

## NOVEMBER 2020 ITINERARY

**Friday, November 6, 2020** // 9:30am – 3:00pm

### CMAC Meeting – Virtual

CMAC Meeting Participants:

- Executive Committee
- Managing Director Committee
- Committee of Chairs & Co-Chairs

Zoom Link: <a href="https://calpoly.zoom.us/j/86181921383">https://calpoly.zoom.us/j/86181921383</a>		
9:30am – 9:45am	Welcome & Introductions	<b>Marcus Staniford</b> , CMAC President
9:45am – 10:45am	IAC Roundtable	<b>Marcus Staniford</b> , CMAC President
10:45am – 11:00am	Break	
Zoom Link: <a href="https://calpoly.zoom.us/j/81650355999">https://calpoly.zoom.us/j/81650355999</a>		
11:00am – 12:30pm	Presentation by Beacon Economics' Founding Partner, Christopher Thornberg	<b>Beacon Economics</b>
12:30am – 1:30pm	Lunch Break	
Zoom Link: <a href="https://calpoly.zoom.us/j/86181921383">https://calpoly.zoom.us/j/86181921383</a>		
1:30pm – 2:15pm	CMAC Committee Reports (5-mins each) <ol style="list-style-type: none"> <li>1. Development &amp; Facilities (Joe D./Jeff M.)</li> <li>2. Curriculum and Programs (Rod H./Tim B.)</li> <li>3. Curriculum (Jeff G.)</li> <li>4. Interdisciplinary (Kyle S.)</li> <li>5. Specialty Contractors (AJ C.)</li> <li>6. Construction Technology (Matty R.)</li> <li>7. Community Outreach (Bob S./Chris F.)</li> <li>8. Events &amp; Programs (Jannine T. &amp; Jason S.)</li> <li>9. Membership and Growth (Mike S. &amp; Tami C.)</li> <li>10. Young Alumni (Marlo C.)</li> </ol>	<b>Marcus Staniford</b> , CMAC President
2:15pm – 2:30pm	CMAC Committee & Next Steps <ul style="list-style-type: none"> <li>• Structure Discussion</li> <li>• 2-Year Budget Update</li> </ul>	<b>Marcus Staniford</b> , CMAC President  <b>Jeong Woo</b> , CM Department Head
2:30pm – 2:55pm	Construction Management Department and Campus Updates <ul style="list-style-type: none"> <li>• Accreditation</li> <li>• Senior Project Grant</li> <li>• Cal Poly Scholar Updates</li> </ul>	<b>Jeong Woo</b> , CM Department Head
2:55pm – 3:00pm	Wrap Up	<b>Marcus Staniford</b> , CMAC President

9:30am – 9:45am // Welcome & Introductions // Marcus Staniford, CMAC President

- Marcus highlight of new CMAC structure highlighting who has been elected to the MDC and the benefits of the diversity the group will bring to the CMAC.
- Marcus intro to the Roundtable.

9:45am – 10:45am // IAC Roundtable // Marcus Staniford, CMAC President

- Moderator: Marcus Staniford, COO of XL Construction
- Cal Poly:
  - Pat Callahan, SVP of Operations, Hathaway Dinwiddie
  - Jeong Woo, CM Department Head, Cal Poly
- Texas A&M University:
  - Matt Summerville, SVP of Operations, Brandt Companies
  - Hernan Guerra, Industry Relations Coordinator and Senior Lecturer, Texas A&M University
- University of Florida:
  - Michael Santarone, CEO, Stella
  - Nick Salce, Design Build Pursuit Manager, Kiewit

## Notes from Topics Discussed:

*How do you drive the greatest engagement by your advisory board members to ensure you maximize the value of their involvement?*

- Texas A&M –
  - 220 members
  - Exec Board of 5 people who head up the different committees
    - Meet 4 times a year
    - Larger group has the option to attend the quarterly meetings
  - 171 member companies, 71% commercial GCs
  - Now 220 with 48% commercial GCs and the other 52% are different sectors.
- University of Florida –
  - 3 member exec board, 4 committees, 27-28 members.
  - All members are expected to be on a committee and rotate through to so they can participate in each committee
  - Have a “shepherd’s list” who are folks who are a part of the regional clubs that are responsible to help raise money for the school and make their way onto the advisory board.

