

The National Association of Women in Construction



Professional Development & Education

THIS HANDBOOK IS THE PROPERTY OF YOUR NAWIC NATIONAL OFFICE. PLEASE PASS ON TO THE APPROPRIATE PERSON WHEN YOUR TERM OF OFFICE IS OVER.

(Rev.09/20)

PROFESSIONAL DEVELOPMENT & EDUCATION (PD&E) COMMITTEE GUIDELINES

An Association Standing Committee

Purpose:

To provide year-round educational opportunities to all members.

Description:

The **Professional Development & Education (PD&E)** Committee shall function as an education and development resource to members by providing educational webinars & podcasts, access to a rich portfolio of professional speakers and to valuable engagement through educational initiatives. This will be accomplished through the following measures:

1. Partnerships with the Emerging Professionals Committee to market and help chapters implement the mentoring program.
2. Promote the continuing education courses offered through the NAWIC Education Foundation (NEF) as a resource to allow members to engage in self-paced construction focused educational programs.
3. Provide a diverse portfolio of qualified speakers for chapters to utilize for PD&E
4. Assist the Leadership Book Club (LBC) Coordinator to promote, maintain and assist groups/chapters.
5. Annual Conference Assistance: Assist President and staff with breakout session topics/speakers (industry/personal development).

Written Reports Required of NAWIC Professional Development & Education (PD&E) Chair:

1. Articles for The Connection, at direction of NAWIC Committee Coordinator
2. Annual Planning Conferences, at request of NAWIC Directors
3. Annual Regional Forums, at request of NAWIC Directors
4. Annual Meeting Report Book, at request of NAWIC President

At the request of the NAWIC President, the National Chair will outline a Professional Development & Education (PD&E) plan and prepare to present it during the Annual Conference. Handout materials to be distributed during the open house workshop may be sent to the Committee Liaison for upload to Conference Website.

The duties of the Professional Development and Education (PD&E) Chair are as follows:

1. The National Professional Development and Education (PD&E) Chair will be appointed by the NAWIC President. The Co-Chair will be appointed by the NAWIC President-Elect.
2. Other committee members are the Regional PD&E Chairs which are appointed by the Regional Directors and other NAWIC members as appointed by the NAWIC President.
3. The chair should review the National strategic plan prior to planning for the year she will serve as National Chair and use the goals outlined therein to provide ideas for webinar topics, secure professional speakers, develop programs or create projects for use by chapters.
4. Introduce the Committee goals/objectives through participation in the Committee Open House Workshop during Annual Conference.
 - During Annual Conference, the Outgoing Chair shall assist Incoming Chairs with introducing the goals/objectives for the new year.
5. Communicate with the regional committee members on their role on this committee and establish basis for communication.
6. Write articles for the *NAWIC Connection* as established by the Committee Liaison / National Vice President.
7. Write articles for *THE NAWIC TODAY* as established by the NAWIC Office.
8. Communicate with chapters, through the monthly mailings (e-mails), on information received from the regional committee members. Encourage participation, recognize actions undertaken and share ideas for chapter PD&E as they arise.
9. Other duties as may be directed by the NAWIC President and/or Committee Liaison.

The duties of the Regional Professional Development and Education (PD&E) Chairs are as follows:

1. The Regional Professional Development and Education (PD&E) is appointed by the Region Director.
2. The Regional PD&E Chairs will serve as members of the NAWIC PD&E Committee.
3. Encourage the establishment of a chapter Professional Development and Education (PD&E) Chair in each chapter, as this is a NAWIC Standing Committee.
4. Assist chapters in establishing their PD&E program, providing suggestions and ideas for PD&E topics, activities, and speakers etc.
5. Encourage participation in National PD&E Annual Competition by as many chapter members as possible. Assist chapters in selecting, organizing, and completing submissions, if necessary.
6. Other duties as may be requested by the Professional Development & Education (PD&E) Chair.

The duties of the Chapter Professional Development & Education (PD&E) Chair are as follows:

1. The chapter shall have a Chapter Standing Committee of Professional Development & Education (PD&E).
2. The Chapter PD&E Chair will communicate with the Regional Chair or NAWIC PD&E Committee Chair, as requested.
3. The Chapter PD&E Committee should plan and schedule meeting programs or speakers, as well as any workshops, seminars, and tours for the benefit of chapter members.
4. The Chapter PD&E may select projects for the chapter members to participate in that teaches, improves, clarifies an understanding of our industry and/or promotes public awareness of the construction industry and NAWIC.

**PROFESSIONAL DEVELOPMENT & EDUCATION COMMITTEE
CALENDAR NATIONAL CHAIR**

All committee members have been chosen to fulfill these responsibilities based upon their commitment and strength in leadership. It is the responsibility of the National Chair, Directors, Regional Representatives and Chapter Committee Chair to communicate any expectations, ideas and concerns with each other on a timely basis. Open lines of communication will ensure this committees success. The PD&E Committee is vital to continue NAWIC as a premier association. Therefore, the following calendar is suggested to offer guidance, direction and to emphasize the importance of communication.

