

**BOARD REPORT  
OUTREACH COMMITTEE  
Northeast Region Board Meeting  
October 2021**



**DATE:** October 5, 2021  
**TO:** Northeast Region Board of Directors  
**FROM:** Steve VanDyke, Board Liaison

**SUBJECT:** Report of Outreach Committee

**A. Highlights**

1. All teaching positions for the virtual CDT training have been filled, a template for a central educational program database has been developed and research into costs and services for professional social media services has been performed.
2. With foundation work laid for all 3 facets, the Board should consider recruitment of a dedicated committee chair for each.

**B. The Report**

1. Committee Members:

Steve VanDyke, Worcester  
Bill DuBois, Metro NY  
Paul Comesso, Long Island  
Ken Lambert, New Hampshire

2. Committee Goals: The Board has tasked the Outreach Committee with developing the following:

- a. Virtual CDT training for Region members.
- b. A centralized repository for programs, to share ideas between Chapters.
- c. Increased social media presence.

3. Committee Activity:

- a. **CDT Training:** The goal is to recruit 10 “teachers” to each teach a 1-hour session to CDT candidates and 1 “Dean” to develop the syllabus, organize the teaching material and act as a mentor to the teachers. It had been decided that teachers should hold a CDT and preferably a higher credential, and that the Dean should have experience teaching CDT classes. The committee has recruited the following volunteers to teach:

- 1.) Kevin O’Beirne, Buffalo
- 2.) Bill Dubois, Metro
- 3.) John Gant, New Hampshire
- 4.) Steve Laurente, New Jersey
- 5.) Kevin Philips, Syracuse
- 6.) Jonathan Miller, Vermont
- 7.) Marty Helly, Worcester
- 8.) Bill Selski, Housatonic

9.) Steve VanHoose, Eastern NY

Tom Scarlata (Boston) has agreed to serve as “Dean” and coordinate the efforts of the faculty.

Ruma Som (Metro NY, NJ) has to also provide a wrap-up session to candidates in the form of a “CDT Jeopardy” game which she has presented to Metro NY chapter as a review session.

Next steps are to develop the teaching curriculum, promote the availability of the program and recruit CDT candidates. The Fall 2021 exam window is November 8 – December 15, and it is not likely that the faculty will be ready to prepare candidates for that window. Faculty should target the Spring 2022 exam window, which will be offered between May 2<sup>nd</sup> and June 8, 2022.

- Assuming a 10-week total duration for teaching, classes should begin no later than February 21, 2022 to have candidates ready for the start of the testing window.
- To be in a position to start teaching by February 21, 2022, the syllabus, teaching material and training of the teachers should begin no later than January 3, 2022. That will allow 7 weeks for preparation of the faculty.
- Promotion of the program and recruitment of candidates can take place at any time. It might be helpful for Chapters to poll membership and return a list of 1) who plans to take the Fall 2021 exam (to recruit in the event they don’t pass) and 2) who does not have CDT certification yet.

Themica McBee advises that if the Region can get 10 or more people to register for the exam together, the Institute will offer a discounted rate of \$375 per person.

b. **Educational Database:** The goal had been to develop a searchable database within the Region website, populated with prior programs held by chapters around the region. The database would be searchable by keyword (i.e. “envelope”, “hardware”, “code”, etc.) and would return a list of recent programs, with their descriptions. A template for the data entry has been developed (attached to this Board Report) and floated by Mike Helly, who confirms that he can likely develop the proposed functionality. Points for discussion:

- 1.) Who is the best person to enter data into the database? Since the purpose of the Outreach Committee is to reduce work for Chapters, could Chapters send their event flyers or AIA justifications to Terri Bracken so she can enter that information?
- 2.) The proposed template includes fields for attendance and comments on the success of the program. This would require chapter program chairs to enter that information.

c. **Social Media:** The goal set forth was to identify ways and costs for the Region to use elements of social media to increase membership and exposure for individual chapters, however, the concept of broader digital marketing rather than simply posts on social media platforms may better serve the goal.

A proposal for a digital marketing program was received through our current website manager, Mike Helly, which outlined a logical structure for a pay per click advertising program covering major social media platforms, but enacting such a program comes at too high cost (\$18,000 over the first year) with low anticipated ROI. It may be possible to scale back the approach and limit this type of spend as it applies directly to the Regional Conference this Spring in coordination with the Conference Committee’s marketing plans.

