



QUARTERLY CONNECTION

A NIBS MEMBER NEWSLETTER

JULY 01, 2021

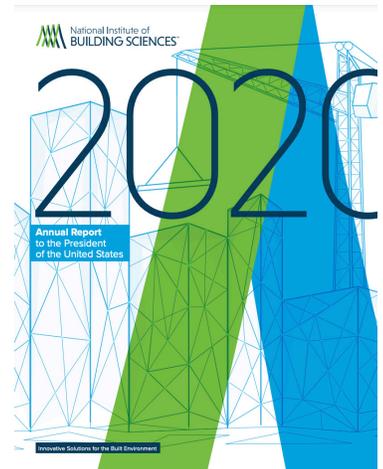
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[NIBS.ORG](https://www.nibs.org)

NEWS HIGHLIGHT

2020 Annual Report is Available for Download



The annual report, written for the President of the United States, highlights our work to strengthen communities by improving the safety, performance, and resilience of the nation's buildings. 2020 was no exception. The pandemic allowed us to convene experts from across the built environment to tackle challenges the industry has never faced before.

NIBS relies on the contributions of our members and member organizations. We could not do our work without you and we are deeply grateful for your support. [View Annual Report >>](#)

Survey: 65 Percent of Built Environment Employees Say It's Important to Increase Diversity

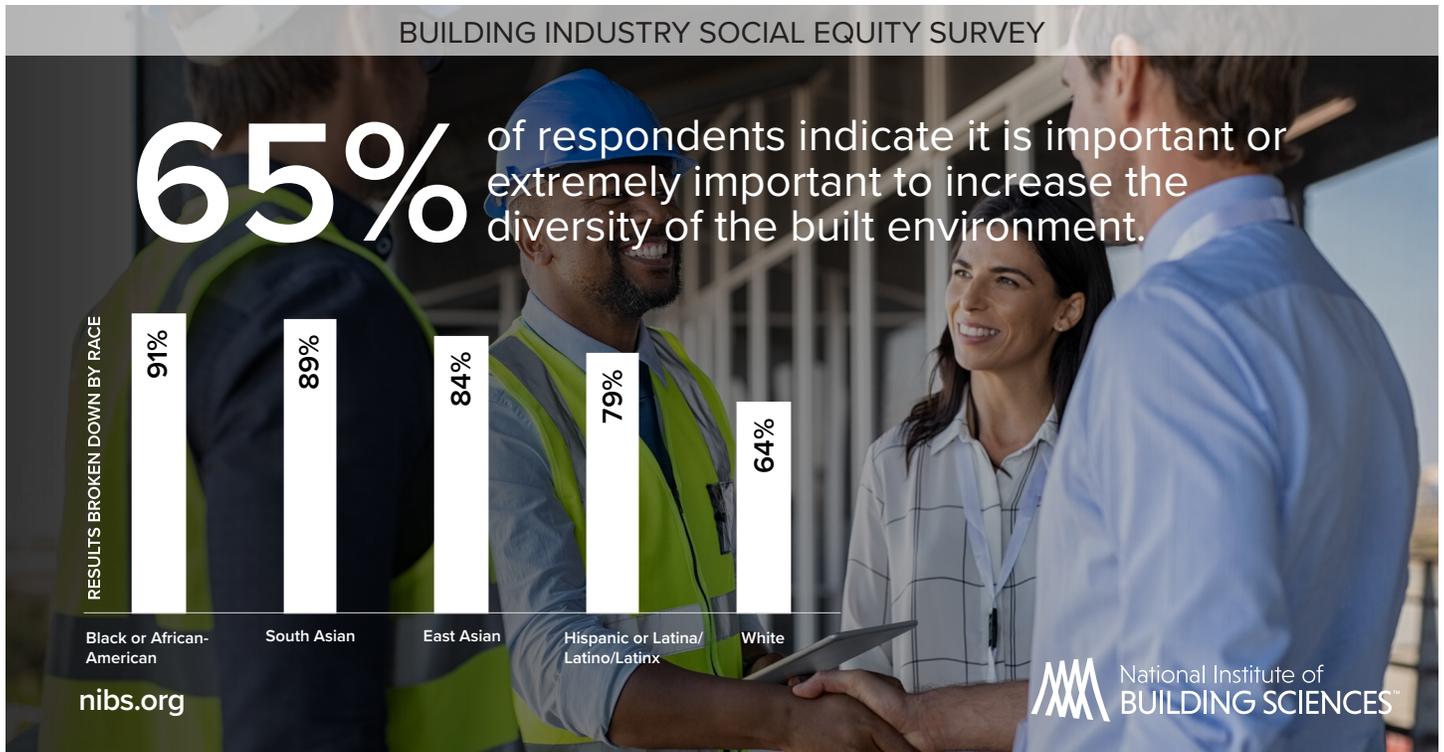
Around two-thirds (65%) of employees have indicated that it is important or extremely important to increase the diversity of the built environment, according to the 2021 **Built Environment Social Equity Survey** of the National Institute of Building Sciences.