Task	Due Date	Date Completed
National Chair to contact Region Representatives. Provide copy of Professional Development & Education Committee Guidelines and Calendar. Discuss expectations of committee and regional representative.	September 20	
Prepare an outline of expectations for regions and chapters to be presented at Annual Planning. Encourage scheduling at least 3 months meetings in advance.	September 30*	
Contact Region Representatives to keep lines of communication open. Discuss new education programs being offered, ideas from other chapters, etc.	October 1	

Contact Region Representatives to keep lines of communication open. Discuss new education programs being offered, ideas from other chapters, etc.	January 7	
Prepare progress report for Mid-Year Board of Directors Meeting	February 28*	
Contact Region Representatives to keep lines of communication open. Discuss new education programs being offered, ideas from other chapters, etc.	April 1	
Chapter PD&E Chair to prepare report for Annual Spring Forum with copies to Director and Region PD&E Representative and submit 15 days prior to forum.	March 19 th - SAR Forum April 19 th - PNW Forum April 23 rd - SER Forum April 30 th - MW & PSW May 13 th - NER Forum May 14 th - SCR Forum	
Contact Region Representatives to keep lines of communication open. Discuss new education programs being offered, ideas from other chapters, etc.	July 1	
Prepare report for Annual Board of Directors Meeting.	August 1*	
Assist new National Programs, Education & Projects Chair for transition. Help prepare for PEP seminar to be held during Annual Convention (if asked by the NAWIC President-Elect) <i>Dates subject to change in accordance with scheduling of Annual Planning, Annual Forum and Board of Director Meetings</i>	September 1	

PROFESSIONAL DEVELOPMENT & EDUCATION COMMITTEE CALENDAR REGION REPRESENTATIVE

All committee members have been chosen to fulfill these responsibilities based upon their commitment and strength in leadership. It is the responsibility of the National Chair, Directors, Region Representatives and Chapter Committee Chairs to communicate any expectations, ideas and concerns with each other on a timely basis. Open lines of communication will ensure this committees success. The Professional Development and Education Committee is vital to continue NAWIC as a premier association. Therefore, the following calendar is suggested to offer guidance, direction and to emphasize the importance of communication.

Task	Due Date	Date Completed
With outline from National Chair, present expectations of chapters at Annual Conference.	Annual Conference*	
Region Representative to contact Chapter Chairs and/or Chapter Presidents. Provide copy of Committee Guidelines and Calendar. Discuss expectations of committee and chapter participation.	September 30	
Contact Chapter Chair to keep lines of communication open. Discuss new education programs being offered, ideas from other chapters, etc.	October 8	
Contact Chapter Chairs to keep lines of communication open. Request listing of upcoming speakers or programs.	January 14	
Prepare progress report to assist National Chair for Mid-Year Board of Directors Meeting	February 1*	
Contact Chapter Chairs to keep lines of communication open. Discuss new education programs being offered, ideas from other chapters, etc.	April 8	
Order region awards from the NAWIC Office, if available, in plenty of time before Forum to receive them.	March 1*	
Present report for Annual Forum with copies to Director and Region Representative	April 15*	

Contact Chapter Chair to keep lines of communication open. Request listing of upcoming speakers or programs.	July 8	
Prepare progress report to assist National Chair for Board of Directors Meeting. Assist new Region Director & Professional Development & Education Chair for transition. Helping prepare Incoming Chair for Annual Conference.	July 1* September 1	

*Dates subject to change in accordance with scheduling of Annual Conference, Annual Forum and Board of Director Meetings

The National Professional Development & Education Committee Annual Competition:

Each year, the PD&E Committee shall choose an engaging activity that encourages chapters to participate in the annual National PD&E Competition. The Committee may decide to ask chapters to create a construction related project, to share ideas, or to engage with other construction related organizations in an effort to deepen our engagement with each other while continuing our educational growth as women in construction. At the request of NAWIC National Office, the Committee shall provide an informational flyer with details of the competition, the prize that will be awarded to the winning member or chapter, details regarding the deadline for submissions and who to contact for questions. A Chapter Construction Industry Project is any project which teaches, improves, or clarifies an understanding of the construction industry or promotes public awareness of the construction industry. Educational programs and seminars sponsored by the NAWIC Education Foundation are considered construction industry projects. The establishment of a scholarship or grant program does not qualify as a construction industry project.

CHAPTER PROFESSIONAL DEVELOPMENT & EDUCATION COMMITTEE **GUIDELINES FOR PROGRAMS**

Education is a key to the success of NAWIC Chapters and the speakers or programs held at the monthly chapter meetings are a key ingredient to providing value to the members and guests.

1. Schedule Chapter programs and community projects as far in advance as possible. (Exhibit A).
2. Don't try to work alone. The chapter President should appoint a committee to work with you. Should you be a committee of one, request another committee chair to each be responsible for one program. Meet with your committee early in the year and brainstorm for program topics and speakers. Discuss workshops, seminars, classes and construction tours as well as programs.
3. Invite Chapter members to complete and return a program questionnaire at the beginning of the year (Exhibit B). One of the best program sources are chapter members, their co-workers and employers.
4. Review subjects contained in the Reference Library on file in the NAWIC Office.
5. Work closely with Chapter Public Relations Committee and/or chapter newsletter chair, in publicizing programs and speakers.
6. Initial contact with a prospective speaker may be made by phone. Once acceptance has been received, follow up with a letter to the speaker confirming date, time and place of the meeting; subject speaker is to discuss; how much time is allotted for program (including question and answer segment); whether speaker will be a guest of the chapter for dinner; and whether hand out material needs to be reproduced and/or distributed (Exhibit C). Request a biographical sketch for use with introductory remarks. You may want to include in this initial letter a brief background of NAWIC.
7. Approximately one (1) week before date of meeting, contact speaker by phone to confirm speaking engagement and to make arrangements to greet speaker in person on arrival at place of meeting. Confirm date, time and place of meeting.
8. Be certain that you have furnished the chapter President and chapter newsletter chair with the correct spelling and pronunciation of speaker's name and company name.
9. Be at door to greet and accompany speaker to seat. If arrival is prior to start of meeting, introduce speaker to other members. This is also a good time to remind speaker how much time is allotted for presentation.

