

A Letter from Our Executive Director



Ann Masek
Executive Director,
ACI Foundation

Dear Friends:

We are pleased to announce the rollout of our 2021-2025 strategic plan, refreshed brand identity, and the formation of a new Council to reflect our ongoing evolution.

By cultivating programs focused on students, research, and technology advancement, the ACI Foundation contributes to keeping the concrete industry at the forefront of material composition, design, and construction innovation. Our new strategic plan now shares the vision of ACI, where

everyone has the knowledge to use concrete effectively to meet the demands of a changing world.

Our strategic planning focused on five themes:

- Financial Strength,
- Industry Visibility,
- Alignment,
- Research and Technology, and
- Future Leaders.

The goals developed from these themes are supported by strategies to help us reach the important outcomes. The action plans and resource development will be measured against key performance indicators over various timelines within the 5-year milestone.

The new goals and objectives are designed to:

- Provide a stable and growing financial base for continued support of future concrete leaders and to advance the knowledge base of the industry;
- Reflect our mission and values through aligned organizational strategic direction for long-term industry progression and success; and
- Identify opportunities for growth, strategic partnership, and concrete innovation.

The ACI Foundation's updated brand elements embrace our core value proposition and vision.

Mission: The ACI Foundation makes strategic investments in ideas, research, and people to create the future of the concrete industry.

Logo: Our updated logo reflects our new tagline—“Building the Future.”

Tagline: “Building the Future” represents our mission, as well as the proactive and strategic role we take in supporting ideas, research, and people.

The new brand elements will be updated on all ACI Foundation collaterals, so be on the lookout.

New Council: The ACI Foundation has built upon three pillars of activity to help attract students, people, concrete research, and new technology to ACI. Paired with each activity are three councils, whose members steer and administer program outcomes, recommend funding, and contribute to industry progress.

The alignment goal in our strategic plan was developed to create stronger partnership and collaboration with ACI. As a leader for the advancement of the concrete industry, ACI has created a new staff role, Director of Innovative Concrete Technology, with the purpose of actively providing outreach by the Institute to trade organizations, companies, and individuals to attract emerging technologies for development within ACI. Additionally, the Institute has also established NEX: An ACI Center of Excellence for Nonmetallic Building Materials, which focuses on accelerating the use of nonmetallic materials and products in the building and construction sector. Nonmetallic polymer-based materials are

Announcing ACI Foundation's Annual Fall Appeal

By supporting the ACI Foundation, you keep the concrete industry at the forefront of technological advances in material composition, design, and construction.

This year, the ACI Foundation proudly funded eight critical research projects; however, 34 other grant applicants were left with no funding or support. We also received an overwhelming response from students applying for scholarships and fellowships. Twenty-two students were awarded, leaving 63 deserving and hopeful students without a scholarship. As the ACI Foundation grows, the number of funding requests from students and researchers continues to increase.

Help build a stronger industry

Take part in our Annual Fall Appeal and help us build a stronger concrete industry.

Every dollar you donate goes directly to students who excel in an industry-related degree program or research related to new technology, innovation, and implementation.

Your contribution to ACI Foundation is an investment in our industry.

To donate, visit www.acifoundation.org.



The updated logo tagline for the ACI Foundation

a technology that offers new possibilities for all types of construction.

To strengthen and simplify the ACI Foundation's approach to technology and innovation, and for stronger support of and alignment with ACI's expanding focus on technology, the ACI Foundation Trustees approved restructuring its Strategic Development Council (SDC) to a new council, the Concrete Innovation Council (CIC). The objective of the CIC is to identify technologies and innovations that are aligned with

ACI and industry strategies and help implement their use when appropriate. Its members represent a diverse set of industry—suppliers, designers, architects, engineers, contractors, academics, and regulatory individuals. The ACI Foundation, through the CIC, will host technology forums and workshops, review technologies, and help to get funding to new technology and innovation initiatives. Look for more news on the CIC activities, and its associated councils, the Concrete Research Council and Scholarship Council, online and on social media.

Finally, yet importantly, at the core of our mission is the human element. Our focus and priority remain on our philanthropic stewardship, creating meaningful opportunities for members to engage and connect, and fostering an environment of open dialogue, collaboration, and shared responsibility with the concrete community.

Warm regards,

Ann Masek, Executive Director, ACI Foundation

ACI Reinforced Concrete Design Handbook Set

The ACI Reinforced Concrete Design Handbook, a two-volume set, aids in the design of reinforced concrete buildings and related structures. The handbook includes an overview chapter on reinforced concrete structural systems, a chapter on the different analysis procedures addressed in the ACI 318 Code, and a chapter on durability of concrete. Available in print and digital formats.

www.concrete.org