Eighteen organizations participated in the survey, including the American Institute of Architects, American Society of Civil Engineers, American Society of Heating, Refrigerating and Air-Conditioning Engineers, Building Owners and Managers Association International, Construction Management Association of America, Construction Specifications Institute, A Council for the American Society of Interior Designers, Design-Build Institute of America, Energy & Environmental Building Alliance, Green Building

Initiative, Institute of Real Estate Management, International Code Council, International Institute of Building Enclosure Consultants, New Buildings Institute, Northwest Energy Efficiency Council & Smart Buildings Center, Regional Hispanic Contractors Association, RMC Research & Education Foundation, and U.S. Green Building Council.

“Diversity, equity and inclusion, specifically in leadership positions, must be a priority in the building industry,” said Lakisha A. Woods, CAE, President and CEO of NIBS. “The built environment needs a workforce and culture transformation, and this survey is just the first step to establish baseline data and set actionable goals. NIBS remains dedicated to the work that lies ahead.”

In March, NIBS enlisted market research and consulting firm Avenue M Group to conduct the survey and analyze data. Nearly 12,000 responses were collected.



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Among the findings:

- The majority of survey respondents are employed full-time (71%) and have been in the built environment for more than 20 years.
 - Nearly three-fourths (74%) of survey respondents identify as White.
 - Sixty-three percent of respondents work in private industry or business and 23% work in government.
 - Nearly two-thirds (65%) of respondents are men, and almost three in 10 (28%) are women.
 - Sixty-six percent of women respondents indicated they experienced discrimination or prejudice in the built environment based on gender.
 - More than two in five (43%) employed/working respondents indicated their company has a program or initiative dedicated to DEI.
 - Younger respondents and women were more likely to indicate the importance to increase the diversity of the built environment.
- Black or African-American respondents (91%), South Asian respondents (89%), East Asian respondents (84%), and Hispanic or Latina/Latino/Latinx respondents (79%) were more likely than White respondents (64%) to indicate it is important or extremely important to increase the diversity of the built environment.

For more information about NIBS' commitment to diversity and inclusion, visit nibs.org/about/diversity-inclusion.

BUILDING INDUSTRY SOCIAL EQUITY SURVEY

66%

Sixty-six percent of women respondents indicated they experienced discrimination or prejudice in the built environment based on gender

nibs.org

 National Institute of
BUILDING SCIENCES™

“

I have been looking for ways to integrate myself into the industry and get to know other executives. NIBS has been very beneficial for me in gaining more experience, more exposure and expanding my network. NIBS has provided tremendous value for me since I have become a member.

”

DONTE SHANNON, FASAE, CAE
CEO, ASSOCIATION OF
EQUIPMENT MANAGEMENT
PROFESSIONALS



#ThisIsNIBS Membership Campaign Features Video Testimonials and Personal Stories

NIBS launched in April a membership campaign aimed at telling the stories of those dedicated toward building a better tomorrow.

