



# Moving at Light Speed

IRWA enhances member value with record-setting innovations

WAYNE L. GOSS, SR/WA, R/W-NAC



There are so many IRWA initiatives coming together concurrently that it seems like every day sets a new record for how much we can produce at once.

As we increase our efforts to enhance membership value, we've established several goals for the upcoming year. These priority projects were developed with input from our International Governing Council (IGC), along with valuable recommendations from Region and Chapter leadership and Headquarters staff. I'd like to share with you some of our top priorities.

## Grow Membership

To bolster IRWA's reputation and recognition worldwide, new member growth is a top priority. We plan to accelerate our efforts to recruit new members, while boosting existing member retention to a level approaching 90 percent. Accomplishing both of these goals will help us to achieve a net increase in the first year, and a continued effort will help us overcome a growth rate that has remained stagnant for a number of years. As we focus on North American progress, a parallel factor aiding this growth is our international efforts. And speaking of international growth, we were pleased to welcome Chapter 83 President Piet-Nel DeVos from South Africa, who attended the IGC meeting in September. He provided us with great insight into the importance of developing new country-specific educational tools. As we work toward

creating courses specific to respective countries, we anticipate drawing a larger audience, resulting in additional growth.

## Instructor Development

To match the ever-increasing quality of our education courses, the recently formed Partnership for Infrastructure Professional Education was designed to raise the bar and renew our commitment to producing top-level instructors. As part of this effort, a new instructor development program will be introduced in the first quarter of 2016. It's called the **C<sup>2</sup>LIMB**, an acronym for **C**ommunication skills, **C**ontent knowledge, **L**eadership, **I**nstruction, **M**ethodology and **P**rofessional **B**ehaviors. We anticipate that the program will help our cadre of instructors to achieve an even higher level of proficiency in instruction.

## Educational Opportunities

As we accelerate new course development, we will continue to offer innovative educational opportunities for our members domestically and around the world. In 2016, a rollout is planned for the long-awaited pathways to earning the new industry-specific SR/WA designation and discipline certifications. To clarify the process, we are providing step-by-step supporting documentation that guides members through the credentialing process from start to finish.

## A Global Congress

In recognition of our overwhelming success in forming international partnerships, in 2016 IRWA will host the inaugural Congress for Global Infrastructure Real Estate in conjunction with the 62<sup>nd</sup> Annual International Education Conference in Nashville, Tennessee. This will serve as a worldwide venue for sharing our collective infrastructure expertise from around the globe.

## Efficient Technology

We plan to take advantage of emerging opportunities by upgrading our current software applications related to member services and education delivery. To this end, a third-party provider will be evaluating IRWA's technological platforms for future growth needs and developing a long-term strategy and technology plan. As a component of this undertaking, we will soon be migrating to a more robust and user-friendly software, which will enable us to move forward with our online credentialing module.

As we enhance the value that IRWA offers to its members, these are only a few of the major projects we will be engaging in over the coming year. A new day is about to dawn, and we hope that you will find value and relevance in the innovations we have planned for you. What an exhilarating ride! 🚀