# VISION
ICPI is the authority for segmental concrete pavement systems, which are universally recognized as the best value for pavement.

# MISSION
To deliver education and technical guidance leading to awareness, acceptance and use of segmental concrete pavement systems in the United States and Canada.

# GOALS

<table>
<thead>
<tr>
<th>#1 INDUSTRY GROWTH</th>
<th>Increase understanding, awareness and adoption of segmental concrete pavement as the preferred pavement system.</th>
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</thead>
<tbody>
<tr>
<td>#2 INDUSTRY EXPERTISE</td>
<td>Deliver education and industry best practices as the recognized authority on segmental concrete pavement systems.</td>
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<tr>
<td>#3 ICPI STRENGTH</td>
<td>Grow ICPI membership through increased awareness of benefits, participation in programs and perceived membership value.</td>
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<tr>
<td>#4 WORKFORCE DEVELOPMENT</td>
<td>Empower the industry to attract, train and retain a highly qualified workforce to meet market demand.</td>
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## OBJECTIVES

- Increase understanding among organizations that design, teach and use pavement systems
- Establish credibility to demonstrate performance and value of ownership
- Gain adoption within transportation agencies and municipalities
- Increase confidence and/or use by promoting lower maintenance and life cycle costs
- Increase awareness of ICPI and its resources among educational institutions
- Promote the value of industry certification
- Develop membership recruitment & retention programs
- Enhance the communication of value provided by ICPI
- Evaluate the effectiveness and efficiency of ICPI programs to maximize member engagement and perceived value
- Increase non-dues revenue sources
- Create program and resources to attract new recruits into the industry
- Enhance and continue to develop education tracks for all users
- Develop strategic alliances with national organizations
- Promote industry career paths

## INITIATIVES

- **Regional Collaboration**: Create regional events that provide relevant and accessible programs to members.
- **Installation Efficiency**: Develop a program that enables producers and contractors to work more efficiently.
- **Membership Value**: Support Producer members through personalized member service.
- **Educational Institution Outreach Program**: Promote segmental concrete pavement systems to the next generation.

## DESIRED OUTCOMES

- Increased awareness of ICPI, its education programs and technical resources
- Greater recognition that segmental concrete pavement systems are a sustainable and highly credible pavement
- Greater adoption of segmental concrete pavement systems among municipalities and the design community
- An effective and financially viable ICPI
- An expanded, highly qualified workforce with defined career paths

## VALUES

- Quality
- Excellence
- Technical Leadership
- Integrity
- Sustainability