#ThisIsNIBS launched across the NIBS social media handles on Twitter, Facebook, and LinkedIn. It includes testimonial videos by NIBS members, sharing their favorite part of being a member of the NIBS community.

“Our members represent all segments of the building industry and are key stakeholders who move us forward,” said NIBS CEO Lakisha A. Woods, CAE. “These stories highlight the mission of our organization, making the built environment a safer and more sustainable place to live, work, learn and play.”

The first testimonial video to help launch the campaign featured Katharine E. Morgan, President of ASTM

International. ASTM International is one of the world’s largest organizations for the development of international voluntary consensus standards. Morgan has three decades of experience in increasingly strategic and managerial roles with ASTM. She’s a respected leader in the global standards community, and she serves as Vice Chair of the NIBS Consultative Council.

“Being a NIBS member is very connecting,” Morgan said. “It provides critical access – access to information, access to opportunity for dialogue, access to learning, and access to a network of industry professionals.”

Morgan says being a NIBS member also allows her to be on the giving end, sharing “ASTM activities and our thought leadership with others in the community.”

It’s been a positive return on investment, Morgan says.

This past spring, NIBS launched a new nibs.org website. The site was the first step of many toward highlighting the work of NIBS members, re-engaging past members and adding new members to the NIBS community.

WOMEN EXECUTIVES IN BUILDING

Women Executives in Building: Your Elevator Pitch Needs to Strike a Balance

It turns out there's a lot riding on a person's elevator pitch. It's part marketing, sales pitch, and personal branding. You also can't go into too much detail, and you've only got about 30 seconds to make an impression.

"Always tailor your speech to the group," said Miriam Keith, President of Kayleb Consulting LLC. "Your elevator pitch often is referred to as the BLUF: bottom line up front. Then give details."

These are just some of the takeaways from the May 25 virtual leadership meeting of the Women Executives in Building. The meeting was sponsored by the ASAE Research Foundation and 84 Lumber Co.

"If you keep it short, then you can engage the person and you're not just downloading yourself to [them]," said Julie Garbini, Executive Director with the RMC Research & Education Foundation. "What do you want them to remember when they walk away from you?"

Having an elevator pitch allows you to be more proactive, rather than reactive.

Danielle Edberg, Senior Product Marketing Manager of Partnerships (Industrial Lead) with Unity Technologies, mentioned that it's important to tailor a pitch to your audience, especially if they're unfamiliar with your industry.



"Whether you're selling yourself or what you do, it's important to personally connect with it," she said.

BRANDING STRATEGY

Sometimes, it just takes a logo on a shirt or the virtual backdrop on Zoom to start a conversation. Anytime you have that logo on, you're representing that brand.

84 Lumber Co. Building Ambassador Judy Dinelle said she's ready for the elevator pitch that suits the environment and audience. Maybe the person you're addressing is a client or potential client.

"There's me, 84 Lumber, the products we sell, the building industry, women in building – these are all different conversations," Dinelle said.

Women in leadership sometimes suffer from imposter syndrome, said Vicki Worden, President and CEO with Green Building Initiative.

"It's hard when you take on a new CEO role to find your lane and how you can describe your expertise and why you're the right person at the right time," Worden said.

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Anne Ellis, Executive Director with the Charles Pankow Foundation, agreed.

“A lot of times as women, we come in thinking either we’re not good enough or we need to justify something about our background,” Ellis said. “You’ve got so much in your toolbox that some of these other people don’t have.”

Other elevator pitching tips from these executives:

- Speak with confidence and know your value.
- Keep your message short and concise.
- There’s a fine line between sharing your professional background and boasting too much.
- It’s OK to keep your pitch to the company or its mission.
- It’s also OK to humanize yourself in the right setting.

- Key words or phrases are good. Some considerations include value proposition, change leadership, trend watcher, and sustainability.

Women Executives in Building meetings are open to all female C-Suite executives in the building industry, from association executives to women-owned and operated trade businesses.

The next virtual leadership meeting takes place August 31. For more information, visit [Women Executives in Building | National Institute of Building Sciences \(nibs.org\)](https://www.nibs.org).

