

EDITORIAL

Measuring Our Progress - New Directions

by

Larry Little, Chairman of the CIB Programme Committee



A two-way approach

Over the past few years, the CIB Board has been actively engaged in preparing and implementing a new Strategic Plan. This Strategic Plan 1998-2001 was approved at our last Congress. In its Programme of Activities, and especially in the establishment of some new activities, CIB will now apply a two-way approach.

The first approach is our traditional Responsive Approach. In this context proposals for new activities are put forward by CIB Members. They are judged on their potential value for the membership at large and transformed into a New Working Commission or Task Group.

The second approach is new and is called The Pro-Active Approach. This approach involves a Board or centrally-directed activity. Quite simply it provides for the Board to initiate activity in an area where it sees significant benefit to CIB and the industry we work with. The two approaches are intended to be consistent and complementary. Our major activity as in the past, is intended to be directed towards the Responsive Approach. We are now engaged in our first Pro-Active Approach project and, as you may be aware, it is to provide an inventory of verified models of various aspects of building performance and the critical issues which need to be addressed. An earlier News item by our President and other pertinent information on this initiative is available on our web site.

New Measures

With this new Strategic Plan and the changes we are undertaking it seems to be equally important to consider a set of measures to monitor progress in achieving our strategic directions. The creation of these measures and the important discussions we undertake in establishing them, can facilitate clarification of strategic intent as well as highlight the significance of change and impact on our current activities and culture.

Towards this end, the Programme Committee has begun a stimulating discussion on what is important and how much effort should we put into competing objectives. We hope to use these measures as a basis for reporting to the Board.

Our first debate provided a preliminary core set of measures which we will be defining for further consideration at our next meeting. These possible measures include Quality, Impact, Member Participation, Output, Formation of New Commissions/Task Groups and Event Satisfaction. Early consensus was achieved on the need for us to define and measure quality. It was believed that our valued members come to and remain as participants in CIB activities because of the high quality of the interactions. With regard to the other possible measures we should be able to measure the impact of our Working Commissions and Task Groups. What is the consequence of this collaborative effort? The level of member participation in our activities and the achievement of agreed to outputs is important as well as measuring the formation of new activities. As you would reasonably expect, we also need to measure our members' level of satisfaction with events.

Let Us Know Via Website

The challenge for the Programme Committee is to clearly define and ultimately agree on a final set of measures for recommendation to the Board. I would like to invite your early comments on this exercise, the set of measures we have initially struck and how they should be defined. If you would like to comment, a special database is being constructed on our web site to record your input.

I will try to summarise comments for feedback to participants as we strive to have CIB be the very best it can be for its members.

Larry Little