*Challenges of keeping folks engaged, what are some of the key things you are doing to drive engagement.*

- Texas A&M –
  - Large alumni network who are eager to be a part of the 220-member group.
  - They host a Career Fair is exclusive to the Advisory Board companies
  - Research opportunities – advisory board supports the faculty by having its members provide information to support what the CM department is attempting to learn and share information across our companies.
  - Willingness to give back to program and stay involved
- Florida –
  - Close network of friends passionate about the school keep the energy.
  - Club program that hosts events, golf, shooting, fishing, get vendors involved and invite students and faculty. Students partner up with companies and vendors. Enables a grass roots feel.
  - 4 meetings, can only miss one meeting a year as part of bylaws
  - Spring meeting includes a report out of the clubs (Shepard’s List) present to the advisory board on the success of their events. This is part of what can get them onto the board.

- Keeping a small group leads to high engagement, very passionate about the school, number of clubs around school that will fundraise, involve students to facilitate networking opportunities
- Cal Poly –
  - Fundraising limited to the companies that participate in CMAC.
  - Support for student competitions and coaching
  - Committee engagement and recently more structure around the deliverables of the committee
  - Regional mixers/ 5-6 mixers a year.
  - Outreach with alumni on regular basis as well as local high schools, connect and support other clubs/groups in CM, focused on bringing in funds for department, support for student competitions and training

*What are some things your program is doing to drive a greater level of diversity in the program?*

- Texas A&M –
  - At board level two of committee chairs are female
  - 5 city high school engagement program. Each company contributes 5K to host weeklong programs to engage future students. Then there is a large day on campus where everyone is brought together to familiarize them with the school program, they are achieving 28% Hispanic
  - Working hard to get more diversity in the committee, diverse populate at the school and working to reflect this in program
- Florida –
  - Putting a large effort toward this. They have two females on their board
  - Made point that the leadership board by default not diverse due to the history of the industry, however looking at the change in the industry and students over the past decade they do feel that in the future it will be less challenging to find more diverse leadership
  - Attend undecided major events to get more students into the program, a number of which are groups centered around diversity or race.
  - Program is 80% male while school is 50% male
  - Have an outreach program to partner with high schools with majority Hispanic students to give industry exposure, do this in 5 cities and get high school students to go through training, see project sites and meet faculty members all paid for by industry partners.
- Cal Poly
  - More female in the student population is helping us move to more diversity (25%)
  - Need to focus on ethnicity, and getting the word out to high schools and community colleges will be key to improving these numbers.
  - Cal Poly Scholar program.

*How is the industry maintaining engagement with the department during COVID-19?*

- Texas A&M –
  - Continual outreach, newsletters, to the department from the industry and vice versa
  - Summer luncheon
  - School uses social media with daily posts regarding what is going on with the school and students, request for research info, and requests for what is going on in the industry.
- Florida –
  - Board ZOOM meeting and a retreat with one hybrid meeting where somewhere in person.
  - Held their Advisory Board Career Fair through ZOOM and it was very successful.
  - Industry has been providing live lectures to help faculty with their programs
  - Have continued to do job field trips.
- Cal Poly –
  - Guest lectures possible with virtual environment
  - This year starting up a virtual mentorship program to stay connected with the industry, providing virtual opportunity for freshmen, more mentoring on senior project.

## *What is the profile of your professors?*

- Texas A&M –
  - 40 faculty, 50% research and 50% industry, industry has an average of 20 years' experience for lecturers.
- Florida –
  - 18 faculty, 5 have 10 or more years in industry, 25 % lecturers with PhDs.

11:00am – 12:30pm // Presentation by Beacon Economics' Founding Partner, Christopher Thornberg, Beacon Economics  
Event Recording: <https://ccce.calpoly.edu/event/the-state-of-construction-economics-with-beacon-economics/>

12:30am – 1:30pm // Lunch Break

1:30pm – 2:15pm // CMAC Committee Reports

## **Notes from Topics Discussed, refer to power point for information presented:**

### *1. Development & Facilities (Joe D./Jeff M.)*

- Request from Exec board to prioritize the Development Goals so we can focus our fundraising efforts.
- Need a better understanding of which of these are asked for on an annual basis vs a onetime ask (i.e. Classroom tech upgrades and student support; CM laptop program for incoming freshmen)
- Idea of prioritizing the one time asks then putting it on a timeline to knock off one a year for example.

### *2. Curriculum and Programs (Rod H./Tim B.)*

#### *a. Curriculum (Jeff G.)*

- Survey participation is marginally better, we should be able to get more than 30-31 responses. Committee was asked to look at ways to better drive participation.
- Committee was asked to consider how you can further rock #2 in planning for next spring.

