



2019 Strategic Plan OGSM

VISION: To shape the commercial real estate industry by being the most influential, innovative, and internationally recognized organization.

What		Who	How	
Objectives	Goals	Owner	Strategies	Measures
CCIM Institute is recognized as the premier commercial real estate education provider	<ul style="list-style-type: none"> > Update domestic and international materials to ensure a high-quality and relevant experience by January 2019 > Develop a model to attach CE credit to applicable courses and formats by December 2018 > Create a pilot to increase corporate and affiliate education delivery by June 2019 		Create and deploy an education plan that updates all relevant material, incorporates CE, and expands the education delivery process	<ul style="list-style-type: none"> > Draft and submit business plan by June 2018 to update CCIM materials to ensure current content delivery > Draft and submit a business plan by June 2018 for recruiting and training in-country instructors > Create a roadmap by December 2018 for Ward Center course creators to attach CE to online and classroom courses (retroactively and going forward) > Schedule 10 business development meetings/exhibits by October 2018 to understand priorities and needs for pilot development process
Increase member retention and engagement at the Institute and chapter level	<ul style="list-style-type: none"> > Retain 69% of candidates and 94% of designees > Hold 2 regional CCIM branded conferences by December 2019 > Increase annual conference attendance to 500 		Hold cutting-edge well branded conferences with networking, education, and dynamic speakers	<ul style="list-style-type: none"> > Develop a work group from regions, chapters and staff with participants at a national level by April 2018 > Amplify the “Life with the Pin” marketing campaign by December 2018 > Strengthen sponsor relationships to increase available conference funds by December 2018
Promote the value and understanding of the designation	<ul style="list-style-type: none"> > Increase brand recognition by 10% with corporate America (vs. baseline) > Increase the awareness of CCIM to the investment community by 10% (vs. baseline) > Increase mentor/mentee awareness & participation by 20% 		Refine and expand the comprehensive branding and marketing program, after establishing baselines	<ul style="list-style-type: none"> > Draft proposed budget to finance committee by June 2018 > Develop a comprehensive strategy to determine the baselines by September 2018 > Perform study to determine baselines by January 2019 > Review & recalibrate at April 2019 meetings > Launch (year 2) marketing program by June 2019 (based upon approved budget) > Review & recalibrate at October 2019 meetings
Provide innovative resources to ensure the ongoing relevancy of the Institute	<ul style="list-style-type: none"> > New delivery model launched by December 2019 > Identify a minimum of two collaboration opportunities which complement future needs of our membership 		Develop alternative delivery models to serve the needs of tomorrow's student	<ul style="list-style-type: none"> > Create a group comprised of the 12 RVPs for information gathering > CCIM staff to create a template for information gathering by the RVPs > Research delivery methods for successful non-traditional university graduate level programs, corporate training programs and other designation-based organizations to determine innovative delivery methods before the end March 2019 > Determine the CCIM advantages and constraints, identifying differentiators for education by June 2019 > Evaluate and determine the methods which would work for CCIM purposes > Make recommendations to the Education Committee for changes to the delivery methods to attract tomorrow's student > Create marketing pieces and communicate the changes to the membership and candidates
			Recommend a Vision 20/20 Presidential Advisory Group	<ul style="list-style-type: none"> > CCIM President to establish vision 20/20 Presidential Advisory Group members by June 2018 > Members of the PAG to determine collaboration outlets including but not limited to vendors, other industry organizations, and educational partners for meeting the future needs of the membership by December 2018 > Create a business plan to present at the spring 2019 midyear meeting