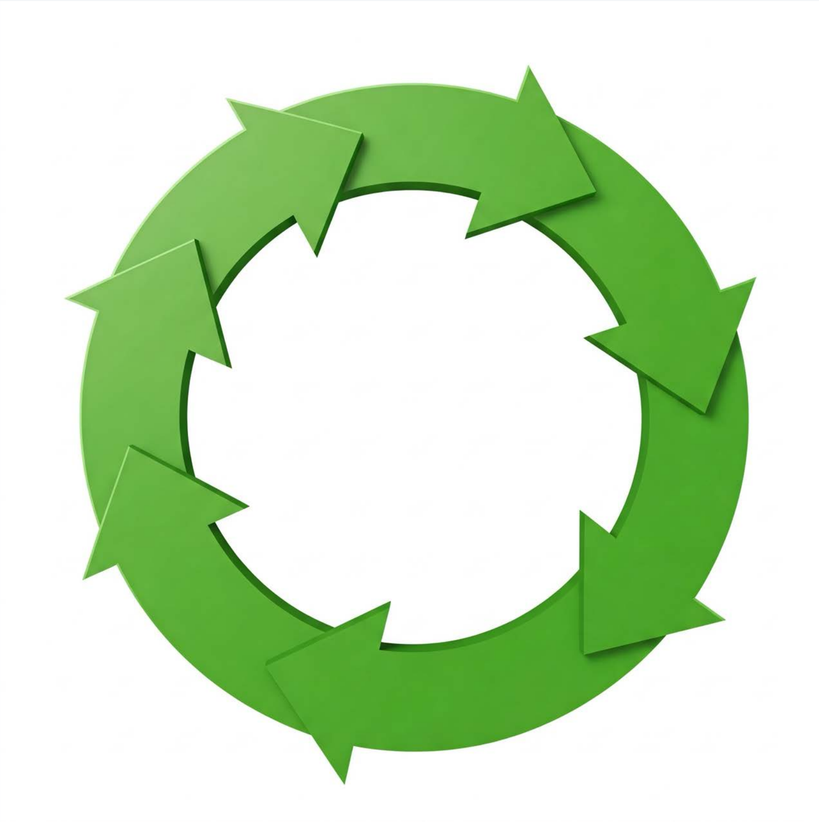
# Strategic Plan Update

Jeffrey Steuben

CRRC Executive Director

# History

- Strategic Plan updated roughly every 5 years
- New process
- New facilitator
- Different formats



# 2009 Strategic Goals (Part 1)

- Diversify Membership
- Improve Communication with Industry
- Strengthen the Technical Program
- Improve Organizational Services
- Ensure Financial Stability

# 2009 Strategic Goals (Part 2)

- Plan for International Expansion
- Expansion to Rate Walls
- Expansion to Rate Roof Systems
- Expansion to Provide Environmental Impact Assessment

# 2014

| Task 1: Admin | Task 2: Marketing | Task 3: Rating Program | Task 4: Finance |
|---|---|---|---|
| Other Surfaces Expansion Plan | Outreach Tools | Improve Random Testing | Code Adoption |
| International Expansion Plan | Fact Sheets | Technical Research Plan | ES-CRRC Evaluation |

# 2019

| *Strategic Priority Areas* | | | |
|---|---|---|---|
| **Code Adoption** | **Growth** | **Education** | **Technical Advancement** |
| 1-1 Increase references to CRRC by codes, regulations, and voluntary programs | 2-1 Expand Rating Program | 3-1 Improve public awareness and comprehension of cool surfaces | 4-1 Grow the science of radiative property measurements |
| | 2-2 Increase visibility and value of CRRC participation | | 4-2 Support the development of methods, equipment, & standards for radiative property measurements |
| | | | 4-3 Expand the technical brain trust of the organization |

# 2023

**Goal A:**

The CRRC is known by the public as the pre-eminent resource on cool surfaces

**Goal B:**

The CRRC expands its program offerings and services

**Goal C:**

The CRRC is a global leader in cool surface information

# Consistent Themes

- Responses to immediate concerns
  - Attracting new members
  - Improving program operations and efficiency
  - Need for specific educational content
- Developing new programs
- Expanding internationally
- Promoting code adoption and references to CRRC

# An Evolving Vision

CRRC
COOL ROOF
RATING COUNCIL ®

# An Evolving Vision - 2009

The Cool Roof Rating Council (CRRC) will be the foremost internationally recognized radiative roof surface rating and educational organization.

