

2024-2026 IPC Strategic Plan

**indicates preliminary priorities for 2024

Approved September 25, 2023, Board Meeting

PILLAR: Value to Members

Strategic Opportunity: Member Connection

2026 Milestone

- IPC has built a strong sense of community within the industry, providing members at all levels and in all industry disciplines opportunities to collaborate, build relationships, and share ideas and experience.

2024 Deliverables

1. Enhance the annual survey to collect additional information on member and Port needs and strengths.
2. Continue to spotlight the profile and accomplishments of individual members and Ports.
3. **Develop a mentorship program.
4. [See *Communication* below regarding a communication platform.]

Strategic Opportunity: Industry-wide View

2026 Milestones

- IPC is a source of industry-wide news, information and trends.
- IPC shines a light on and facilitates creative thought around issues that challenge the maritime industry.

2024 Deliverables

1. **Continue to publish monthly an industry-wide newsletter.
2. Determine topics that are of cross-industry interest and conduct related webinars, utilizing expertise within the membership.
3. Establish a task force comprised of representatives from each segment of the industry to share knowledge and practices on raising the profile of the maritime industry and developing the industry workforce of the future.
4. Create strategic alliances with other organizations and advocacy group.

PILLAR: Outreach and Influence

Strategic Opportunity: Government Liaison

2026 Milestone

- IPC is a recognized source of information and liaison between the maritime industry and US government officials and agencies.

2024 Deliverables

1. Continue to recognize government officials who are champions of the maritime industry.
2. Facilitate meetings between members/Ports and lawmakers.
3. [See *Industry-wide View* above.]

Strategic Opportunity: Communication

2026 Milestone

- Facilitate Port communication and connectivity globally.

2024 Deliverables

1. ******Upgrade the IPC website to provide capacity for:
 - A database and a platform for member-to-member and Port-to-Port communication
 - A shared calendar of key IPC and Port events
 - Forums and webinars
 - Links to Port websites
 - An archive of resources for members and Ports
2. Create a communication/PR strategy to share IPC benefits, services, activities and accomplishments with members, Ports and the industry as a whole.

Strategic Opportunity: Port Development and Operations

2026 Milestones

- IPC provides support for efficient and effective Port operations and the delivery of value to the membership.
- IPC facilitates sharing, support and collaboration between Ports.
- IPC fosters the development of new Ports around the world.

2024 Deliverables

1. Create a system of sister ports and connect annually.
2. **Provide standards, guidelines, tools kits and training for Port leaders on topics critical to Port success (e.g., membership, leadership development, governance, and programming/events).
3. Develop a membership marketing strategy and tools that Ports can adapt to recruit and retain members.
4. Work with local leaders to identify and support the development of new Ports.

PILLAR: IPC Organizational Development and Sustainability

Strategic Opportunity: IPC Capacity

2026 Milestones

- IPC has a sustainable and growing budget supported by diverse revenue streams.
- IPC has the member and staff structure in place that allows the organization to achieve its strategic goals and respond in a timely manner to changing member needs.

2024 Deliverables

1. ******Develop three strong funding streams - dues, corporate sponsorships, and revenue from a new event.

Strategic Opportunity: Leader Development

2026 Milestones

- IPC is led by engaged and committed leaders from all segments of the industry around the world who are passionate about the IPC mission.
- IPC provides high value training and engagement so Port and IPC leaders can be successful.

2024 Deliverables

1. ******Conduct an orientation for the 2023-25 Board of Directors and for Port Presidents.
2. Assign a Board member liaison to each committee.

Strategic Opportunity: IPC Governance

2026 Milestone

- IPC operates efficiently and consistently based on clear policies and procedures.

2024 Deliverables

1. ******Develop policies and procedures for major IPC functions and programs.
2. ******Evaluate and adjust the IPC bylaws, committee structure and charges to ensure focus on the Strategic Plan goals and priorities.

3. **Develop guidelines for leaders at the international and Port levels to clarify job responsibilities, reporting requirements, etc.

Strategic Opportunity: IPC Value Proposition and Brand

2026 Milestones

- Position IPC as the premier international maritime organization providing value to aspiring and current industry professionals and Ports globally.

2024 Deliverables

1. **Develop a IPC brand (including a new logo) that reflects the updated IPC purpose and industry-wide scope. Roll out the brand in time for the IPC 100th anniversary. Develop key messages for communication of IPC value and provide guidelines for use of the brand.
2. Use the International Propeller Club moniker (vs. IPCUS) in all communications.
3. [See *Communication* above.]

TOP PRIORITY Deliverables for 2024

[Member Connection] Develop a mentorship program.

[Industry-wide View] Continue to publish monthly an industry-wide newsletter.

[Communication] Upgrade the IPC website.

[Port Development and Operations] Provide standards, guidelines, tools kits and training for Port leaders on topics critical to Port success (e.g., membership, leadership development, governance, and programming/events).

[IPC Capacity] Develop three strong funding streams - dues, corporate sponsorships, and revenue from a new event.

[Leader Development] Conduct an orientation for the 2023-25 Board of Directors and for Port Presidents.

[IPC Governance] Develop policies and procedures for major IPC functions and programs.

[IPC Governance] Evaluate and adjust the IPC bylaws, committee structure and charges to ensure focus on the Strategic Plan goals and priorities.

[IPC Governance] Develop guidelines for leaders at the international and Port levels to clarify job responsibilities, reporting requirements, etc.

[IPC Value Proposition and Brand] Develop a IPC brand (including a new logo) that reflects the updated IPC purpose and industry-wide scope. Roll out the brand in time for the IPC 100th anniversary. Develop key messages for communication of IPC value and provide guidelines for use of the brand.