10. Introduce speaker from data previously furnished. Be sure to pronounce speaker's name clearly and correctly.
11. Following presentation, thank speaker and allow time for departure if not staying for balance of meeting.
12. Follow chapter procedure in giving speaker an honorarium. Chapter may want to consider presenting speakers with commemorative plaque or honorarium certificate of appreciation.
13. Have Chapter members fill out the Chapter Program Reaction Survey. (Exhibit D)
14. Chapter should write letter of appreciation following presentation (Exhibit E). This may be done by Chapter Corresponding Secretary or PD&E Chair.
- 15. Report on PD&E activities to the Regional Chair on a quarterly basis and attend all National Committee Chair meetings / Committee Calls**

Basic Steps for Successful Project:

The basic steps for a successful project/event, including non-dues income projects/events, are as follows:

1. Select a project/event: The project selection is the first and most important decision to make. Be selective and choose a project that you have chapter buy-in and best fits the chapters' needs so that it can successfully be completed. Evaluate projects considered for best results. Select an achievable project with realistic goals.
2. Identify your attendance base and ways to promote your project:
 - a. Event announcements, flyers, billboards, social media
 - b. Telephone contact
 - c. Direct mail
 - e. Personal solicitation
3. Establish the goal of the project (whether educational or financial): Determine the financial needs and set a realistic goal. Determining the need for funds for chapter expenses or a special project, such as a scholarship fund, will determine your approach to how members and the community will support the project.
4. Organize the event: Organization and advance planning will ensure the success of the project.
 - a. Determine your chairman - recruit someone with full knowledge, understanding, enthusiasm and time to commit to the project. The Chair can make the project a success or a failure.
 - b. Recruit committee leadership to serve on the project. Evaluate your membership to ask the assistance of those members with expertise in the various areas of your project.

5. Establish roles and responsibilities: Each committee member should be assigned specific tasks: program, invitations, public relations, location, attendance, ticket sales/reservations and supplemental income, i. e. auction, raffle, etc.
6. Set a time frame: Pre-organization and follow-up are the keys to a successful project. Beginning - middle - end! Note items of long lead time and put them at the top of your list. Hold regular meetings of the committee heads (separate and apart from the general membership meeting) to ensure time schedules and deadlines are being met. Report to the chapter board and membership.
7. Project income and expenses: Income sources should be considered from ticket sales, donations, donated gifts and materials, sponsors, pledges and ads. Evaluate your project, set hard and human costs.
 - a. Facility, food and beverages, decorations and AV equipment
 - b. Invitations - creating, printing, assembling and mailing
 - c. Other printing needs - event materials, programs and signs
 - d. Program - speakers, music and entertainment
 - e. Attendance development - personal contact, invitations, advertising, flyers, and media
8. Hold your event.
9. Event close-out: Hold a follow-up committee meeting to discuss ideas and suggestions for future projects. Include both what worked and what to avoid or change in the future. Submit a committee report to the membership, including financial information, at the close of the project. Organize the project's files for the next year's Chair to use as a guide.

Possible projects for Industry Benefit, Community Benefit, and Education are included in the PD&E with a brief description and contact where available. Gain ideas from projects that other chapters have done to aid you in your project selection. Determine the objective of your project; construction education, community benefit and/or a fundraiser.

DON'T FORGET ABOUT OUR PARTNERS

The National Association of Women in Construction has a number of Partnering Agreements in place with other organizations. Coordinating programs with these organizations is obviously encouraged, and may provide a source for additional programming. Our partners are:

The ACE Mentor Program serves high school youth who are exploring careers in Architecture, Construction, or Engineering. The mentors are professionals from leading design and construction firms who volunteer their time and energy. The program is designed to engage, inform, and challenge youth.

www.acementor.org

The American College of the Building Arts (ACBA) is dedicated to educating the next generation of building artisans and to preserving the building arts in a manner never before seen in America. Under the direction of our experienced faculty, students have the opportunity to receive a quality liberal arts education while they learn the skills needed to excel in their chosen field.

www.buildingartscollege.us/

American Council for Construction Education (ACCE) - Since 1974, the American Council for Construction Education (ACCE) has been a leading global advocate of quality construction education that promotes, supports, and accredits quality construction education programs.

www.acce-hq.org

American Institute of Constructors (AIC) - The AIC Constructor Certification Commission knows you are committed to serving the construction industry in a professional and ethical manner. Constructor Certification exams are given every November and April.

