

CCIM Institute Strategic Plan

Values:

Fiscally responsible. Ethical. Global. State of the Art. Current. Inclusive.

Mission:

The competitive advantage for success in commercial real estate.

Vision:

To be the worldwide leaders in commercial real estate through innovative and progressive resources.

Goals:

1. Membership will be 30,000 by 2015 with a first year increase of 20% of membership.
2. CCIM real estate technology/education platform becomes the number one utilized source for members.
3. To increase promotion of designees, instructors and content globally.
4. Become the number one commercial real estate portal for knowledge.

OBJECTIVES:	STRATEGIES:	ACCOUNTABLE: (Department, Project Leader, Committee)
To promote the CCIM Designation and the CCIM Designee as the worldwide leaders in commercial real estate.	Increase CCIM media presence worldwide To Increase non-member magazine circulation (by 50%) with targeted mailings	<ul style="list-style-type: none"> • Marketing/Communications/PR, Acting Vice President of Marketing, Senior Director of Public Relations • Magazine Department, Acting Vice President of Marketing
Provide the highest quality education to attain the CCIM Designation.	Offer market driven, forward thinking and relevant education through various delivery methods Deliver effective instruction that promotes and enables retention and practical application	<ul style="list-style-type: none"> • Education Department, Vice President of Education, Education Committee Chair, Body of Knowledge Committee Chair, and Course Chairs • Education Department, Vice President of Education and Senior Director of Administration, Body of Knowledge Committee Chair and Faculty Subcommittee Chair
Be the premier provider of non-designation commercial real estate education.	Expansion and collaboration of Robert L. Ward Center courses and CCIM Technologies, Inc. Expand continuing education credit approval in all 50 States	<ul style="list-style-type: none"> • Education Department, Director of the Robert L. Ward Center, Education Committee Chair, and Ward Center Taskforce Chair & CCIM Technologies, Inc. • Education Department, Director of Continuing Education
Provide high quality, innovative and progressive resources to the commercial real estate professional.	New and improved CCIM website with mobile and social networking platforms Increased Networking and marketing opportunities Increase awareness and utilization of CCIM technology tools	<ul style="list-style-type: none"> • Marketing Department, Acting Vice President of Marketing, Senior Director of Communications, Technology Department, Senior Director of Information Technology, Vice President of Membership & Operations, Director of Region/Chapter Relations, Interactive Marketing Manager, Member Services Committee Chair, Networking Committee Chair, and Website Taskforce Chair • Membership and Operations, Director of Region/Chapter Services, Networking Advisory Board Chair, Marketing Department, Acting Vice President of Marketing • Marketing Department, Acting Vice President of Marketing, Technology Department, Senior Director of Information Technology
To grow CCIM membership through promotion of its value.	Market and promote all categories of membership Create a review plan for International, including a strategic business plan for each country	<ul style="list-style-type: none"> • Marketing Department, Acting Vice President of Marketing, Vice President of Membership & Operations, Member Services Committee Chair • Executive Department, Senior Director of International Operations, International Advisory Board Chair, International Activities Committee Chair