# An Evolving Vision - 2014

The Cool Roof Rating Council (CRRC) will be the foremost internationally ~~recognized~~ referenced radiative ~~roof~~ surface rating and educational organization.

# An Evolving Vision - 2019

The Leader in Cool Science

# Current Vision

CRRC data and resources on the impacts of cool surfaces enhance individual and community resilience to extreme heat.

# Recent Accomplishments & Current Efforts

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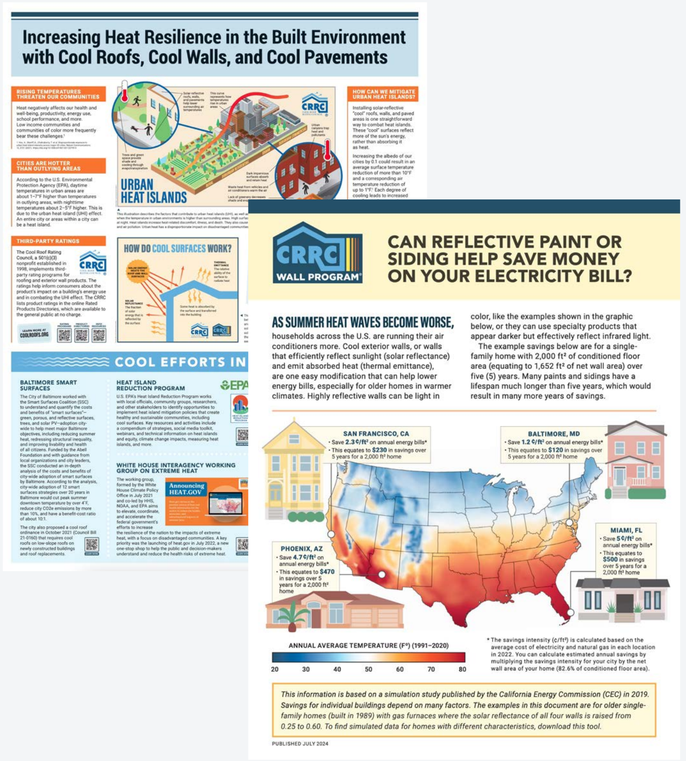
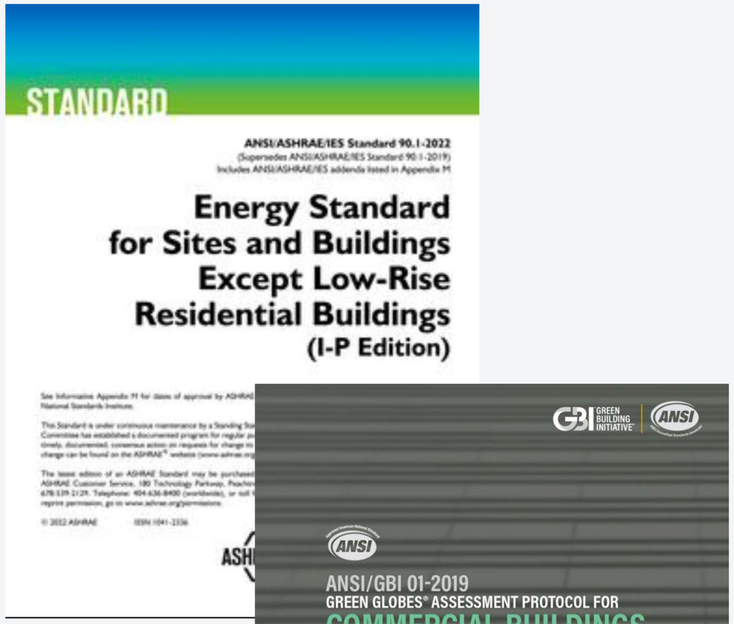
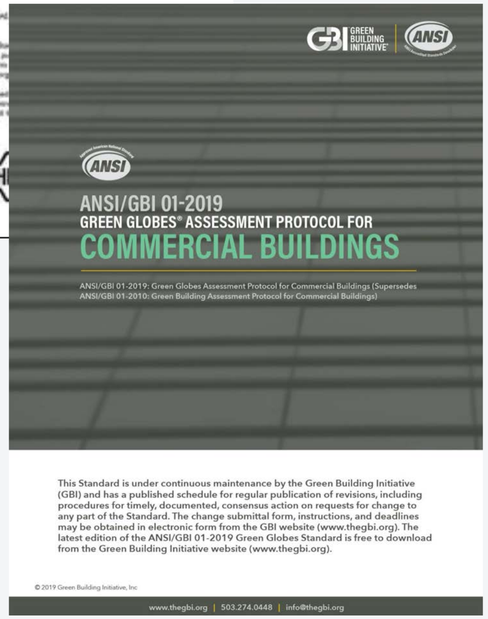
# Accomplishments



