



2020 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"> Increase corporate, university, and affiliate education delivery Identify processes by state for attaining CE approval of Ward Center and other online courses by December 2020 Investigate, develop and repurpose tools and educational material specific to market disruptions Create awareness of CCIM education to underserved markets and eliminate barriers to enhance inclusiveness 	(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"> Quantified increase enrollment of non-members in Ward Center classes. Year over year increase and involvement by the “The Real Estate Roundtable” members. Increase number of University Alliance Partners by 5. Convert 25 University Alliance graduates to Fast Track membership. Launch online self-paced designation education for at least 2 international partners.
Increase member retention and engagement at the Institute and chapter level	<ul style="list-style-type: none"> Increase designee participation in the mentoring program Include newer designees in the chapter and Institute leadership Ensure annual conference is inclusive and relevant 	Effectively market conferences, meetings, networking, education, and leadership opportunities	<ul style="list-style-type: none"> Retain 69% of candidates and 94% of designees. Provide mentoring opportunities to 25% of target audience and indicate interest of 25% of CCIM's in becoming mentors by December 2020.
Promote the value and understanding of the designation	<ul style="list-style-type: none"> Increase brand recognition and awareness Increased Mentor/mentee awareness and participation. Create an inclusive community for all current and future stakeholders. 	Refine and expand the comprehensive branding and marketing program creating an inclusive community strengthening internal & external relationships.	<ul style="list-style-type: none"> Sponsor a “Work Force of the Future” program including at least 5 of the top 25 Commercial Real Estate firms. Develop a comprehensive strategy to determine baselines of brand awareness among Corporate America by September 2020. Launch marketing program, derived from baselines December 2020.
Provide innovative resources to ensure the ongoing relevancy of the Institute	<ul style="list-style-type: none"> Develop and launch new models or methods Create collaborative opportunities which compliment future and inclusive needs of our members Create CRE index or indices that benefit and highlight the expertise of members 	<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"> Establish a baseline of video engagement (views, clicks, etc.) Identify a minimum of 3 high growth/demand collaborative opportunities and initiate at least one. Identify the components of a Commercial Real Estate index, establishing a baseline in the process.