ICIS Communications Plan
Resolution 2014-02: Objectives

- Raise the awareness of ICIS in order to grow the organization
- Raise the stature of ICIS in order to position it to better influence the construction industry
- Share information among ICIS members to increase member value
Target Audiences
Target Audiences

- Existing members
- Potential members
- Construction organizations
- Standards setting organizations
New ICIS Website – Phase 1
ICIS Website Objectives

- Modern website design
- Convey the value of ICIS
- Members-only resources
Modern Website Design

- Drupal content management system
  - Open source
  - Allows non-programmers to update certain content
- Modules allow easy format changes
- Built-in search function
- Social media friendly
- Search engine optimized
- Responsive design means automatically adapts to mobile devices
Convey the Value of ICIS by its Activities

- Dedicated area explains membership
- ICIS activities clearly visible
  - Surveys, papers, reports
  - Presentations
Convey the Value of ICIS by its Members

- Each member has a feature page
  - Need to review and comment
  - Need current logo
  - Need list of active ICIS members in each firm
    - Encourage more participation
  - *It is up to each member to keep the content current!*
    - Send corrections and updates to Secretary
Members-only Resources

- Secure login
- Eliminate need for Chapoo
- Public visibility vs. member access
Members-only Resources

- Publications
  - Surveys
  - Papers
  - Reports
  - Presentations
  - Videos

- Administrative Resources
  - Administrative Guide
  - Statutes
  - Resolutions
  - Board meeting minutes
  - Delegate Assembly meeting minutes

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New ICIS Website Demo
New ICIS Website – Phase 2
New ICIS Website – Phase 2

- Project area
- E-commerce (shopping cart)
  - Register for conferences
  - Pay membership dues
  - Buy ICIS publications
- Blog (news)
- Additional resources

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Next Steps
Next Steps: Communication Priorities

- Determine priorities for how ICIS wants to reach target audiences and how often
- Fund those efforts
- Evaluate effectiveness of efforts
- Report effectiveness back to Delegates
Next Steps: Branding

- Publication format
  - See separate presentation

- Name change
  - Evaluate whether to change the name of the organization due to current events
Next Steps: Name Change

- Important terms
  - International
  - Construction
  - Information

- Possible terms
  - Society
  - Association
  - Alliance
  - Coalition
  - Cooperative
  - Federation
  - League
  - Organization
  - Academy
Questions?