



## 2022 STRATEGIC PLAN

MISSION: The mission of CCIM Institute is to elevate our members to the highest levels of success in the commercial real estate profession.

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

OBJECTIVES	GOALS	STRATEGIES	MILESTONES
CCIM Institute is recognized as the premier commercial real estate education provider	<ul style="list-style-type: none"> <li>Increase corporate, university, and affiliate education delivery</li> <li>Identify processes by state for attaining CE approval of Ward Center and other online courses by December 2020</li> <li>Investigate, develop and repurpose tools and educational material specific to market disruptions</li> <li>Create awareness of CCIM education to underserved markets and eliminate barriers to enhance inclusiveness</li> </ul>	(Create and) Deliver an education plan that updates all relevant material, incorporates CE, and expands the education delivery process relevant through downturns and to all market cycles	<ul style="list-style-type: none"> <li>Annual increase enrollment of non-members in Ward Center courses.</li> <li>Leverage undergrad partners by establishing a guide best practices for chapters to reach out to university partners &amp; students, graduate and undergraduate.</li> <li>Create marketing campaign to promote Ward courses more globally, Canada, Korea.</li> <li>Create a resource for chapter to secure Continuing Education credit for Ward courses.</li> </ul>
Increase member retention and engagement at the Institute and chapter level	<ul style="list-style-type: none"> <li>Increase designee participation in the mentoring program</li> <li>Include newer designees in the chapter and Institute leadership</li> <li>Ensure annual conference is inclusive and relevant</li> </ul>	Effectively market conferences, meetings, networking, education, and leadership opportunities	<ul style="list-style-type: none"> <li>Retain 69% of candidates and 94% of designees (or 2020 renewal rate) and achieve year over year membership growth.</li> <li>Increase mentoring opportunities by adding 50 new mentors, including Past Institute Presidents, current instructors, and chapter leaders.</li> <li>At least 10% of committee appointees have not previously served on an institute committee.</li> <li>80% of chapters are represented on national committee.</li> <li>Add ex-officio (non-voting) members to every line committee who have not previously served</li> </ul>
Promote the value and understanding of the designation	<ul style="list-style-type: none"> <li>Increase brand recognition and awareness</li> <li>Increase Mentor/mentee awareness and participation.</li> <li>Create an inclusive community for all current and future stakeholders.</li> </ul>	Refine and expand the comprehensive branding and marketing program creating an inclusive community strengthening internal & external relationships.	<ul style="list-style-type: none"> <li>Increase personalized member touch points from baselines by December 2022 and consistently thereafter.</li> <li>Develop a comprehensive brand awareness strategy to reach Corporate America and other prospects by December 2022.</li> <li>Create an interactive tool that quantifies the value of the member benefit by September 2022</li> </ul>
Provide innovative resources to ensure the ongoing relevancy of the Institute	<ul style="list-style-type: none"> <li>Develop and launch new models or methods</li> <li>Create collaborative opportunities which compliment future and inclusive needs of our members</li> <li>Create CRE index or indices that benefit and highlight the expertise of members</li> </ul>	<p>Develop alternative delivery models to serve the needs of tomorrow's diverse students</p> <p>Develop and deliver timely content on emerging topics to the membership and the industry</p>	<ul style="list-style-type: none"> <li>Launch an updated website that creates a more valuable experience for users and meets current technology standards.</li> <li>Enhance social media plan and establish matrixes.</li> <li>Create programs to develop diversity, equality, and inclusion in the commercial real estate industry.</li> <li>Create and deliver technology tools to enhance the commercial real estate industry.</li> </ul>