

CEFPI Australasian Region
Report from the International Director
to the
Annual Meeting May, 2013

[1] General:

My last report to you was at the conclusion of the San Antonio Conference in September of 2012 where the International Board met for one of its annual 'face-to-face' meetings. The next one of these was in Pittsburgh in April this year. In addition to these two 'face-to-face' meetings, the Board would have had around six telephone hook-ups during the year.

Much of the work of the Board is done by sub-committees. All Board members are involved in these as well as other members from various regions. All committees try to get cross-regional representation on these committees, with our Region represented on a number. Having said this, there is even more CEFPI work done at the regional and chapter level. Infact, the regions and chapters have far more financial resources than International.

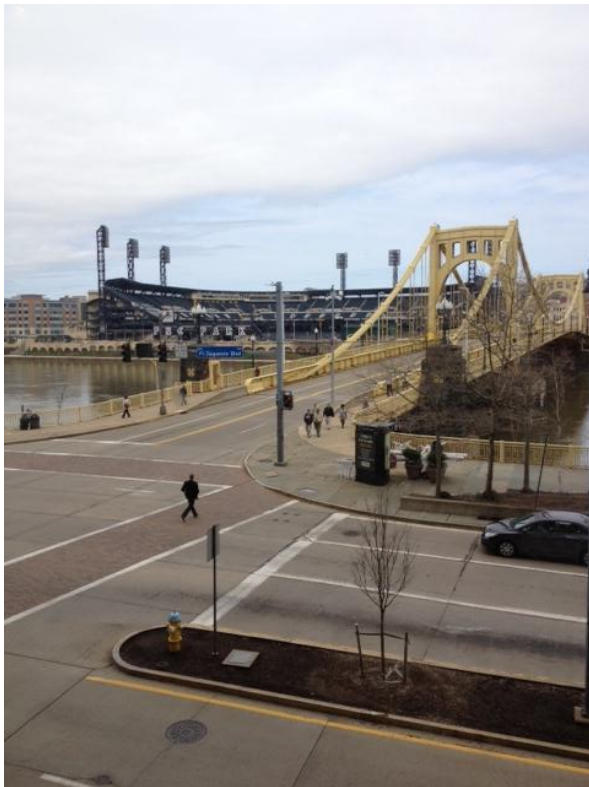
[2] The Mid-Year Board Meeting in Pittsburgh:

This year, the mid-year meeting was held in Pittsburgh. This city, you may remember, was based around steel production in the later part of the last century and up until about forty years ago. Mining and steel production was carried out in many plants and places which resulted in a dirty, smoggy and generally dreary industrial place. Due to changing times it became something of a rust belt, much like parts of Detroit and Cleveland are today. However, due to some innovative, far-sighted local government officials and business people, the city bought many of these delapidated sites and turned them into parks. They faced the river rather than turning their back on it. So, the Pittsburgh I saw was a clean, green place with beautiful waterways and many bridges of interesting design.

But Carnegie and Mellon were also around and, of course, they helped establish a University which is named after them; Carnegie–Mellon Univeristy which is very well regarded in the States and the World. Today Pittsburgh leads the world in some fields of medical research and other areas. It has a couple of local ball teams and is something of a cultural centre with the famous Pittsburgh Symphony Orchestra. Much of that musical culture happens in the Heinze City Hall, named after the famous founder of Heinze 57 varieties food. And there is a Heinze museum in town as well.

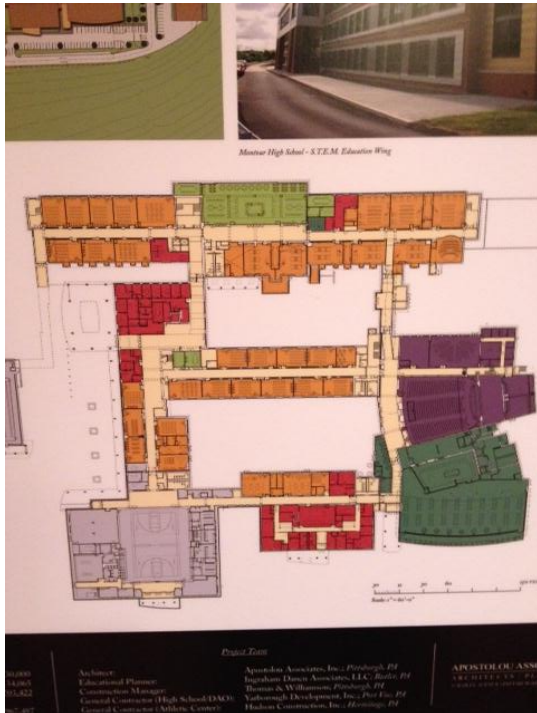
Our meeting was timed to coincide with the North-East Region Conference. I thought this was a good move instead of the Board being holed up in isolation in a hotel for a couple of days. I think there were probably around eighty people at the NE conference, some of them from the Board. So their regional conferences are not like ours which attract numbers in the hundreds. Our regional conferences are more like their international conferences in size and content.

