



A New Strategic Plan for 2024–2026

By Brian Pallasch

DURING ITS SEPTEMBER 28, 2023, meeting, the IIBEC Board of Directors adopted an updated Strategic Plan for 2024–2026. Last updated in April of 2020, this plan affirms IIBEC’s purpose, vision, and values while consolidating our objectives and strategies under four key areas of focus.

IIBEC’s core purpose is to advance the profession of building enclosure consulting by building on our core values. Those core values call us to be ethical, independent, objective, and unbiased as we exchange knowledge, show our commitment to the profession and industry, and advance the sustainability of building enclosures.

We pursue our core purpose and values in an effort to be universally recognized as the leading authority in building enclosure consulting. We do this by setting four key goals for IIBEC:

- **VALUE OF IIBEC:** Be the premier technical, educational, and networking resource of the building enclosure profession.
- **ADVOCACY:** Advocate for consultant members at all levels of government.
- **CREDENTIALS:** Lead the industry in building enclosure consulting credentials.
- **KNOWLEDGE TRANSFER:** Empower members to achieve and sustain business and professional success.

We’ll achieve those goals by pursuing several objectives across each of the four goals.

VALUE OF IIBEC

First, we plan to underline the great value of IIBEC by increasing our brand awareness within the building enclosure profession and industry, and by striving to increase the public’s understanding of our profession and industry—not only at a national level, but also through promotion of our many chapters and local activities. We’ll demonstrate the value of working with IIBEC members, and we’ll emphasize the way our consultants adhere to the IIBEC Code of Ethics

while supporting IIBEC’s core competencies: roofing, exterior walls, waterproofing, and building enclosure commissioning.

In the near term we will focus on the following strategies to improve the value of IIBEC:

- Working with chapters on membership campaigns to grow membership at the local and international level
- Developing a multiyear plan to increase membership in North America
- Creating additional materials to improve the understanding and awareness of the building enclosure profession
- Creating a toolkit to explain the benefits of involvement in IIBEC as a way to better engage emerging professionals
- Implementing a formal mentorship program for all IIBEC members (see the “President’s Message” in our September 2023 issue)

ADVOCACY

Because we know national, provincial, and state policies affect how IIBEC members support their clients on a day-to-day basis, we’ll continue to put our advocacy efforts front and center. We’ll build on our recent victories in the area of building codes and standards as we seek to further ensure the safety, resilience, and sustainability of building enclosure systems. We’ll strive to influence procurement in ways that protect the integrity and transparency of taxpayer-funded projects. And we’ll boost our efforts to promote the credentials of our members to government officials.

To advance the goal of advocacy, in the near term, IIBEC will focus on the following strategies:

- Developing partnerships with allied organizations to facilitate adoption and support of IIBEC-proposed code and standards amendments on national, provincial and state levels
- Increasing the focus on public procurement related to protecting qualification-based selection (QBS), ensuring public health and safety, and maintaining the design professionals’ independence

CREDENTIALS

Speaking of credentials, we want to see more use of IIBEC-credentialed individuals by owners—even as we increase the number of IIBEC credential holders. Accreditation gives our credentials further

credibility, so IIBEC will obtain accreditation for its credentials through the ANSI National Accreditation Board (ANAB). (For the latest on this, see “The Path to CBECxP® Program Accreditation,” in this issue.)

To maintain IIBEC’s leadership in building enclosure consulting credentials our focus will be on the following strategies:

- Making IIBEC credentials highly sought after in the building enclosure consulting profession
- Enhancing marketing campaigns to reach potential credential applicants

KNOWLEDGE TRANSFER

Finally, we want to empower members to achieve and sustain business and professional success by increasing our educational offerings in the areas of sustainability, resiliency, technology, codes and standards, business and professional development, and hands-on applications. We’ll expand our database of technical resources and will give our chapter leaders access to tools and resources that will increase their effectiveness at the local level. We’ll also strengthen IIBEC’s distinctive emphasis on ethics by offering ethics training to members and credential holders. To those ends, we’ll pursue the following strategies:

- Identifying the needed updates for all IIBEC core courses along with a schedule to complete updates
- Developing and updating educational offerings in sustainability, technology, codes and standards, corporate culture, and hands-on applications
- Improving the IIBEC Hub strategy to increase the availability of technical resources for members

As IIBEC finishes its 40th anniversary year, we should celebrate all that has been accomplished by this great organization while pursuing our plan to continue to serve the profession and industry—not only for the next 3 to 5 years, but for the next 40 years. This new Strategic Plan points the way to an even brighter future for our members, the profession, and our industry. 