[American Institute of Constructors \(AIC\) - www.aicnet.org](http://www.aicnet.org)

[Certified Professional Constructor - www.constructorcertification.org](http://www.constructorcertification.org)

American Road and Transportation Builders Association (ARTBA) has 5 different scholarships available: The Highway Worker Memorial Scholarship Program; the annual Young Executive Development Program; the annual Globe Awards Program; the annual Roadway Work Zone Safety Awareness Awards Program and the annual ARTBA Student Paper Competition.

www.artba.org/foundation/

Arizona State University Online — Construction Management (MS) - Arizona State University's Master of Science in construction management degree is designed to meet the growing need for professionals with advanced technical, management and applied research skills in the construction industry.

Offered through the Del E. Webb School of Construction, this online degree program features areas of study in construction management and facility management.

<http://asuonline.asu.edu/online-degree-programs/graduate/master-science-construction-management>

BuildingSkills Program by Paxton/Patterson - BuildingSkills introduces the construction trades to students as they learn if their interest and aptitudes are well-suited to a construction career. This program gives students the opportunity to transfer what they have learned directly to a summer work program or career.

www.paxtonpatterson.com/construction-education.aspx

Career One Stop is your source for career exploration, training & jobs. Sponsored by the U.S. Department of Labor.

www.careeronestop.org/

Construction Career Days - Youth are vital to the construction industry. Today's high school students represent the pool of workers from which the construction industry will recruit its future workforce. Construction Career Days will expose high school students and adults to rewarding and diverse careers in the industry. The events offer students a career option that they otherwise may not have been aware of. You will need to search online for a CCD near you.

Construction Management Degree - Search 80+ online schools and degrees. Your guide to accredited schools offering a construction management degree.

www.constructionmanagementdegree.com/

Construction Users Roundtable (CURT) - CURT offers several opportunities for training and professional development, both online and in the classroom.

www.curt.org/Training.aspx

The Department of Construction Science at Texas A&M University offers a Master's degree in Construction Management and a Ph.D. degree in Construction Science.

archone.tamu.edu/cosc/

The Department of Building Science is a part of the College of Architecture, Design, and Construction at Auburn University, which also includes the School of Architecture and the department of Industrial Design. The mission of the Department of Building Science is to create stimulating learning experiences by engaging in the discovery of the techniques and management principles of construction.

cadc.auburn.edu/construction

Department of Construction Management at East Carolina University - Provides an educated professional workforce, promote community engagement, and facilitate innovation in construction for the betterment of society. Our goals are to prepare students for success, create future leaders in society, build construction knowledge in service to the profession and public, promote a sustainable environment for the safety and welfare of people, and foster and sustain a collegial environment where learning and sharing of ideas can occur.

www.ecu.edu/cs-cet/construction/index.cfm

ElectricianSchoolEdu.org - This website is the first-of-its-kind resource dedicated solely to providing information on vocational training programs, apprenticeships, state and jurisdiction licensing laws, and career opportunities— all in one place.

www.electricschool.edu.org

Engineergirl is designed to bring national attention to the exciting opportunities that engineering represents for girls and women. The website is a service of the National Academy of Engineering (NAE) and grew out of the work of the NAE Committee on the Diversity of the Engineering Workforce.

www.engineergirl.org

Helmets to Hard Hats - A fast way for Military, Reservists, & Guardsmen to transition from active duty to a career in the construction industry.

www.helmetstohardhats.org/

Independent Women's Forum - Located in Arlington, VA, is a non-partisan, non-political company that offers training for women seeking new careers.

www.iwf.org

Lorman Continuing Education - NAWIC partners with Lorman Education Services to provide cost-effective training opportunities that meet the needs, enhance the skills, restore knowledge, and build competencies of our members.

[Lorman Educational Services for NAWIC Members](#)

M.A.G.I.C. Camp - Mentoring a Girl in Construction - A free, one-week day camp designed to introduce high school girls to exciting careers in construction.

www.mentoringagirlinconstruction.com/

McKinsey Company - Offers training for women changing their lives and returning to the workforce. They also offer part-time employment while they are being trained.

www.mckinsey.com/

Massachusetts Institute of Technology Open Courseware is a web-based publication of virtually all MIT course content. OCW is open and available to the world and is a permanent MIT activity. Through OCW, educators improve courses and curricula, making their schools more effective; students find additional resources to help them succeed; and independent learners enrich their lives and use the content to tackle some of our world's most difficult challenges, including sustainable development, climate change, and cancer eradication.

ocw.mit.edu/index.html

Masters in Data Science

Considering a career in data science? Wondering what exactly that entails? Data scientists work in every industry – from the Defense Department to Internet start-ups to financial institutions – and tackle big data projects on every level.

www.mastersindatascience.org/schools/texas/

NAWIC Education Foundation (NEF) - Since its inception, NEF has focused on construction education and offers a number of certification programs (CBT, CDS, & CIT). In addition, the Foundation has developed several programs and competitions (CAD/Design/Drafting, **Block Kids**, etc.) created to foster and promote construction as a viable career choice among students from grade school to high school level.

www.nef-edu.org/

National Center for Construction Education & Research (NCCER) - NCCER offers curricula in over 70 different craft areas and more than 80 different assessments. When you successfully complete training, assessments and/or performance verifications through an NCCER Accredited Training Sponsor or Assessment Center, NCCER's Registry System records your completions and issues the appropriate credentials. It is these portable, industry-recognized credentials that many industry leaders look for when making employment decisions.

www.nccer.org/training-and-certifications

Occupational Outlook Handbook - Not Sure What Career to go into? The Occupational Outlook Handbook has many ways to find career information.

