraisers and lenders that support the proper valuation of high performance construction

Defined code and legislative pathway to requiring zero net energy new homes and buildings statewide by 2042

Modify the energy efficiency opt-out allowance for commercial and industrial buildings to enable more than \$5B in new energy savings

First-of-its-kind online Career Pathways resource that educates students, parents, faculty and workers on industry career opportunities

Through engaging communications leading up to our August Conference, promote North Carolina as the nation's leader in building performance