

PCI Foundation 2.0 and the growth of precast concrete

I'm happy to report that the PCI strategic plan task group is in the final stages of its work, planning to present a draft of the updated plan in September at our board meeting at Committee Days in San Antonio, Tex. One of the strategic goals that will remain in the new plan is growing the relative market share for precast concrete. Very much related to that goal will be a new goal focusing on education.

There are multiple objectives under the education goal, and as they relate to growing market share, they fall into educating two primary audiences: current design professionals and future design professionals, also known as university students studying civil engineering, architecture, or construction management.

I believe strongly that one component of growing our industry is to have these students leaving school acquainted as much as possible with precast and prestressed concrete technology and the resources that are available to them to make informed decisions about choosing precast concrete for their projects.

For more than 20 years, the learning experience provided through grants from the PCI Foundation have provided a highly successful model for connecting students and faculty with PCI producer members to accomplish exactly that. The evidence for this success includes the fact that every region of the country has adopted a relationship with multiple universities using some version of this model to reach the next generation of designers.

In addition, university faculty across the country have told us that to receive a grant from a proposal to a national 501(c)(3) organization like the PCI Foundation is the best possible method for getting that support. Chapter 1 of the PCI Foundation has been very successful.

Recently, the PCI Foundation has been struggling with what the next chapter looks like. I'm pleased to report that the PCI Foundation Board of Trustees convened a strategic planning workshop in late July to determine the appropriate path forward for the PCI Foundation and establish the strategic direction required to advance its mission.

The workshop began with the attendees making an important decision regarding PCI Foundation's future. That decision was made by reviewing three potential paths forward, which included maintaining the current model, transitioning to a revitalized Foundation 2.0, or closure of the foundation.

The participants concluded that the current reality of the PCI Foundation and its stakeholders and the industry education goals warranted a Foundation 2.0. They agreed that this would be completed as a deliberate effort to revitalize, restructure, and reposition the PCI Foundation for greater relevance, accountability, and impact.

With this decision, the participants proceeded to develop a strategic blueprint organized around three key priorities: transparent stewardship (including governance), stakeholder impact, and fostering relationships.

In recent months, PCI headquarters has already taken steps to help better execute PCI Foundation's mission, including responsibility for the foundation's finances, website, social media, and meeting planning. I believe that the PCI Foundation model is essential for reaching our goal of increasing market share. I look forward to working with the PCI Foundation trustees and PCI leadership in the weeks and months ahead to complete the plan for Foundation 2.0 to help us get there. 



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