www.bls.gov/ooh/

Rosie's Girls - Sponsored by Vermont Works for Women - The Rosie's Girls® Summer Program is a three week camp for early adolescent girls that encourages participants to develop and strengthen their capacities and confidence and helps them expand their perception of the range of educational and career options that are attainable. Using a unique, holistic approach, Rosie's Girls combines hands-on instruction in the skilled trades with a broad array of other activities explicitly designed to encourage girls to develop their own strength, power and confidence in an atmosphere that is fun, supportive, and positive.

www.vtworksforwomen.org/rosiesgirls/

Small Business Administration Online Courses - Since its founding on July 30, 1953, the U.S. Small Business Administration has delivered millions of loans, loan guarantees, contracts, counseling sessions and other forms of assistance to small businesses.

www.sba.gov/tools/sba-learning-center/search/training

Vocational Rehabilitation Center - Florida, and most other states, has a **Vocational Rehabilitation Center** that will test women (and men) who are downsized or changing careers. They offer career testing and programs to enable the person to enter a new career.

www.rehabworks.org

YWCA - is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

www.ywca.org

FREQUENTLY ASKED QUESTIONS:

1. Our Chapter is too small to keeping trying new/ bigger events, what can we do to meet the purpose of PD&E at the Chapter level?

Answer: Be selective in choosing the projects that you do. You do not need to do everything. If you already have one or more regular events you normally participate in, keep at it. Consider it a relationship building experience with that agency, group, or event. Instead of trying to find a larger/different project, spend more effort in making your project better. Utilize publicity of your event to you're your commitment to the group/agency/event! Eventually non-members will begin to see your hard work and commitment to your community. But don't forget to harness the enthusiasm of newer members who wish to start a new, exciting project- with Chapter growth you will find terrific changes.

2. Our Chapter's PD&E Chair is just too busy to write up, find pictures, and put the submission together, what can we do?

The competition is not mandatory but participation from each chapter is encouraged. The PD&E Chair can delegate another member to submit on behalf of the chapter. Also, note that there is no need to write a long report but to simply share your success and allow the work you've done to show. It does not have to be anything formal – but be proud and share what you have accomplished.

3. We're way too busy trying to keep up with Professional Education, WIC Week, Block Kids, and finding speakers for our Membership Meetings to start something new.

Most Chapters are already doing PD&E, they simply keep the secret to themselves. So share your hard work with your community and your Region Director. Having professional speakers at your meetings is the most beneficial task that you can do. Think outside of the box and invite a local partner organization to your meeting (to hear your speaker) and you've reached into the community. A single program/event covers several Committees. For example, a Mechanic's Lien Law seminar is a great program, is a community event, and be a WIC Week event (if so scheduled)

PROFESSIONAL DEVELOPMENT AND EDUCATION REGION COMPETITION GUIDELINES (voluntary)

Although competitions for the Professional Development & Education Committee are not held on the National level, several of the Regions still hold competitions. The primary responsibility of this committee is to encourage Chapters to participate in providing professional speakers/programs and to sponsor activities that directly benefit the construction industry and provide positive recognition for the construction industry within the community. Any project that teaches, improves, or clarifies an understanding of the construction industry or promotes public awareness of the construction industry, qualifies under this committee.

Contact your Region Director for your Regions Guidelines, if any.

WHAT TO DO IF SPEAKER IS A "NO SHOW"

1. If you have a few hours notice:
 - a. Determine if someone else in your chapter can step in and present on a relevant topic / similar topic.
 - b. Determine if you can allow the speaker to present virtually so that if someone cannot physically come to the meeting but is willing to present, they can be accommodated.
 - c. Reach out to the National Chairs who can access the list of available speakers
 - d. Maintain a file containing magazine clippings or social media posts that appeal to you about speakers and programs presented to other organizations. Contact persons named in clippings about substituting for the program. If they have a speech already prepared, they may not mind being contacted late.
 - e. Find out in advance whether construction associations in the area have Speakers' Bureaus. Perhaps someone listed with them could fill in.

2. If it is time for the meeting and your speaker is a "no show":
 - a. Use "Member Mini-Talks" as suggested in "Suggested Formats for Topics" located in this handbook.
 - b. Check with the Chapter President. There may be Chapter business or a special project that could be substituted for the time allocated for the program.
 - c. Have respected Chapter member(s) "on call" to fill in for no shows.
 - d. Use a previously prepared Program in a Box from the NAWIC website.

WHAT TO DO WHEN THE SPEAKER TALKS TOO LONG

1. Discuss with the Chapter President, prior to the program and before your initial contact with the speaker, how much time is allowed on the agenda for the program.
2. State in the initial contact with the speaker the amount of time allocated for program presentation which includes question and answer segment.
3. Confirm with the speaker on the date of presentation, time limitations imposed. You may want to arrange a sign with the speaker to signal "time is up".
4. If the speaker is answering questions from the audience and it is time to conclude the program, stand and address the audience with these remarks "Mrs. Smith has been such an interesting speaker but we have time for just one more question". After the one question has been answered, thank the speaker and conclude the program.
5. If the program has not consumed enough time, be familiar with your speaker's topic so you can ask questions that will lead to an interesting discussion.

SUGGESTED SPEAKER SOURCES AND TOPICS

Accountant: Construction accounting; how to prepare and read a financial statement; inter-control in construction office, income tax planning.

