



**Strategic Framework
2015-2017**

Our Impact | Vision
ICRI will be the center for repair leadership supporting a profession built on science and craftsmanship – making the built world safer and longer lasting.



Our Business | Mission
ICRI provides education, certification, networks, and leadership to improve the quality of repair, restoration, and protection/preservation of concrete and other material systems.

Our Success | Key Performance Indicators



Strategic Driver	Goals	Objectives
<p>Industry Leadership ICRI will be a state of the art, trusted, and reliable source of delivering best industry practices and professional networks in the repair industry.</p>	<ul style="list-style-type: none"> Develop an industry of professionals 	<ul style="list-style-type: none"> Establish credentialing initiative Create ICRI CEUs Develop university seminar material/content Partner with CPI to provide/support field schools
	<ul style="list-style-type: none"> Build a clearinghouse for delivering best industry practices 	<ul style="list-style-type: none"> Create a portal that speaks to being an educational institute Customized concierge service Develop packaging of 'portal ready' content
	<ul style="list-style-type: none"> Expand the scope of 'repair' 	<ul style="list-style-type: none"> Integrate 'preservation' and 'repair' Integrate affiliated materials and systems into our industry deliverables
	<ul style="list-style-type: none"> Enhance and expand forums for professional industry networks 	<ul style="list-style-type: none"> Create 1 new platform for networking Create more effective networking at conventions
	<ul style="list-style-type: none"> Champion innovation 	<ul style="list-style-type: none"> Executive forums on business issues
	<ul style="list-style-type: none"> Champion safety 	<ul style="list-style-type: none"> Disseminate pertinent information to member/customer base Overlay safety in all activities

<p>Professional Development ICRI will develop and deliver programs, products, and services that provide knowledge, build skills, and validate expertise.</p>	<ul style="list-style-type: none"> Expand certification 	<ul style="list-style-type: none"> Create 3 new certifications that each certify 100 people/year
	<ul style="list-style-type: none"> Enhance and expand content of programs and products 	<ul style="list-style-type: none"> Make 17 videos (1 per guideline) 3 tracks – contractors, engineers, suppliers 3 levels – gold, silver, bronze
	<ul style="list-style-type: none"> Improve delivery of programs, products, and services 	<ul style="list-style-type: none"> Web hit data collection mechanism
	<ul style="list-style-type: none"> Improve delivery of programs, products, and services 	<ul style="list-style-type: none"> 2 new products launched

Strategic Driver	Goals	Objectives	
<p>Organization Strength</p> <p>ICRI will have the resources, staff, and structures to fully support its strategic priorities.</p>	<ul style="list-style-type: none"> • Serve and engage members and customers 	<ul style="list-style-type: none"> • Enhance member benefits • Increase customer contact through specific staff assignment • Develop technology for customer/member engagement 	
	<ul style="list-style-type: none"> • Grow financial resources 	<ul style="list-style-type: none"> • Creation of new programs with positive ROI • Maintain 6-month reserve fund • Increase non dues revenue by 15% in 3 years 	
	<ul style="list-style-type: none"> • Strengthen chapters 	<ul style="list-style-type: none"> • Strengthen national involvement with chapters through development of products and programs for chapters to deliver 	
		<ul style="list-style-type: none"> • Maintain chapter roundtable 	
		<ul style="list-style-type: none"> • Enhance engagement/commitment of members/directors of chapters at national level 	
	<ul style="list-style-type: none"> • Enhance staff and volunteer capacity and capabilities 	<ul style="list-style-type: none"> • Increase staff for program development and delivery • Organize committees for program development 	
	<p>Organization Credibility</p> <p>ICRI will be a well-connected organization backed by a recognized and respected brand locally, nationally, and internationally.</p>	<ul style="list-style-type: none"> • Strengthen the ICRI brand 	<ul style="list-style-type: none"> • Establish presence in social media platforms
			<ul style="list-style-type: none"> • Establish exhibit presence at targeted events
			<ul style="list-style-type: none"> • Get ICRI to first in search engines related to repair
			<ul style="list-style-type: none"> • Distribute electronic version of CRB
			<ul style="list-style-type: none"> • Publicize local activities to minority serving organizations
		<ul style="list-style-type: none"> • Utilize strategic partnerships 	<ul style="list-style-type: none"> • Identify and leverage partnerships with pertinent associations/organizations
<ul style="list-style-type: none"> • Provide website links with targeted associations/organizations 			
<ul style="list-style-type: none"> • Advertise and publicize in targeted association/organization publications 			
<ul style="list-style-type: none"> • Deepen relevance to and engagement of diverse industry participants 		<ul style="list-style-type: none"> • Address diversity in all ICRI promotional materials, magazine, and website 	
		<ul style="list-style-type: none"> • Establish scholarships for minorities supported by industry 	
		<ul style="list-style-type: none"> • Engage ICRI members with organizations representing minorities 	