

NCMA Strategic Plan 2018-2020

VISION	NCMA will lead the industry to position concrete masonry, segmental retaining walls and manufactured stone veneer as the primary choice for building better structures and communities.	
OUTCOMES	Improve Market Share of Member Products/Systems	Improve Member Value
GOALS	A. Influence codes, standards, and government regulations	<ol style="list-style-type: none"> 1. Improve industry engagement, support and awareness of codes initiatives/impacts 2. Advance competitive position through codes, leveraging research and collaboration 3. Foster product and process innovations 4. Protect member interests from unnecessary regulatory burdens 5. Enact policies supporting market opportunities (resilience, transportation, etc.) 6. Achieve Congressional approval for check-off and pass industry referendum
	B. Increase impact of NCMA resources	<ol style="list-style-type: none"> 1. Improve website and online presence 2. Repackage resources to facilitate improved use and dissemination 3. Improve NCMA branding and brand recognition
	C. Influence and support decision makers	<ol style="list-style-type: none"> 1. Repackage NCMA resources to improve use and influence 2. Improve knowledge about member products/systems 3. Support training efforts of member companies and regional partners 4. Make it easier to integrate member products into projects 5. Change perceptions of member products/systems relative to competing systems 6. Create partnerships along critical decision paths to influence system selection 7. Measure, report, and improve market share for each market segment
	D. Educate industry professionals and improve installer workforce	<ol style="list-style-type: none"> 1. Improve and expand online training resources 2. Improve and expand in-person training offerings 3. Improve interactions between industry professionals (YPG, social media, etc) 4. Support development and expansion of installer and inspector certification/training 5. Support contractor and labor partner organizations
	E. Increase membership and member engagement	<ol style="list-style-type: none"> 1. Increase attendance and participation in NCMA programs/functions 2. Improve communications and better promote value of NCMA programs/resources 3. Increase membership and explore new membership categories 4. Improve member satisfaction and retention
	F. Improve NCMA strength: fiscal, operational, industry leadership	<ol style="list-style-type: none"> 1. Improve operational efficiencies 2. Expand participation and revenue at ICON events 3. Foster opportunities for stakeholder investments through NCMA 4. Strategically coordinate and leverage resources with regional and national partners 5. Improve awareness, use, prestige, and impact of NCMA Laboratory 6. Develop new and expand existing non-dues revenue programs 7. Leverage the asset associated with NCMA building 8. Coordinate and leverage program investments from NCMA Foundation
VALUES	Expertise, Leadership, Integrity, Quality, Value-added, Credibility, Collaborative, Member-focused, Innovative	
MISSION	The mission of the National Concrete Masonry Association is to grow the concrete products industry by advancing and promoting the common interests of its members.	