Architect: Outstanding structure; tourist site; park, etc.

Attorney: Construction industry litigation; lien laws; contracts; personal and property damage liability; statute of limitations; consumer protection; estate planning for small business owners; income tax planning

Bank: Construction loans; financing; industry forecast; mortgages

Computers: Data processing; software packages; internet

Construction Publications: Engineering News-Record Magazine, Building Design + Construction Magazine, Equipment World Magazine, Construction Review Online Magazine

Escrow and Title Insurance:

Estate Planning: Attorneys, Trust Department of Bank, Investment Counselors, Accountants

Government Agencies: Contractors License Board; Department of Zoning or Planning; Department of Labor; OSHA; Bureau of Apprenticeship and Training, etc.

Insurance and Bonding: Types of coverage; cost benefit analysis

Legislation: Local or national issues affecting the construction industry.

NAWIC: History of NAWIC; utilizing members to talk about their jobs; NAWIC Videos and Slide Shows; Programs in a Box

NEF: Certification exam study sessions (Ask a member or a industry community leader to teach an NEF class/ host a boot-camp style class)

Parliamentary Procedures: Registered Parliamentarian or Professional Parliamentarian.

Pension Planning and Profit Sharing: Insurance company, accountant, and pension planning company.

Police Department/OSHA: Theft and protection on job sites. Women's safety.

Small Business Administration: How the SBA serves the business community.

Trade Associations and Liaisons: Associated General Contractors; Associated Builders and Contractors; National Association of Home Builders; American Institute of Architects; National Electrical Contractors Association; Mechanical Contractors Association, etc.

Utility Companies: Call before you dig; conservation; nuclear energy; alternative energy.

SOME SUGGESTED FORMATS FOR TOPICS

Member Mini-Talks:

Select four or five members to present short mini-talks about their jobs. This could be done several times a year. Suggest the members bring copies of forms, contracts, tools, etc. that are used. Topics should be specific in describing job responsibilities and duties. Such mini-talks can be beneficial to other members as they may be in process of taking on the same duties.

Self-Improvement:

Self-improvement leads to a better professional image. Get your members thinking about their goals, career objectives, etc. Some suggested topics: positive thinking; assertiveness; goal setting; motivation; speed-reading; functional writing.

Owning or Operating Business:

Panel discussion on how to operate your own business successfully. Panelist might be a construction attorney, construction accountant, prime contractor or subcontractor, representative of contractors licensing board.

Construction of Building:

Offer continuing education program about process of constructing a building. This could take several months or as long as a year to complete. Topics that could be covered: Financing; Design; Zoning; Soil Testing; Estimating; Surveying; Materials Used; Landscaping; Construction Equipment; Trades Used; Interior Design. Possibilities are unlimited.

Profiles of Women-in-Construction:

Present individual speakers or a panel composed of women involved in some phase of construction, i.e., a Woman Business Enterprise (WBE); a field person; sales representative; estimator; student, etc.

Some Questions to Ask:

1. How do you view response of women to non-traditional jobs?
2. Has Equal Employment Opportunity (EEO) been a help or a hindrance?
3. What are the problems and difficulties facing women in construction?
4. How can a woman advance in a construction-related business?
5. What qualities/abilities are needed to successfully manage a construction business?
6. How can a woman prepare for a construction-related career?
7. How can we encourage young women to consider a career in construction?

EXHIBIT A

PROFESSIONAL DEVELOPMENT & EDUCATION COMMITTEE MONTHLY PROGRAM CHECKLIST

NAME OF MONTH _____

Speaker Name _____

Speaker Telephone Number _____

Topic _____

- Initial Contact and agreement to Speak
- Introduction (Speaker Resume or Bio)
- Confirmation and Request Handout Material
- Audio Visual Equipment Required?

- Confirm with meeting location regarding audio, podium requirements
- Assistance Required
- Telephone Reminder
- Follow Up Thank you Letter

EXHIBIT B

**PROFESSIONAL DEVELOPMENT &
EDUCATION COMMITTEE CHAPTER
PROGRAMS QUESTIONNAIRE**

Program Name: _____

Firm Name: _____

Firm Address: _____

Phone Number: _____

Best way and time to contact?

Type of Business: _____

Describe your Position: _____

Describe your Duties:

Is your firm involved in any construction project(s) that could provide the chapter with an interesting speaker or tour? yes no

List a NAWIC member that you would be interested in speaking. _____

Are you willing to present a program? Yes No

What topic would you present? _____

What topics interest you for future programs, panel discussions, seminars, or tours?

PLEASE COMPLETE THIS QUESTIONNAIRE AND RETURN IT BY: _____

**EXHIBIT C
CONFIRMATION LETTER**

Date: _____

Name
Address
City, State, Zip

Dear _____:

Thank you so much for agreeing to speak at our meeting on (date) at (location) at (time). The meeting notice that has been mailed describes your topic as (topic).

This is a dinner meeting, and you will be our guest for dinner, after which you will speak. We usually allow 15 – 20 minutes for our speaker to speak with a few minutes for questions. We will not insist that you stay for the business portion of the meeting which follows.

I would appreciate it if someone could fax or e-mail me a brief Bio sketch of you so that I can properly introduce you.

