

ICRI Strategic Vision and Framework Timeline			
VERSION 3	FY 15/16	FY 16/17	FY 17/18
Certification	B.1.a. Create 1 (first of 3) new certifications that each certify 100 people/year	B.1.a. Create (2nd of 3) new certifications that each certify 100 people/year C.2.a. Creation of new programs with positive ROI	B.1.a. Create (3rd of 3) new certifications that each certify 100 people/year
	B.2.a. Make appropriate educational tools (videos) from our guidelines - 3/year	A.1.b. Create ICRI CEUs B.2.a. Make appropriate educational tools (videos) from our guidelines - 3/year A.2.a. Create a portal that speaks to being an educational institute	A.1.a. Establish credentialing initiative B.2.a. Make appropriate educational tools (videos) from our guidelines - 3/year A.1.c. Develop university seminar material/content
Member Value		B.2.c. NEW LANGUAGE (combine B.2.b and B.2.c) Create incentives for professional development - 3 tracks - contractors, engineers, suppliers and 3 levels – gold, silver, bronze A.4.b. Create more effective networking at conventions A.4.a. Create 1 new platform for networking	A.3.b. Integrate affiliated materials and systems into our industry deliverables A.2.b. Customized concierge service
		C.3. a. Strengthen national support of involvement with chapters through development of products and programs for chapters to deliver	C.3.c. Enhance engagement/commitment of members/directors of chapters at national level
	C.3.b. Strengthen maintain chapter roundtable		
New Audiences		D.3.a. Address diversity in all ICRI promotional materials, magazine, and website D.1.e. Publicize local activities to targeted new audiences	D.3.c. Engage ICRI members with organizations representing minorities D.3.b. Establish scholarships for minorities supported by industry A.5.a. Executive forums on business issues
Technology	D.1.a. Establish presence in social media platforms B.3.a. Web hit data collection mechanism	C.1.c. Develop technology for customer/member engagement D.1.d. Distribute electronic version of CRB	D.1.c. Get ICRI to first in search engines related to repair
Communication	A.6.a. Disseminate pertinent information to member/customer base	C.1.b. Increase customer contact through specific staff assignment	A.2.c. Develop packaging of 'portal ready' content
Partnerships	D.2.a. Identify and leverage partnerships with pertinent associations/organizations A.1.d. Partner with CPI to provide/support field schools	D.2.b. Provide website links with targeted associations/organizations D.2.c. Advertise and publicize in targeted association/organization publications	D.1.b. Establish exhibit presence at targeted events
Resources	C.4.a. Reallocation and/or Increase staff for program development and delivery		C.2.c. Increase non dues revenue by 15% in 3 years
		C.2.b. Maintain 6-month reserve fund	ADDITION: Rethink Governance structure
	C.4.b. Organize committees for program development	B.3.b. 1 (of 2) new hard good products launched	B.3.b. 2nd (of 2) new hard good products launched
Themes, not deliverables	A.6.b. Overlay safety in all activities		
	C.1.a. Enhance member benefits		
	A.3.a. Integrate 'preservation' and 'repair'		