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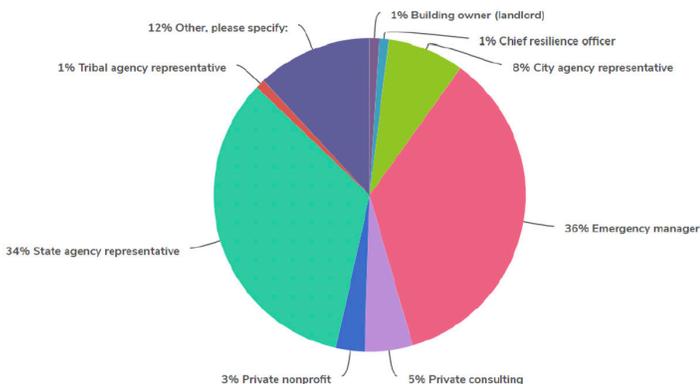
NIBS COLUMNS

NIBS RELEASES 2020 ANNUAL REPORT TO THE PRESIDENT OF THE UNITED STATES

Have you had a chance yet to see our brand new annual report? 2020 was a challenging year. Some of the year's highlights: healthy buildings and the impact of the pandemic, building our workforce with diversity and inclusion at the forefront, solutions for natural hazards, and technology and strategies to create efficiency.

Special thanks to the NIBS members, who took part in our Member Spotlights. [Visit the annual report now.](#)

DR. JIQIU YUAN PRESENTS AT FEMA REGION 5 STRATEGIC PARTNERSHIPS FOR MORE RESILIENT COMMUNITIES WEBINAR



On May 11, Dr. Jiqui (JQ) Yuan presented at the FEMA Region 5 Strategic Partnerships for More Resilient Communities webinar. Dr. Yuan and other panel members, including Ryan Colker, Vice President of Innovation with the International Code Council, and Leslie Chapman-Henderson, President and CEO with the Federal Alliance for Safe Homes, presented on building codes and their use to mitigate risks and strengthen buildings' disaster resilience. ICYMI, [listen to the recording](#) of the webinar.

NIBS CONDUCTS SURVEY TO DEVELOP HAZARD MITIGATION RESOURCE PORTAL, TURBOGRANTS

NIBS, through the Multi-Hazard Mitigation Council (MMC), conducted a national survey about developing a portal of hazard mitigation resources, TurboGrants. Survey responses were collected from May 18 to June 16.

TurboGrants aims to help jurisdictions jump-start mitigation projects and improve applicants' capacity to apply for federal grants. The portal could help grants applicants by answering what federal funds are the best fit for community-selected mitigation projects; providing program requirements, limits, and timelines; linking to agency programs; and providing precedent on similar projects in other communities. [Learn more about this initiative.](#)

In other MMC news, the council board of directors met June 14. During the meeting, the BOD shared information with its members about recent activities. The board also held an open forum discussion about how the council could better serve and represent the building industry and collaborate with other organizations.

MITIGATION SAVES: FOR EVERY \$1 SPENT ON A RESILIENT RUNWAY AT PDX, OREGON WILL SAVE \$50.

NIBS released its latest Mitigation Saves Case Study on Portland International Airport.

The study found that an upgraded resilient runway at PDX could save up to \$50 for every \$1 invested on mitigation. NIBS hosted a webinar to go over the benefit-cost analysis on April 19. [Watch the webinar](#) recording or [download the report.](#)

BUILDING SEISMIC SAFETY COUNCIL SOLICITS INPUT TO IMPROVE U.S. SEISMIC CODES

The Building Seismic Safety Council conducted a national survey in May to solicit input on ways to improve United States seismic codes and standards. Responses were collected from practicing engineers, building officials, and other stakeholders with topics in three areas: improving how codes are developed, making codes easier to use, and improving dissemination and education on codes and code changes. The study is part of the larger National Earthquake Hazards Reduction Program Seismic Provisions effort funded by FEMA.