I enjoyed talking with you and look forward to seeing you on (date). Sincerely,

EXHIBIT D

CHAPTER PROGRAM REACTION SURVEY

To NAWIC Members:

From: Chapter Programs, Education & Projects Committee:

Re: (Fill In Monthly Program Topic)

Date: _____

So that the Programs, Education & Projects Committee may better serve the chapter needs, please take a moment to complete and return this form before the end of the meeting. Thank you.

Was the program presented (check all that apply)::

- Educational Interesting and Informative Benefit to your Career
 Benefit to your Personal Life None of the Above

Other Comments:

Would you like to learn more on this topics or other aspects of this topic?

- Yes No

Please Elaborate:

Information about the speaker:

- Rate the Speaker fair satisfactory good Excellent
Cover the subject properly? yes no
Speak to long or too short
None of the above

Question time: Too much Too little

What other topics would you like to see covered? _____

Other Comments: _____

Member Name: _____

**EXHIBIT E
THANK YOU LETTER – SAMPLE**

Date:

Name
Address
City, State, Zip

Dear _____:

On behalf of NAWIC Chapter (name), our thanks for the program you presented at our (month) meeting. The program was very well received, and I know that everyone learned something.

I enjoyed meeting you [or] (I enjoyed seeing you again), and thank you again for taking time from your schedule to be with us.

Sincerely,

EXHIBIT F

10 Steps to Finding The Right Speaker

By Stacy Tetschner, CAE Association Management, May, 1999

1. Determine the needs of your audience.

Thorough knowledge of the needs of your group is essential in selecting the right speaker. Does your meeting require that the audience leave with specific or technical information? Do you need someone to motivate the group? Are you looking for after-dinner entertainment with a message?

2. Establish your date, time, and budget.

Start looking for a speaker as soon as the date for your meeting is set. Many speakers book engagements up to a year in advance, and you will want to get on their calendar as soon as possible.

Consider how much time you have to fill and where that time falls in your overall program. If your time slot is flexible, a professional speaker can often tell you the right amount of time for the job. A professional can also make recommendations about the order of topics and speakers if one presentation will follow another. For example, you may not want to follow a humorous presentation with a detailed educational presentation.

Factor in the fee you are willing or able to pay for a speaker. Your search for a speaker can be narrowed or broadened based upon your budget.

3. Identify the type of speaker who will best match the needs of your audience

A speaker's expertise in a given field may be the big draw, but a well-known name does not guarantee a professional presentation. High prices don't always mean high quality. Will your audience and the overall program benefit most from a celebrity, an expert in the field, a popular sports personality, a best-selling author, or a professional speaker who has a thorough knowledge of the appropriate topic?

4. Locate your resources.

Personal referrals are a great way to narrow your search. Ask colleagues for recommendations.

Speakers' bureaus locate and book speakers according to your specifications and needs. A bureau can locate speakers and quote fees. Many bureaus specialize in particular speakers such as celebrities, authors, or athletes. Speakers bureaus can often be found in your local phone directory under "Speakers Bureau" or "Agent."

The National Speakers Association publishes the *Meeting Planners Guide to Professional Speakers*. This annual 400-page directory contains information on more than 3,800 speakers and is cross referenced by topic and geographic location as well as alphabetically. This directory of speakers may also be found at www.nsaspeaker.org.

6. Review your options and interview your speaker candidates.

A professional speaker will be a real partner in this process. Often the speaker will ask questions about the needs of your audience and what he or she can accomplish for you. Ask your candidates for reference and, if they are speaking at another meeting in your area, ask if you can attend the program and observe them in action

Ensure that a potential speaker has addressed groups similar to yours. Talk with the speaker about his or her experience.

Ask for a biography, testimonials, and videos of speakers' presentations, preferably videos of presentations before a live audience.

Find a speaker who will tailor his or her presentation to your group

Ask speakers if they belong to professional associations. Also ask what awards or certifications they have earned. The National Speakers Association confers the Certified Speaking Professional designation. The SCP is earned for extended speaking experience and client satisfaction. The CPAE *Speaker Hall of Fame* honors professional speakers who have reached the top echelon of platform excellence. For more information on the CSP or CPAE designations, call NSA at 602-968-2552.

6. Select your speaker.

Hire a professional and you'll hire an ally. Professional speakers understand that your reputation is riding on their performance. Their experience with hundreds of audiences can add to your peace of mind and to the success of the event.

When selecting your speaker, consider that you are not only paying for the time the speaker is on the platform, but also for the hours spent researching, preparing, and customizing the presentation. Some speakers may negotiate their fees when they are doing more than one program for you or when they are allowed to sell their products. Ask about your options.

7. Get it in writing.

Prepare a letter of agreement or contract that clearly outlines the expectations of both you and your speaker. Consider: travel arrangements and transportation; accommodations and meals; fees, reimbursements, and payment terms; whether you want the speaker to attend social events; if the speaker may sell products, and if so, how this will be handled; an agreement on any audio- or videotaping of the presentation; cancellation policies; audio-visual requirements; and legal implications, if any, your contract may contain. If you would like to see sample contracts, please call NSA at 602-968-2552

8. Work with your speaker.

Share information about your association. This will help the speaker become familiar with your organization while facilitating a customized presentation. Send your newsletter or anything that would include key people, buzzwords, or insider news and views.

Give the speaker a clear outline of what you expect.

Be specific about the size and demographics of your audience.