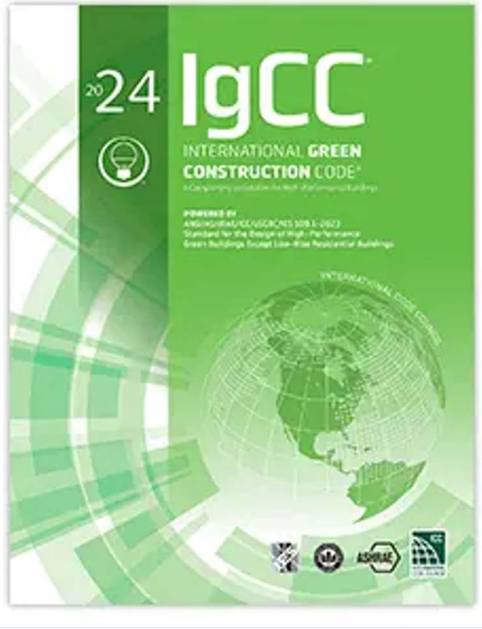



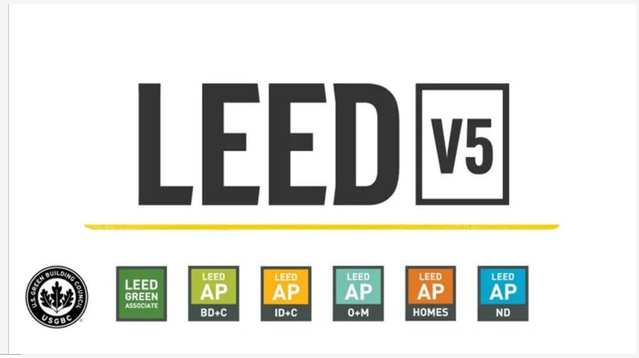
# Accomplishments





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# Accomplishments


## Validation Testing Program Details

Actively rated products are

- Required to be validated with passing test results every 7 years to remain on the Roof Directory
- Sent directly to a CRRC Accredited Independent Testing Lab selected by CRRC
- Tested according to the current test method
- Given two opportunities to pass Validation Testing

creativate

LOOMIS MARKETING

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# Current Projects

- CRRC Resources “Microsite”
- Digital program manual
- Wall Rating Program Portal Integration
- Pavement Ratings Program Exploration

# Looking Ahead

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# Plan Priorities for 2025

- Educate building contractors
- Increase code & program references
- Make cool surface research more accessible
- Improve and grow existing rating programs
- Network with international NGOs and look for opportunities
- Explore updates to CRRC Membership

# Moving Forward

- Periodic Board review of plan
- Adjust if necessary
- Next Strategic Plan Update – 2028 (probably)

# Strategic Plan Staff Contact

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