The changes to all of CSI's branding and messaging announced last month and happening this year gives us reason to pause on launching an outward facing program to potential members based on legacy marketing.

Based on the above, research expanded from an advertising plan to a managed organic approach using social media platforms with the intent to engage existing members on behalf of chapters. It is advised that this be done as a pooled and coordinated approach on the Regional level rather than by any individual chapter. Proposals are in the works by various 3<sup>rd</sup> party vendors who handle organic social media and other tasks for associations similar to ours.

The New Jersey Chapter is inviting Chapter & Region Leaders to attend a program on Tuesday October 26<sup>th</sup> from 4:30-6:00 on "How To Make The Most Of Your Online Presence" where social media expert, [Suzanne Stingo](#) will explain the benefits of organic social media for personal, professional, and organizational development.

The discussion of Regional Social Media should expand to include a more formal approach to marketing initiatives more generally and digital marketing including websites specifically. Given the refresh of the National organization, we should use this as an opportunity to examine how we will be operating our chapters into the future.

We should be looking at the systems & structures in place as well as the tools available to enhance our members' experience and simultaneously reduce our workload as leaders of individual Chapters.

Further discussion is warranted by this Board.

#### 4. Status of Current Programs

- a. CDT: develop promotional material and begin training teachers.
- b. Education: approve template proposed herein, and deploy into Region website.
- c. Social Media: collecting proposals for multiple offerings. Educational opportunity 10/26.

#### 5. Problem areas

- a. There are currently no problem areas, other than the fact that this is a very big task, when all three goals are considered together.

#### 6. Recommendation for goals for next FY:

- a. The Board should approve appointing three separate Chairs, one for each of the goals of the Outreach Committee, under the envelope of the Outreach Committee members.
  - 1.) Ruma Som (Metro NY) offered to serve as **Certification Committee Chair**, and has already assisted significantly with the recruitment of the last few individuals. She has the time and energy for this position, she has taught CDT training in the past and would welcome the responsibility.
  - 2.) Heath Waldorf (NJ) has been actively developing Digital & Social Media strategy for his chapter and has offered to share his efforts with the Region as part of a newly constituted **Marketing Committee**. Much of the information presented in this report for that topic, comes from Heath's efforts.
  - 3.) No **Educational Program Chair** candidate has been identified by the Committee yet.

**Respectfully submitted;**

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**END OF REPORT**

Cc: Region Secretary

## CSI NORTHEAST REGION EDUCATIONAL PROGRAM DATABASE

Program Title: Fire Department Operations for Architects

Presenter: Cpt. Tom Bull, Worcester Fire Department

Chapter Contact: Peter Caruso, LPAA, (508) XXX-XXXX, Worcester County

Description: Fighting a fire is a dangerous series of orchestrated events that a fire department must carefully maneuver through. When human lives are at stake, any errors could have severe consequences. The Fire Department in any municipality is well trained to respond to such a disaster. However small or large a fire may be, the premise is still the same- save lives and minimize the damage. Architects and Contractors are squarely involved in this. The Architect is responsible for designing a safe building for its occupants by meeting the building code and the Contractor is responsible for building the design as proposed. To help ensure these are met, officials with the City of Worcester Fire Department is actively involved with the initial review of the documents through occupancy. This month's presentation and interactive discussion will be about the logistics involved when the Fire Department approaches a building on fire and what happens from the time the fire engine pulls up to the building to the actual act of fighting the fire. Who better than Captain Bull to lead this presentation!

Learning Objectives:

1. Understand the code requirements of the IBC, how Massachusetts has modified them and how MGL c.148 s.26 further empowers the Fire Official as an Authority Having Jurisdiction.
2. Identify the various types of firefighting equipment used to fight a fire and their impact on building and site design.
3. Understand the logistics of how a fire department puts out a fire or responds to an emergency.
4. Properly locate building elements related to firefighting such as FDC's, FACP, and Annunciators, standpipes, and other items in positions most advantageous to firefighters.

AIA Program Number: NERCSI2115

Provider Number: S000

Program Credit: 1 LU / HSW

Program Attendance: 20

Comments: Event attendance capped at 20 due to COVID restrictions, and was filled. Appealed to a wider range than usual; several new faces at this event. Might be more interesting to combine with a building tour for a "hands-on" experience.