FACILITY MANAGEMENT AND OPERATIONS COUNCIL HOLDS SPRING MEETING

Cybersecurity threats unfortunately not only affect a building's exterior, but their interior as well. This is among the topics being studied by the Facility Management and Operations Council.

FMOC is looking at how to protect building automated systems, and it's looking for partners, contributors and reviewers who are interested in these subject matter areas: cybersecurity, capital expenditure prioritization, total cost of ownership, and facility transition planning. The council just held its spring meeting. To join the council or participate in upcoming meetings, visit nibs.org/fmoc for more information.

BIM COUNCIL PRIORITIES: PARTNERSHIPS, NATIONAL BIM STANDARD—US V4 AND THE U.S. NATIONAL BIM PROGRAM

When it comes to working out details for the National BIM Standard – United States Version 4, figuring out how it easily can be applied in contracts has become a bit of a mantra.

“NBIMS has always had different chapters,” said John Messner, Chair of the U.S. National BIM Standard and

professor in the Department of Architectural Engineering at Penn State, during the BIM Council's semi-annual meeting on June 9. “You'll see parts of NBIMS v4 coming out this year. But it'll be much more modular ... clear, concise and shovel-ready, so it can be implemented.”

NIBS hosted 65 participants on the semi-annual membership meeting.

NIBS CEO Lakisha A. Woods, CAE, talked about the importance of strategic planning and making sure the work of the council and its workgroups connect back to “practice integration, operational excellence, innovation, and research and data.”

“We expect this to be at the heart of everything that we do,” she said, adding that many groups and organizations have reached out to connect because of NIBS' industry-wide work on BIM.

BUILDING THE FRAMEWORK

The NIBS BIM Council is partnering with several organizations, including the American Association of State Highway and Transportation Officials, Federal Highway Administration, American Society of Heating, Refrigerating and Air-Conditioning Engineers, buildingSMART International, BIMForum, Centre for Digital Built Britain, UK Department for Business, Energy & Industrial Strategy, Global BIM Summit and the Global BIM Network, and FedBIM.

NIBS just completed a memorandum of understanding with BIMForum, said Van Woods, Chair of the BIM Council Board of Direction and BIM Program Manager with the Seattle District U.S. Army Corps of Engineers.

When it comes to the theme of BIM for owners, partnering with ASHRAE has been instrumental. Woods outlined the framework for the U.S. National BIM Program, which starts

with the transition of the National BIM Guideline for Owners to a new ASHRAE SPC 224P to the National BIM Standard to ISO 19650.

“ISO 19650 provides a framework,” Woods said. “The U.S. needs to define the U.S. details.”

Successful project outcomes require practical BIM standards to effectively integrate people, process, and technology, he added. [Read the full post on the NIBS blog.](#)

THE ENERGY EFFICIENCY AND GREEN BUILDINGS INDUSTRY IS EXPLODING WITH JOB OPPORTUNITIES.

Interstate Renewable Energy Council (IREC)'s brand new Green Buildings Career Map is a highly interactive tool designed for educators, career-advisors, jobseekers, employers, policymakers, and workforce professionals that explores 55 careers and over 300 possible progression routes between those occupations. NIBS served as a partner on the project, providing subject matter expert support in the development of content for the map. [Explore it now.](#)

NIBS IN THE NEWS

THE WHITE HOUSE

PRESIDENT BIDEN ANNOUNCES KEY ADMINISTRATION NOMINATIONS

President Joe Biden announced his intent to nominate the following individuals to serve on key Administration boards and commissions. [READ FIRST ANNOUNCEMENT>>](#), [READ SECOND ANNOUNCEMENT>>](#), [READ THIRD ANNOUNCEMENT>>](#)

