

ACI Strategic Plan

November 2024

Our Future | Vision

ACI envisions a future where our stakeholders have the knowledge and skills necessary to use concrete effectively in a changing world.

Our Business | Mission

ACI advances knowledge of concrete and its use.

Our Community | Stakeholders

ACI serves a diverse global community of stakeholders who rely on our expertise, services, and products.

Our Values | We Strive For

- Benefit to society
- Credibility
- Consensus
- Respect
- Personal and professional growth

Our Strategic Goals

ACI will use its resources and expertise to provide leadership in the effective use of concrete and foster awareness through communication and stakeholder engagement.

Our focus will be:

ADVANCE EXPERTISE

- Continuously improve and expand concrete knowledge.
- Catalyze industry innovation and progress.
- Be nimble and adaptive.

DISSEMINATE KNOWLEDGE

- Convey expertise through documents and outreach.
- Educate on the benefits and applications of concrete.
- Expand certification programs.

ENGAGE GLOBALLY

- Expand in key international locations.
- Provide ACI documents in other languages and customize them where appropriate.
- Increase international participation in ACI.

ADVANCE RESILIENCY AND SUSTAINABILITY

- Actively define concrete resiliency and sustainability.
- Support stakeholders in achieving resiliency and sustainability.
- Be responsible stewards of our world, to benefit future generations.

ENHANCE THE ACI EXPERIENCE

- Deliver engaging, valuable membership experiences.
- Attract, engage, and support young members.
- Foster a vibrant, inclusive community.