

NPCA Strategic Plan

MISSION (Why we exist.)

NPCA provides industry leadership by promoting quality precast concrete across all markets, addressing industry challenges and developing opportunities for member success.

VISION (Who we are becoming.)

NPCA will be the trusted resource and voice for the precast concrete industry.

CORE VALUES (Who we are.)

- **Stewardship** – At the core of our values is stewardship. Stewardship of our financial position, our resources and our reputation.
- **Service** – All of our work begins with a focus on service. Service to our producers, our associates and our industry stakeholders.
- **Integrity** – As champions of the precast concrete industry, our program of work and our product offerings reflect those members and our industry. We measure all our actions with integrity.
- **Advancement** – We develop programs, educational services and forums for commerce and networking to advance the industry and create opportunities for member company growth.
- **Communication** – As a respected and authoritative voice in the construction industry, we work to promote the value of quality precast concrete construction to specifiers, contractors, elected officials, the public and other key audiences.

STRATEGY 1

Develop a comprehensive internal and external marketing plan based on general industry data.

Outcome: *Precast Concrete Market Growth: Precast concrete is the premier construction material of choice.*

EXTERNAL MARKETING PLAN

Tactic 1: Create appropriate messaging.

Tactic 2: Identify key audiences and target our message.

Tactic 3: Compile data regarding alternative products and competitors for companies to use in their decision-making.

INTERNAL MARKETING PLAN

Tactic 1: Create “Sponsored by NPCA” marketing plan.

Tactic 2: Develop general industry data and metrics.

STRATEGY 2

Partner to influence the [future] workforce pipeline.

Outcome: *Leadership and Workforce Development: NPCA is the source of best practices for people development.*

Tactic 1: Develop member outreach tools to use with schools, students, guidance counselors, temp agencies, etc.

Tactic 2: Engage community colleges to determine how to incorporate Precast University courses and other NPCA education into existing curriculums.

What We Do

- **Technical Resources** – By delivering the best in technical resources and state-of-the-art access to these resources, we have the best-informed members in the industry.
- **Plant Certification** – We administer the most trusted and respected plant certification program in the industry. This program is a vital source for product quality and production efficiency for our members.
- **Networking** – We develop outstanding programs and events that allow our members to network in the industry.
- **Enable Commerce** – Through the production of The Precast Show and the NPCA Annual Convention, industry publications and our website, we connect producer members with associate members in commerce.
- **Encourage Innovation** – We seek opportunities for growth in a rapidly changing business environment and promote those opportunities to our members.
- **Education** – We develop and administer relevant educational opportunities for owners, managers and production personnel.
- **Expand Opportunities** – We work to grow the industry and expand market share by building relationships with specifiers, regulators and federal, state and local agency officials and represent the industry on codes and standards committees.

Business Strategy

Certification Leadership

NPCA will help producer members pursue the highest levels of documented product quality through plant certification.

Specifier Outreach

NPCA will improve opportunities for companies to be successful by informing and educating the specifier community on the features and value of precast concrete relative to competing products.

Member Service and Value

NPCA will provide educational, networking and marketplace channels so that members can exchange ideas and knowledge and participate in commerce that advances the industry.

Improve Industry Marketing

NPCA will revise and update the tools needed to market precast concrete as a product line of choice for the specifier community, locally, regionally and nationally.

Align Related Industry Associations

NPCA will work to build a coalition within the industry to create a unified voice for precast concrete marketing, harmonize industry definitions of quality, and cross-promote industry education programs.