

INFRASTRUCTURE ADVANCEMENT INSTITUTE (IAI) 3-YEAR STRATEGIC PLAN*



OUR PURPOSE: Promote collaboration, innovation, and implementation in design and construction with transportation infrastructure owners, contractors, and engineers.



SUSTAIN



FOCUS: Uphold status as a unique and valued professional organization

Short-term Objectives (0-1 Year)

Succession planning

- Board of Directors
- Executive Director
- Committees

Financial health

- Cash reserve policy
- Affordability for attendees

Review / update committee structure

Mid-term Objectives (0-3 Years)

Increase participation

- Student engagement / scholarships
- Envisioning industry changes and needs
- Revised and streamlined Summit registration fees
- Contractor engagement



SUCCESS INDICATORS

- Succession plan completed for Board, committees, and Executive Director position by 2022 Summit
- Cash reserve policy in place by Q3 of 2022
- Revised committee structure by Q2 of 2022
- Revised registration fee structure in place by 2023 Summit
- Retain at least 85% of existing Summit participants annually
- Student scholarship program by Q2 of 2023



EDUCATE



FOCUS: Lead the industry in infrastructure education

Short-term Objectives (0-1 Year)

Market IAI's purpose, value, and benefits

- Website
- Social media
- Newsletter
- Branding

Mid-term Objectives (0-3 Years)

Tailor content to increase contractor engagement

- Contractor input to design
- Owner guidance on specs
- Safety topics
- Capitalize on CE&I as intermediary

Increased sessions / hands-on workshops

- Lessons learned
- Emerging materials and technologies
- Alternative delivery methods
- Soft skills
- Future leader / professional development programs



SUCCESS INDICATORS

- New website designed and in place by Q2 of 2022
- Social media team in place by Q2 of 2022
- Quarterly newsletter distributed by Q3 of 2022
- New branding package in place by Q1 of 2022
- At least 30 percent of technical content is contractor focused by 2023 Summit
- Several hands-on sessions in place by 2023 Summit



EXPAND



FOCUS: Grow the organization into the future

Mid-term Objectives (0-3 Years)

Increase large, mid-range, and small contractor participation

- Collaboration with DBIA, AGC, etc.
- Outreach / sponsoring opportunities at various meetings
- Contractor specific technical content
- Advertise at other industry group events

Technical outreach

- Maintain a cloud-based technical library
- Foster local member collaboration on project-specific case studies and lessons learned
- Migrate to both face-to-face and video recordings for ease of access

Social events; in-person and virtual

- Quarterly social events
- President's Town Hall
- Joint events with other industry groups



SUCCESS INDICATORS

- Increase contractor participation to 10 to 20 percent of total attendees by 2024 Summit
- Cloud-based technical library in place by Q1 of 2023
- Quarterly social events up and running by Q2 of 2023
- Conduct 1st Annual President's Town Hall meeting Q3 of 2022

* Board of Directors to review and measure progress at each bi-annual meeting.