FORCONSTRUCTIONPROS.COM

NATIONAL BIM PROGRAM COULD BOOST PROJECT PRODUCTIVITY & CUT COSTS UP TO 20%

Hear about efforts to expand application of a national Building Information Management (BIM) standard, as well as promote a public-private partnership to produce a national BIM program to improve construction productivity and cut construction costs. In this episode, Roger Grant, Executive Director, Building Information Management at the National Institute of Building Sciences, discusses NIBS' efforts to expand application of a national BIM standard, as well as promote a public-private partnership to produce a national BIM program that holds potential to improve construction productivity and cut costs by anywhere from 13% to 20% on major infrastructure and other projects. [READ MORE>>](#)

POLITICO

WASHINGTON WATCH – CLIMATE RESILIENCE

President Joe Biden is doubling federal spending to \$1 billion to help communities prepare for hurricanes, floods and other natural disasters. About 40 percent of the extra funds for FEMA's Building Resilient Infrastructure and Communities, or BRIC, will target disadvantaged areas. [READ MORE>>](#)

THE FLORIDA TIMES-UNION

FEMA GRANT TO HELP PROTECT ST. VINCENT'S RIVERSIDE HOSPITAL FROM HIGH WINDS AND STORM SURGE

Ascension St. Vincent's has received an \$8.4 million federal grant to protect its Riverside campus from hurricane-related winds and storm surges.

The money from the Federal Emergency Management Agency's Hazard Mitigation Grant Program will help fund the installation of windows and doors that can withstand winds of 142 miles per hour. Also part of the upgrade will

be the addition of 1,900 linear feet of vertical flood barrier to the St. Johns River seawall adjacent to the hospital and a stormwater pumping system to reduce localized flooding, according to FEMA. [READ MORE>>](#)

CONSTRUCTION NEWS

US CALLS ON UK EXPERTISE TO HELP DEVELOP BIM STANDARDS

UK experts have agreed to work with their US counterparts to help develop the country's BIM capabilities. Over the next two years, the UK's Centre for Digital Built Britain (CDBB) will work in partnership with the US National Institute of Building Sciences (NIBS) to develop the US's National Building Information Management (BIM) Program. [READ MORE>>](#)

USGBC.ORG

SURVEY UNDERSCORES IMPORTANCE OF INCREASING DIVERSITY IN BUILDING INDUSTRY

A new social equity survey by the National Institute of Building Sciences (NIBS) found that 65% of respondents working in the building industry feel it's important or extremely important to increase diversity in the industry. As one of the survey partners, USGBC and its members provided valuable insight and feedback into the state of diversity and equity in our industry. [READ MORE>>](#)

MARKETWATCH

SURVEY: 65 PERCENT OF BUILT ENVIRONMENT EMPLOYEES SAY IT'S IMPORTANT TO INCREASE DIVERSITY

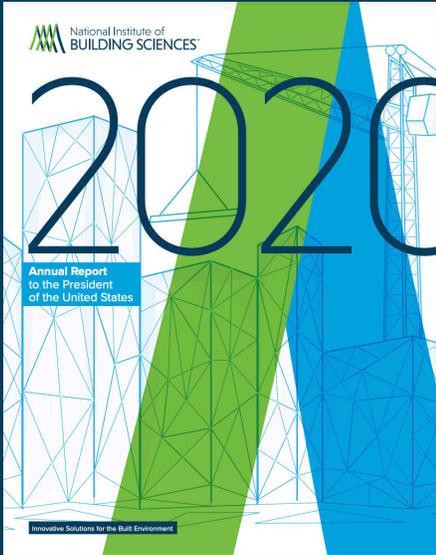
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Built Environment Social Equity Survey of the National Institute of Building Sciences. [READ MORE>>](#)

BUSINESS INSIDER

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The image shows the cover of the National Institute of Building Sciences' 2020 Annual Report. The cover features a blue and green geometric design with the year '2020' in large white numbers. Text on the cover includes 'National Institute of BUILDING SCIENCES™', 'Annual Report to the President of the United States', and 'Innovative Solutions for the Built Environment'.

ANNUAL REPORT

We recently completed the report, adding our 2020 financial statements and highlighting NIBS' 2020 accomplishments.