#### *b. Interdisciplinary (Kyle S.)*

- Committee requested recommendation for students from other disciplines to participate in virtual panel on 11/10. Jeong to reach out to department heads.
- All about empathy and technical understanding of the other disciplines to facilitate better collaboration
- Rachele volunteer to help facilitate time for the virtual panel so it does not conflict with other events therefore providing more opportunity for participation.

#### *c. Specialty Contractors (AJ C.)*

- Committee has held three presentations in classed this quarter (virtually), goal to match that for winter quarter.
- AJ asked for the faculty to please send the syllabi when requested to better match the presentations with the content of the class.
- Working with clubs and competition teams, one main goal for MEP/CM comp was cancelled for this year
- Other two rocks were impacted by COVID
- Joe Cleary mentioned a hands-on mechanical internship program, similar to carpentry, will integrate into rock #2

#### *d. Construction Technology (Matty R.)*

- A couple of main initiatives were being implemented as part of events that were canceled as a result of COVID.
- 2 year goals mostly remain the same, tech event change to a conference, working to digitize CM
- Tech utilization survey completed, collected 60+ responses

- Building out CTEC webpage on CCCE website, not yet started
- 3. *Community Outreach (Bob S./Chris F.)*
  - Looking to create a one-page elevator speech that all of us could use to promote a career in construction.
  - Evaluate the use of virtual tech to engage communities, i.e. providing opportunities for a high school student to participate in a class at Cal Poly.
  - Developing content, showing work done by students in internships, clubs, alumni programs etc
  - Identify outreach opportunities complete, local community colleges and high schools
  - Postponing a few things due to COVID.
- 4. *Events & Programs (Jason S.)*
  - Rocks #1 and #2 on hold due to COVID
  - We planned a CMAC info session in May to talk to Students and promote CMAC
  - CMAC mentorship program – focus rock for next 6 months
  - New Rock: Jason asked that we bring the committees together to partner on events so that it feels less like the committees are reaching out and more like the CMAC as a whole is behind the effort.
  - Idea of having a Microsoft Teams for CMAC to allow more collaboration between the committees.
- 5. *Membership and Growth (Mike S. & Tami C.)*
  - Looking for a way to organize the new membership structure as it relates to benefits, events and branding opportunities.
  - Goal is to present this to CMAC exec committee prior to next meeting so it could be adopted into the bylaws and potentially rolled out at the spring meeting
- 6. *Young Alumni (Marlo C.)*
  - Looking for the right platform to help with rock #1, Rachell provided two recommendations for platforms.
  - Committee could use some help from the group with their rock #3
  - Goal to create bonds and mentorship with alumni and graduating seniors

*2:15pm – 2:30pm // CMAC Committee & Next Steps // Marcus Staniford, CMAC President*

- *Structure Discussion*
  - General note on discussion of breaking the Curriculum and Programs sub committees up into their own committees, this is being discussed and a communication on this can be expected.
- *2-Year Budget Update, Jeong Woo, CM Department Head*
  - Big thanks go out to CMAC members who contributed their member fees even though were here not the opportunities to participate

*2:30pm – 2:55pm // Construction Management Department and Campus Updates // Jeong Woo, CM Department Head*

- *General Update NOTES*
  - Jeong talked about how Cal Poly continued to practice the all-important LEARN BY DOING and how to do RESEARCH in the face of the pandemic.
    - Smaller classes, survey glass with social distancing.
    - Sending building kits to students who are not in the area.
  - Enrollment update and student award program
    - Nearly 30% of incoming freshmen are female!
  - CM Department gets additional funding based on the minor enrollment, that funding comes in the following year once the classes taken from the prior year is realized.
  - 140 companies participated in first Virtual CM Career Fair. 440 industry reps and 360 students. All hosted in Microsoft Teams
  - Great job for Rachell and Scott for managing the CCCE website update.
  - Update on student successes i.e. competitions

- Expect a communication of Jeong on how we can support the RENO competition in the form of Technology.
- Accreditation
  - Reminder of ACCE event dinner on March 8<sup>th</sup>, CMAC membership participation is very important, mark you calendars.
- Senior Project Grant
  - Three grants have been issued, one was presented by the students.
- Cal Poly Scholar Updates – Jessica Otten CAED Senior Director of Development
  - We raised 200K, double to goal.
  - Supported 5 CP scholars this year, two awards came from the funds that CMAC raised. Provided full tuition.
  - Students must already have been accepted to the college before the they are considered for the support.
  - It appears that all of the students receiving the support are underrepresented minorities

*2:55pm – 3:00pm // Wrap Up // Marcus Staniford, CMAC President*