

PRESIDENT'S MESSAGE

New strategic plan

is history in the making

Often you may not realize that you are in the middle of making history as things are unfolding, but there is a good chance June 2018 will be noted years from now as a major milestone in PCI's long history. At its recent meeting in New Orleans, La., the PCI Board of Directors approved a new strategic plan that sets priorities and creates a bold vision for the future of PCI over the next five years and beyond.

The plan identifies three bedrock, or baseline, goals that are necessary to achieve the strategic goals. Identified as "Goal 0s," these goals prioritize the need to maintain PCI as a world-class consensus technical organization and maintain the industry body of knowledge; to continue to provide quality plant, erector, and personnel certification programs; and to develop and maintain a first-class information technology and website system.

The first strategic goal is the most far reaching and marks a turning point in PCI's history: develop and maintain a precast, prestressed concrete design specification. After developing the design specification—supported by 13 PCI standards—the goal is adoption into the *International Building Code* by 2027. This goal will allow PCI members to control their own destiny in the code arena, setting PCI as the definitive body governing the design of structural precast, prestressed concrete.

The second strategic goal is simple and straightforward: increase market share for precast and prestressed concrete systems across all member product areas. The first of several strategies for achieving this goal is to have a network of highly effective local promotion organizations, stressing the importance of PCI's relationship with our local chapters.

The third strategic goal is to enhance member businesses through programs on workforce development, safety, precast concrete operations, and networking opportunities.

Included inside each of these goals are strategies for education programs and materials, research and development programs and projects, and government advocacy activities to support the goals.

The staff, Budget Committee, and board are now able to use the plan to prioritize PCI programs. The 2018/19 budget, also approved at the meeting, reflects those priorities but shows plainly that all of the resources necessary to fully implement the plan are not yet in place. The board has created a task group, chaired by PCI vice chairman Keith Wallis, that includes board council chairs and chapter representatives to look at PCI's current formulas and bring recommendations to the board for consideration.

Growing the precast concrete market has long been a goal of PCI, and more recently workforce development and government affairs have been added to the mix. The decision to embark upon the path of PCI becoming the keeper of the code for structural precast, prestressed concrete systems, however, is truly historic. Thanks to the Technical Activities Council and the entire PCI Board of Directors for adopting this vision and to the PCI staff for helping bring the plan into being. It's going to be quite a journey, and we will need all of PCI's members to help us reach the finish line. 

Please send

correspondence to
journal@pci.org or Precast/
Prestressed Concrete
Institute, c/o *PCI Journal*,
200 West Adams Street,
Suite 2100, Chicago, IL
60606.



Bob Risser, PE
PCI President and CEO