DOWNLOAD

OBSERVANCES

- July 24** Happy National Thermal Engineer Day
- August** National Water Quality Month
- September 3** National Skyscraper Day
- September 12-18** National Truck Driver Appreciation Week
- September 13-17** National Construction Appreciation Week

EVENTS

- July 13** **Resilience 2021: The Pandemic's Impact on Technology in the Built Environment**
The Pandemic Accelerated the Move to Virtual Work Environments. The Built Environment Adapted and Excelled with New Technology.
- August 31** **Women Executives in Building virtual leadership meeting**
- September 27-29** **Building Innovation 2021**



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BUILDING A BETTER TOMORROW: NIBS LAUNCHES #THISISNIBS [READ MORE>>](#)

#THISISNIBS: KATHARINE E. MORGAN, PRESIDENT OF ASTM INTERNATIONAL [READ MORE>>](#)

NOMINATIONS FOR NIBS AWARDS AND HONORS ARE OPEN [READ MORE>>](#)

ASAE RESEARCH FOUNDATION, 84 LUMBER CO. AND NIBS COLLABORATE TO CELEBRATE WOMEN IN THE BUILDING INDUSTRY [READ MORE>>](#)

#THISISNIBS: DR. KEITH PORTER, PROFESSOR, UC-BOULDER AND PRINCIPAL, SPA RISK LLC [READ MORE>>](#)

NIBS NAMES BIM PROGRAM STEERING COMMITTEE MEMBERS [READ MORE>>](#)

MITIGATION SAVES: FOR EVERY \$1 SPENT ON A RESILIENT RUNWAY AT PDX, OREGON WILL SAVE \$50. [READ MORE>>](#)

PRESIDENT JOE BIDEN NOMINATES TWO TO NATIONAL INSTITUTE OF BUILDING SCIENCES BOARD [READ MORE>>](#)

RESILIENCE 2021: HOW TO STAY SAFE AS LOCKDOWNS LIFT AND BUILDINGS REOPEN [READ MORE>>](#)

NIBS CEO STATEMENT ON ASSISTING CONGRESS TO SOLVE NATION'S INFRASTRUCTURE CHALLENGES [READ MORE>>](#)

PRESIDENT JOE BIDEN NAMES THIRD NOMINEE TO NATIONAL INSTITUTE OF BUILDING SCIENCES BOARD [READ MORE>>](#)

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AIA EVP/CEO ROBERT IVY TO RETIRE IN DECEMBER [READ MORE>>](#)

BESTFEST: HOW THE BUILDING ENCLOSURE SCIENCE AND TECHNOLOGY FIELD

CHANGED WITH COVID-19 [READ MORE>>](#)

#THISISNIBS: DARRELL X. ROUNDS, OPERATIONS GROUP MANAGER, GENERAL MOTORS CO. [READ MORE>>](#)

RESILIENCE 2021: WHAT YOU CAN DO TO MANAGE INCREASED FLOOD EVENTS [READ MORE>>](#)

NIBS OPENS CALL FOR SPEAKERS FOR BUILDING INNOVATION 2021 [READ MORE>>](#)

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WOMEN EXECUTIVES IN BUILDING: YOUR ELEVATOR PITCH NEEDS TO STRIKE A BALANCE [READ MORE>>](#)

NIBS SUPPORTS PRIDE MONTH AND CELEBRATES DIVERSITY, EQUITY AND INCLUSION ALL YEAR LONG [READ MORE>>](#)

HOW TO TACKLE HOME RESTORATION PROJECTS THAT RESULT FROM STORM DAMAGE [READ MORE>>](#)

#THISISNIBS: DONTE SHANNON, CEO, ASSOCIATION OF EQUIPMENT MANAGEMENT PROFESSIONALS [READ MORE>>](#)

SURVEY: HELP NIBS DEVELOP THE HAZARD MITIGATION RESOURCE PORTAL, TURBOGRANTS [READ MORE>>](#)

SURVEY: 43 PERCENT OF BUILT ENVIRONMENT EMPLOYEES SAY THEIR COMPANY HAS A DEI PROGRAM [READ MORE>>](#)

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