Let the speaker know in advance about other speakers on the program. This gives the speaker the

opportunity to build on (and not duplicate) what the other speakers say.

9. Set the stage.

Make sure the room is set up for optimum impact. Consider the number of chairs and how they are arranged. Also consider room temperature and lighting

Stay on schedule. Although a professional will be able to make up time or slow things down if needed, keeping your program on schedule will allow your audience to get the full impact of the program you have created for them.

Your speaker should be able to provide you with a good introduction to himself or herself and the topic. The introduction should be short and energizing and create positive expectations.

10. Evaluate the results

Have your audience complete evaluations on the speaker and his or her presentation. This will allow you to gauge your results and plan for future programs. Send copies of the evaluations to your speaker.

EXHIBIT G
16 Ways to Jump-Start Your Creativity
By Michael Michalko

The key to increasing creativity in any organization is to help the people in it start acting like a creative group. But how?

Suppose you want to be an artist. You might begin behaving like an artist by painting every day. You may not become another Van Gogh, but you'll probably become much more of an artist than someone who's never tried. Likewise, you and your colleagues can become more creative if you act the part.

Here are 16 ways you and your colleagues can start becoming more creative today:

1. **Expect Improvement Every Day:** Ask members to try to improve one aspect of their involvement each month, focusing on the areas within their control. At the end of the month, have them meet and ask each other what they did differently – or better – from the month before.
2. **Hang a Brainstorming Board:** Put up a bulletin board in a central area and encourage people to use it to brainstorm ideas. Write a theme or problem on a colored card and place it in the center of the board. Provide pieces of white paper on which people can write their ideas to post on the board.
3. **Hold an Idea Lottery:** Have a monthly “idea lottery” using a roll of numbered tickets – the kind used at amusement parks. Each time someone comes up with a creative idea, give her a ticket. Monthly, mid-year or at the end of the year share all the ideas with your members. Hold a drawing and give a prize to the person whose number is chosen.
4. **Create a Creative Corner:** Provide a special “creative corner” where your members can go to think creatively. Stock the area with books, videos, etc. on creativity.
5. **Inspire Through Icons:** Ask people to “show-and-tell” items that represent their own personal interpretations of creativity in business. *Examples:* a crystal ball to represent a view toward future markets, a bottle of Heinz tomato ketchup to prompt a personal goal of 57 new ideas on how to cut expenses and a set of jumper cables to symbolize jump-starting your creative juices.
6. **Lunch With Purpose:** Encourage brainstorming lunch or dinner meetings of three to five members. Ask that a one of the attendees share their ideas with the entire group at your next gathering.
7. **Use Bright-Ideas Notebooks:** Give each person a “bright-ideas notebook,” and ask everyone to write three ideas in the notebook every day for a month on how to improve your chapter. Collect the notebooks at your next meeting, have the ideas compiled and share the ideas with the group at the following meeting. You can also use these ideas as springboards to other ideas and further discussion.

8. Stage a Stupid Idea Meeting: Make generating ideas fun. Designate a “Stupid Idea Meeting” and hold a contest. Post entries on a bulletin board and conduct an awards ceremony with a prize. You’ll enjoy the camaraderie and may find that “stupid” ideas stimulate good ones.
9. Cultivate Creativity by Committee: Establish a volunteer “creative idea committee” to elicit, discuss and implement good ideas. Publicly recognize members according to the quantity and quality of their creative contributions.
10. Build a Hall of Fame: Exhibit photographs of those whose ideas you’ve implemented, along with a paragraph about each person’s achievements, the idea and its benefit to the organization.
11. Mix Left and Right Brains: When brainstorming in a group, try dividing the group into left-brained (rational) thinkers and right-brained (intuitive) thinkers. Ask the rationalists to come up with practical, conventional and logical ideas. Ask the intuitive to come up with far-out, unconventional and illogical ideas. Then combine the groups and share the ideas.
12. Set Idea Quotas: Give your members a monthly or bi-monthly idea quota. Thomas Edison used this method. His personal quota was one minor invention every 10 days and a major invention every six months.
13. Require Admission Tickets: Require members to bring one new idea to any group meeting as their “admission ticket.” The idea should focus on some aspect of the chapter and how they can improve their own involvement.
14. Change “Yes, but...” to “Yes, and...”: Someone offers an idea in a meeting, and many of us are tempted to say “Yes, but...” To change this mindset, whenever someone says “Yes, but...” ask the person to change “Yes, but...” to “Yes, and...” to continue where the last person left off.
15. Ask for Three Solutions: Don’t waste time thinking of reasons why something can’t work or can’t be done. Instead, think about ways to make something work and then do it.
16. Look Outside for Fresh Eyes: Jonas Salk, who developed the vaccine that eradicated polio, regularly assembled men and women from different domains in his group sessions. He felt this practice helped him bring out new ideas that couldn’t arise in the minds of individuals who were from the same domain. *Strategy*: Invite people from other associations to your brainstorming sessions and ask them how they would solve your problem.

Reminder: Don’t forget to thank people for their ideas. Make this a tangible thank-you, like “Thank You For Your Great Idea” cards, instant lottery tickets, or party favor-style toys. Creativity blossoms when people are relaxed and having fun!

The Programs, Education & Projects Handbook will be reviewed by the Executive Committee annually at the Mid-Year Board of Directors’ meeting.

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