

University Associates Program

Introduction

Professional education takes place both in and outside the classroom involving not only students and teachers but also other parties who impact the teaching/learning process. In today's world of challenges, it is important that all parties in the teaching/learning process work closer together, using each other's expertise and resources for the benefit of all involved.

Recognizing the multitude of resources and talent among educational institutions and manufactures and suppliers of construction materials and processes, The American Institute of Architects, Continuing Education System (AIA/CES) embarked on a research project to identify how these organizations were collaborating. The purpose of the research was to ascertain the level of involvement of CES Passport Providers with university and college architecture programs. The research also attempted to determine the level of interest of both CES Providers and Architecture programs in working closer together on a variety of initiatives such as joint continuing education projects that will be discussed later.

The study was accomplished in two parts as a joint effort between AIA/CES and Clemson University Advancement Foundation for Design and Building. The first was a survey of the CES Passport Providers to determine the level and type of involvement with university and college architecture programs throughout the country. The second was a survey of select university and college architecture program administrators to solicit ideas on how their programs could become involved with manufacturers and suppliers of construction materials and systems and the level of their interest in becoming involved or more involved with them. The results of both surveys were compared and some final conclusions and recommendations developed.

The balance of this paper presents the results of both surveys, conclusions and recommendations reached, and ideas on how to move forward with the objective of bringing manufacturers and suppliers into a more formal partnership with university architecture programs.

CES Passport Provider Survey

A survey was sent to 203 CES Passport Providers. Seventy-two completed surveys were returned for a 35.5% response rate. The following is a summary of responses to the various questions.

When asked if their company had ongoing relationships with any colleges or universities, 20 (28%) responded affirmatively and 52 (72%) responded that they don't. Those that responded negatively to the question were asked if they would be interested in participating in a formal AIA/CES program to build relationships with colleges and

universities. Of the 52 who responded negatively, 88% indicated they would be interested while the remaining six 12% indicated they wouldn't.

Respondents who indicated that they presently were involved with colleges and universities were asked to list the kinds of activities they were doing. The major activities were as follows in rank order:

- Providing literature, samples, software and other materials to universities and colleges
- Serving as guest lecturers in classes
- Conducting continuing education courses in person and on-line
- Sponsoring and supporting student projects and competitions.
- Providing scholarships
- Serving on program Industry Advisory Committees

The findings indicate that many of the CES Passport Providers are actively involved with college and university architecture programs, and if not, would like to be.

University Architecture Program Survey

A second survey was sent to 110-college and university architecture program heads. Thirty-four returned the completed survey for a response rate of 31%. A summary of the findings from the survey is presented below.

When asked how they could become involved with manufacturers and/or suppliers of construction materials and systems, the following ways were presented in rank order

- Guest speakers
- Donation of instructional materials, software, etc.
- Conduct continuing education courses
- Provide scholarships
- Provide financial support and fund raising efforts
- Sponsor student competitions
- Conduct tours/field trips
- Involvement in studio projects
- Conduct lunch meetings with students/faculty
- Serve on Industry Advisory Committee
- Create a "Living Lab"
- Establish a "Building Materials and Systems Research Center"
- Support summer student internships
- Exhibit at conferences

The second question in the survey asked if there is interest in becoming more involved with manufacturers and suppliers. Of those responding, 57% responded positively; 40% did not respond and only 3% responded negatively.

The last question in the survey asked if the respective architecture programs already were involved with suppliers and manufacturers but would like to increase their involvement. Of those responding 53% responded positively, 10% responded negatively and 37% did not respond at all to the question.

From the responses to the survey, the reader may conclude that there are partnering activities presently occurring between college and university architecture programs and manufactures and suppliers of construction materials and systems. In addition, there is a high level of interest for this to not only continue but to be increased.

Comprehensive Summary of Both Surveys

The following overall conclusions resulted from the findings from both surveys:

- College and university architecture programs and CES Passport Providers are working together on various types of activities.
- Many CES Passport Providers are not working with college and university architecture programs but desire to.
- College and university architecture programs and CES Passport Providers share common areas of interests.
- A formal program to bring together college and university architecture programs and CES Passport Providers appears desirable.

Surveys results were presented to a meeting of the CES Passport Providers in Richmond, Virginia in the fall of 2001.

University Associates Program

Based on the overall conclusions from the findings of both the above-mentioned surveys, Thom Lowther, Director of the AIA/CES organized a University Associated program Committee. This committee consists of representatives of the CES Passport Providers, university and college architecture programs, and AIA collateral organizations. The current committee is comprised of representatives from the following organizations:

- ACSA
- AIA Arizona (CACE)
- AIA National
- Boston Architectural Center
- Cal Poly Tech
- CertainTeed Corporation
- Clemson University
- Drury University
- NAAB
- National Gypsum Co.
- Pella Windows
- Ron Blank Associates
- TRACO Windows

- University of New Mexico

2002 Goals:

The charge of the committee is to develop and formalize the University Associates Program. The goals for 2002 are as follows:

1. Identify 3 CES Passport Providers and 3 universities to establish pilot studies utilizing continuing education as the primary focus. End of year reviews to be published and distributed to all participating universities and CES Passport Providers.
 - W. P. Hickman, Inc. and Kent State University
 - CertainTeed Corporation and Pratt Institute
 - National Gypsum and Clemson University
2. Identify “Best Practices” through NAAB accreditation visits. End of year reviews will be published and distributed to all participating universities and CES Passport Providers.
3. Establish a “University Associates Profile Database” providing an information site for universities and CES Passport Providers looking for a profile match of interest.
 - <http://www.ua-profiles.org/>
 - The site allows anyone to add, alter or post data. A future function would be to create an automatic match of schools and industry providers without their manual searching.
4. Present papers and details at professional meetings.
 - ASCA Conference
 - AIA Provider Conference
 - CSI National Convention
 - NAAB
5. Co-sponsor a joint Summer University Associates Summit in Washington, DC with ACSA, AIA, NAAB, and CES Passport Provider representatives.

University Associates Future Program

Initial plans for the University Associates Program calls for increasing the participation between the academic community and industry leaders through cooperative programs.

Long-term goals include:

- Continue pilot programs emphasizing continuing educational cooperative ventures.
- Expand the types of pilot programs beyond continuing education.
- Identify, promote, and publish the “select practices.”
- Expand the services of the “University Associates Profile Database”

For more information about this program contact Thom Lowther at tlowther@aia.org or call 202/626-7478.