

CCIM Mission:

Elevating our members to the highest levels of success in the commercial real estate profession through education, technology, and networking.

THE CCIM INSTITUTE

Advancing the Commercial Real Estate Profession

2023-2025 Strategic Plan

CCIM Values:

Integrity - Practicing as ethical, accountable, and principled professionals
Inclusive - Welcoming and supportive to all without exception
Innovative - Leading through creativity in product and practice

CCIM Vision: Creating exciting experiences for our members, team, and communities.

10 Year Challenge: 25,000 members by December 31, 2032

What		How	
OBJECTIVES	GOALS	STRATEGIES	MEASURES
Increase the attractiveness of the CCIM Brand	Develop and implement a fresh new look	Modernize our brand	75,000 monthly website visits (currently 38.3k monthly avg) CCIM global conference generate \$250k net margin with 1,000 attendees
	Increase membership	Enhance membership value	7,900 Designees and 4,500 Candidates 7,800 Ward and 3,600 Core students 10 Corporate education partnership agreements
		Expand our global reach	6 new Ward courses delivered by chapters 500 CRES initial applications
Increase diversity	Become a more inclusive organization	575 International students 650 People using Cultural Diversity Education Program (CDEP) and 225 CDEP students converted to Designees	
Leverage the collective power of CCIM stakeholders	Strengthen collaboration between Chapters, Foundation, Institute, and Tech	Enhance communications among Chapters, Foundation, Institute, and Tech	Provide quarterly updates to chapters for members regarding top initiatives and activities at The CCIM Institute, Foundation, and Tech 55% of CCIM Institute members utilize Site To Do Business (minimum) To raise a minimum of \$500,000 annually to support the Foundation operations
		Achieve operational excellence	80% of work plan action items are completed (minimum) 85% meeting satisfaction 150 days cash on hand (operational reserves) and no Audit findings 4.0 minimum Employee engagement score