



## STRATEGIC PLAN 2012

### **Mission**

To advance the profession of building envelope (roofing, waterproofing and exterior wall) consultants

### **Vision**

RCI, Inc. will be an indispensable resource for education, expertise, innovation and knowledge exchange for building envelope disciplines and technology

### **Core Values**

- Ethical, independent, objective and unbiased practice
- Pursuit and exchange of knowledge
- Commitment to the industry
- Practical sustainability

### **Big Audacious Goal**

RCI will be universally recognized as the leading authority for roofing, waterproofing and exterior wall consulting.

### **Goals**

**1. Education** – RCI will provide premier educational services to support leading edge, practical and sustainable building envelope education.

**2. Membership** – RCI will maintain a healthy and growing membership of roofing, waterproofing and exterior wall professionals.

**3. Image** – RCI will be accepted by public, industry and government agencies as the leader in roofing, waterproofing and exterior wall consulting.

**4. Leadership Development** – RCI will support the competence and success of leaders at all levels.

**5. Advocacy** – RCI will represent, promote and support the interests of its members in social, governmental, civic and economic issues that affect the building envelope industry.

**1. Education** – RCI will provide premier educational services to support leading edge, practical and sustainable building envelope education.

Objectives:

1. Maintain current roofing-specific educational offerings
2. Introduce new programs annually
3. Develop new opportunities for educational programs
4. Expand professional practice educational offerings
5. Enhance promotion of RCI education across all levels of RCI
6. Enhance joint-organization provided courses

Strategies:

- Continue to develop new classroom and e-learning courses each year for the benefit of roofing/waterproofing/exterior wall consultants
- Promote research and new technology to foster and support educational initiatives
- Develop system to reasonably maintain regional course content
- Continue educational offerings as a major feature of the annual International Convention and Building Envelope Symposium
- Enhance promotion of educational offerings to similar/sister organizations (e.g., CSI, USGBC, NRCA, SWRI, etc.)

**2. Membership** – RCI will maintain a healthy and growing membership of roofing, waterproofing and exterior wall professionals.

Objectives:

1. Increase new members
2. Increase member retention rate
3. Develop increased membership benefits
4. Increase marketing to non-consultant individuals as potential members
5. Increase marketing to improve participation by industry members and consultants at the chapter and regional level

Strategies:

- Review membership categories with the intention of reducing the number
- Conduct market research to identify the potential membership pool
- Acquire e-mail databases of potential members
- Execute a formal exit survey for members who resign or don't renew
- Increase member benefits for education, marketing, and exposure opportunities

**3. Image** – RCI will be accepted by public, industry and government agencies as the leader in roofing, waterproofing and exterior wall consulting.

Objectives:

1. Expand industry awareness of RCI's role in the building envelope
2. Increase awareness of RCI registration programs (RRO, RRC, RWC, REWC, RBEC)
3. Maintain industry relationships that ensure the best interests of RCI

Strategies:

- Promote the leading edge educational programs established (annual convention, building envelope symposium, seminars and e-learning units)
- Emphasize the value of objective, independent and registered professional members
- Develop PowerPoint highlighting educational seminars to be shown at RCI seminars, meetings, etc.
- Develop PowerPoint highlighting registration program/requirements
- Establish marketing effort/plan similar to the "My Membership" emails, specific to education and registrations
  - Consumers
  - Members/potential members
- Maintain and expand alliances with the industry for each facet of the building envelope
  - Roofing
  - Waterproofing
  - Exterior walls
- Commit to ongoing contact with government agencies and code bodies
  - IBC/FBC
  - Army, Navy, Air Force, etc.
- Promote and support RCI member involvement in similar organizations
  - NRCA, MRCA, WSRCA
  - WCA, SWRI
  - ICRI, BIA, EIMA
  - CSI, AIA, NSPE
- Require and promote highest level of ethical practice and conduct of members

**4. Leadership Development** – RCI will provide support to enhance the success and competence of leaders at all levels.

Objectives:

1. Develop path/tools for leadership
2. Increase candidate pool for leadership at all levels

Strategies:

- Identify future leadership candidates and provide encouragement and guidance as needed
- Deliver annual chapter and region director leadership workshop
- Deliver annual committee chair training
- Consider, as appropriate, input from staff on potential leadership candidates
- Provide chapter policy manual
- Provide awards for jobs well done
- Review and update volunteer leadership position descriptions
- Consider requesting signed commitments to leadership

**5. Advocacy** – RCI will represent, promote and support the interests of its members in social, governmental, civic and economic issues that affect the building envelope industry.

Objectives:

1. Increase efforts to influence decisions regarding building envelope that are made by others
2. Expand liaison relationships to strengthen networks with related industry professionals and organizations

Strategies:

- Educate government and civic organizations concerning the solicitation and purchase of goods, materials and services
- Identify and educate owners, government, related industry, regulatory agencies and/or end users to promote the recognition of RCI credentials.
- Contribute to the development and implementation of building regulations
- Identify and influence public policies and legislation that affect RCI and its members
- Partner with allied associations to address relevant issues