
***Construction Institute
Strategic Plan***

2006-2008



Construction Institute

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Mission

Bring together all stakeholders to advance and improve the construction industry.

Values

1. ***Excellence*** in the identification, development and delivery of quality programs, services and products that meet the needs of its members and their organizations.
2. ***Leadership*** in significant construction-related issues
3. ***Communication*** that is timely and effective providing an neutral forum of open exchange of ideas
4. ***Collaboration*** for action on critical issues
5. ***Fiscal responsibility*** in effectively providing and managing human and financial resources
6. ***Action*** that is timely and strategic

Construction Institute
GOALS

Goal I: *Become the relationship “hub” within the engineering and construction industry.*

Goal II: *Improve the state of construction practice through both the development of knowledge and technology transfer throughout the industry*

Goal III: *Improve the image of the construction industry to attract talent to the industry.*

**Construction Institute
GOALS & OBJECTIVES**

Goal I: *Become the relationship “hub” within the engineering and construction industry.*

Objectives:

- a. Establish a relationship with **3** organizations – **1** federal agency, **1** private organization, **1** non-profit.
- b. Active participation of **7** CI Corporate Member key contacts or representative – **1** for each Directorate.
- c. Execute **1** CI event in collaboration with an ASCE Section or Branch.

Goal II: *Improve the state of construction practice through both the development of knowledge and technology transfer throughout the industry*

Objectives:

- a. Identify **1** other Directorate besides Services to develop an informational/educational seminar.
- b. Identify **2** industry issues and develop request for proposals to the Construction Research Council.

Construction Institute
GOALS & OBJECTIVES

Goal III: *Improve the image of the construction industry to attract talent to the industry.*

Objectives:

- a. Prepare **3** nominations for OCEA candidates, **3** for OPAL.

**Construction Institute
GOALS & STRATEGIES**

Goal I: *Become the relationship “hub” within the engineering and construction industry.*

Strategy 1: Develop cooperative relationships with other professional organizations, public agencies and private concerns within the engineering and construction industry, which serve the interest of the membership of the Construction Institute.

Strategy 2: Increase the participation the CI membership in order to broaden CI’s reach throughout the industry.

Strategy 3: Promote and support CI events in partnership with ASCE Sections and Branches

Goal II: *Improve the state of construction practice through both the development of knowledge and technology transfer throughout the industry*

Construction Institute GOALS & STRATEGIES

Strategy 1: Provide educational opportunities that focus on bringing all stakeholders in the construction industry together and to be engaged in undergraduate and graduate programs.

Strategy 2: Promote quality research related to the construction process, appropriate materials application, and the transfer of practical information to the construction practitioner.

Goal III: *Improve the image of the construction industry to attract talent to the industry.*

Strategy 1: Encourage the establishment and support of Construction Institute activities within the student chapters of ASCE.

Strategy 2: Provide a forum for the recognition of professional achievement by Construction Institute members.

Construction Institute ACTION PLAN

GOAL I: *BECOME THE RELATIONSHIP "HUB" WITHIN THE ENGINEERING AND CONSTRUCTION INDUSTRY.*

Strategies	Person Responsible	Due Date	Comment/Status
Strategy 1: Develop cooperative relationships with other professional organizations, public agencies and private concerns within the engineering and construction industry, which serve the interest of the membership of the Construction Institute.			
a. Compile a list of organizations (e.g. other construction-related associations, government agencies, owner companies, suppliers, contractors) that CI can form relationships with.	CI Board	Jan 1	Board members will provide Marvin with a list of other associations, clients, and government agencies they work with.
b. Define nature of relationship with each of the organizations in the compiled list.	CI Board	Jan 15	
c. Identify two organizations to form relationship with.	CI Board	Feb 1	
d. Establish contact with organizations	Marvin	Feb 9	
Strategy 2: Increase the participation the CI membership in order to broaden CI's reach throughout the industry.			
a. Contact CI Corporate Member key contacts about becoming more involved with the Directorates	CI Board	Feb 1	
b. Develop a standard CI presentation that describes the benefits of belonging to both ASCE and CI	Marvin	Feb 1	
Strategy 3: Promote and support CI events in partnership with ASCE Sections and Branches			
a. Establish contact with ASCE Section and Branch leaders to identify opportunities to work together.	Marvin	Feb 1	
Objectives			
Establish a relationship with 3 organizations – 1 federal agency, 1 private organization, 1 non-profit			
Active participation of 7 CI Corporate Member key contacts or representative – 1 for each Directorate			
Execute 1 CI event in collaboration with an ASCE Section or Branch			

Construction Institute ACTION PLAN

GOAL II: IMPROVE THE STATE OF CONSTRUCTION PRACTICE THROUGH BOTH THE DEVELOPMENT OF KNOWLEDGE AND TECHNOLOGY TRANSFER THROUGHOUT THE INDUSTRY

Strategies	Person Responsible	Due Date	Comment/Status
Strategy 1: Provide educational opportunities that focus on bringing all stakeholders in the construction industry together and to be engaged in undergraduate and graduate programs.			
a. Hold CI Regional Seminar in LA	CI Staff Technical Committees	Jan 19	
b. Hold CI Regional Seminar in NY	Services Directorate	Jan 31	
c. Reinitiate role of Directorates in delivering educational programs	CI Board	Ongoing	
d. Hold a national congress with	ASCE/CI Staff Chris Traylor	Feb 1	
e. Support the Construction Research Council meeting at the ASCE Annual	CI Board	Oct	
Strategy 2: Promote quality research related to the construction process, appropriate materials application, and the transfer of practical information to the construction practitioner.			
a. Review and provide feedback to the technical committees.	CI Board Directorates	Ongoing	
b. Identify problems in the construction industry and facilitate the development of solutions.	CI Board Directorates	Ongoing	
Objectives			
Identify 1 other Directorate besides Services to develop an informational/educational seminar.			
Identify 2 industry issues and develop request for proposals to the Construction Research Council.			

Construction Institute ACTION PLAN

GOAL III: *Improve the image of the construction industry to attract talent to the industry.*

Strategies	Person Responsible	Due Date	Comment/Status
Strategy 1: Encourage the establishment and support of Construction Institute activities within the student chapters of ASCE.			
a. Hold annually a "CI Student Day" to promote the organization to students across the country. Utilize the Moles and Beavers to promote this.	CI Staff Technical Committees	Ongoing	
b. Create an Occupational Handbook in conjunction with major universities for the benefit of our corporate members.	Education and Research Directorate	Ongoing	
Strategy 2: Provide a forum for the recognition of professional achievement by Construction Institute members.			
a. Identify potential candidates for the ASCE Outstanding Civil Engineering Achievement Award.	CI Board Directorates	Ongoing	
b. Identify potential candidates for the ASCE Outstanding Projects and Leaders Award.	CI Board Directorates	Ongoing	
c. Identify potential candidates for the Construction Management award.	MPIC Committee	Ongoing	
d. Identify potential candidates for the Roebling, Bickel, Peurifoy Awards.	Awards Committee	Ongoing	
e. Identify potential candidates for the the Rowland and Howard prizes.	Awards Committee	Ongoing	
Objectives			
Prepare 3 nominations for OCEA candidates, 3 for OPAL.			