

URBAN LAND INSTITUTE Organization Strategy

In 2005, ULI, a nonprofit research and education organization supported by more than 40,000 members worldwide, engaged RCLCO to create a ten-year strategy to help guide its domestic and international growth. Long recognized as the preeminent, multidisciplinary real estate forum, ULI facilitates the open exchange of ideas, information and experience among local, national and international industry leaders and policy makers dedicated to creating better places.

Founded in 1936, the Institute had experienced explosive growth in its membership, education, and policy initiatives over the past decade, however the organizational structure, operations, and policies of the Institute were very antiquated and unresponsive to the organizations growing decentralization and desire to become more relevant at the local level.

RCLCO led a twelve month strategy planning process that involved the volunteer leadership of the organization (executive committee) as well as the senior staff and input from the membership. RCLCO conducted a forensic analysis of all of the organizations components, held over 100 interviews with key stakeholders, managed 6 task forces, conducted membership surveys, and held various workshops to build ULI's strategic plan for the next decade.

Today, ULI's staff is more decentralized than ever before with 60+ local offices in the US, Europe, Latin America, and Asia. For the first time, the Institute has a strategic policy focus that is reflected in its publications, policy initiatives, and educational seminars. The strategic planning process is resulting in ULI becoming more influential in land use matters at the global, national, and local level.



Urban Land Institute

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