

PCI's Strategic Goals

During my travels over the past nine months as chairman, I have had a number of members ask me about PCI's strategic goals. How many goals are there? What are they? How is PCI performing in relationship to these strategic goals? After hearing these questions, I thought that the widely circulated *PCI Journal* would be the best way to communicate the status of PCI's strategic goals. In 2013 the PCI Board of Directors established the following four goals for the institute.

Goal 1. Influencers and decision makers: PCI systems are used as preferred solution by construction influencers and decision makers because of their safe and attractive qualities: We launched the high-performance marketing campaign.

- Precast concrete sales increased 21% from 2013 to 2014.
- Preferred educator provider status of the International Code Council was obtained.
- The Discover High-Performance Precast Concrete marketing campaign was launched.
 - The campaign has made more than 12 million impressions.
 - It hosted 17 external webinars.
 - The campaign has made more than 600 presentations to over 20,000 people.
 - The campaign has boosted website traffic to 38,000 unique visits per month.
- *Ascent* magazine is reaching 30,000 influencers and decision makers.

Goal 2. Early-career professionals: The best and brightest early-career engineers, architects, and other professionals will be inspired by career opportunities afforded by the precast concrete industry: We increased student involvement.

- The PCI Online Academy had 89 working professionals and students attend the first class.
- PCI research projects continue to involve students, exposing them to precast/prestressed concrete products and the ability to interact with industry experts.
- PCI worked with the Federal Highway Administration to integrate the *PCI Bridge Design Manual* into modules for web-based distance learning.


Goal 3. Member engagement: PCI members understand the value and engage in the association in new/additional business opportunities.

- Leadership PCI continues to sell out, showing the value of this leadership program.
- The Sales and Marketing School sold out last year, with 50 attendees.
- A design example of curved, spliced U girders was created.
- The PCI Convention and National Bridge Conference has collocated with The Precast Show.

Goal 4. Global standing: Members enjoy increased benefits from PCI's expanding global participation: We developed an international program.

- The United Arab Emirates (UAE) is expressing interest in PCI consulting with UAE transportation officials on the benefits of precast/prestressed concrete transportation products.
- The PCI Design Awards added two international categories, helping designers from other countries become engaged in PCI.
- Indonesia has adopted an ACI specification that mandates PCI plant certification.

As I conclude my final Chairman's Message, I want to thank the membership for allowing me to serve as your chairman in 2015. The support that I have received from Metromont, the Executive Committee, the board, and the PCI staff has been greatly appreciated.

The future bodes well for PCI. Let's continue to Move the Needle through the Power of One! 



Chris Pastorius | 2015 PCI Chairman
Vice President and General Manager
Metromont Corp., Richmond, Va.