

PRESIDENT'S MESSAGE

Education is key to continuing growth

I'm pleased to report that the recent Future Market Insights (FMI) *PCI Precast Market Study* is complete and available in the Members section under PCI Market research in the Marketing Resources section. The study was undertaken to better understand market trends, value drivers, and perceptions of the various stakeholders involved with the decision to use a particular material or system, such as precast concrete. It is a follow-up to a similar study that FMI conducted in 2016. The new study was conducted in 2021 and utilized a combination of surveys and interviews to ascertain data. This comprehensive study addresses multiple stakeholders and topics and looks primarily at building enclosure systems and structural systems for buildings. PCI plans to conduct an update of this study every five years to track developing trends and hopefully positive changes to perceptions of precast concrete based on our extensive marketing and education efforts at both the national and local levels. A summary and executive summary of the findings are also available.

I'm proud of the work that the Marketing Council is doing, especially the Market Research and Metrics Committee led by Brian Miller with GCP Applied Technologies. This research will help guide our messaging and strategies going forward to achieve our goal of growing precast concrete market share.

One key to continuing the growth of the industry is the important work of our Educational Activities Council in reaching current design professionals, owners, and contractors; the Big Beam contest and the PCI Foundation in reaching the next generation of designers at the universities; and the local regions in reaching both.

The members of the Educational Activities Council and the PCI staff have been working diligently over the past several years to step up our efforts to reach these important audiences, and the results have been impressive. We launched the learning management system (LMS) in the summer of 2020. In 2021, almost 12,000 professionals earned continuing education credits toward their licenses by taking the courses PCI offers on the LMS. Through mid-June of this year, we already have almost 137,000 views of our LMS home page. Looking at the demographics, the vast majority of people who took the courses were engineers and architects, precisely two of the audiences we are trying to reach.

This year, the Educational Activities Council and the Student Education Committee are focusing on updating current resources and developing new resources for students and teaching materials for professors to teach precast concrete. And we continue to find ways to work closely with the PCI Foundation.

We know we have a great product. Our work to get the good word out continues. **I**



Bob Risser, PE
PCI President and CEO