Photo 1. View of a Ball Stadium across the River from our Hotel.



The had a very modest awards segment, a very modest trade display (around 4 vendors) and a limited programme. But for the number of people attending, it was appropriate. I looked at the three or four award entries on display. It saddened me somewhat to see that much school design in the States has not changed since I first went to the States in 1999. I'm referring essentially to the long corridors and 'boxy' classrooms. I'm afraid this seems to be the default paradigm. Flashes of alternative and inspirational designs emerge in places like the MacConnell awards sometimes.

Photo 2 A floor plan of a high school award entry:



The Board met for a day before the NE conference commenced. Our purpose this year was to review and build on the strategic plan of two years ago and to set goals for the Board for the next two years. Prior to our meeting, John Ramsay, the CEO, sent all Board members homework questions. We had to answer questions like, 'What does CEFPI do well'? How can CEFPI improve?' etc. The results of this were then compiled which gave us a flying start to the day's deliberations. We worked in teams with this material and used the good old butchers paper and stickers to get to consensus positions on a number of issues so that at the end of the time we could have a priority list of things the Borad should concentrate upon. I attach below the condensed report from our meeting.

Condensed Draft Report from our Meeting (as prepared by International Office):

Introduction – We are pleased to present to the membership of CEFPI, the 2013 Strategic Plan! This plan is designed to take CEFPI through the next 3-5 years and position the association to carry forward its relevant mission well into the future.

The Planning Team developed three main strategic areas of focus for the association: Branding, Membership, and Internal Structure Support. They are listed in order of priority importance, as decided by the team. Given their importance, CEFPI will be focusing on increments of these areas until we achieve the desired goals.

Method: A Strategic Planning Team consisting of the Board of Directors and representatives from all regions and the UK met, and established the three strategic areas of focus. The process included a month-long dialog via electronic media (Members Connect) and began with advance assignments that were completed prior to the meeting. Those assignments included providing visionary discussion about CEFPI and the industry we serve, as well as strategy discussions, which would ultimately position us to begin our work at the meeting.

The face-to-face meeting of the team took place in Pittsburgh, PA in conjunction with the CEFPI Northeast Regional Conference on April 17th, 2013. The daylong meeting was packed with intense discussion and exercises intended to flesh out the details of the three main areas of focus. There was also a comprehensive review of the current strategic plan from 2010 and the team evaluated areas of accomplishment. Some components in the new three areas were derived from elements from that plan. An incredible amount of work went into this plan, and the participants are to be commended for their tireless efforts.

Execution: In order to achieve the goals and objectives that are inherent within the three main areas, a work plan will accompany this plan and be maintained by the CEFPI Leadership. The work plan outlines the necessary tasks that need to be completed, including shifting priorities, restructuring our committees, and realigning our focus, so that we are able to complete these initiatives. It is our intent to realize these areas of focus over the next two years and these areas will be the priorities of the association and its leadership.

Three Main Strategic Areas of Focus

Strategy One

Branding

Rebrand or establish a brand to better reflect our mission, vision, and belief statements.

- Develop a common message
- Embrace our global presence
- Ensure transparency of how this is done for all levels of the organization

Strategy Two

Membership

- Bring in more relevant content to enhance membership value
- Develop and support local chapters
- Share local stories
- Define the stakeholders
- Support membership needs through outreach to professional organizations
- Align with schools of architecture and education

Strategy Three

Internal Structural Support

- Create methodology to embrace a culture of constant improvement through organizational structure, leadership and communication
- Focus on leadership- how we recruit, select, train and sustain
- Stress interaction at all levels by sharing best practices
- Re-evaluate chapter/regional structure to best serve our members
- Develop a methodology to embrace change and new ideas
- Reanalyze committee structure to align with the strategic plan
- Develop a plan for monitoring and updating the strategic plan

Team Participants (and their corresponding representation)

David Edwards – Executive Committee

John Wheatley – Canada (Board)

David Waggoner – Executive Committee

Dan Mader – Executive Committee

Steve Olson – Pacific Northwest Region (Board)
David Schrader – Northeast Region (Board)
Scott Layne – Southern Region (Board)
Judy Hoskens – Midwest Great Lakes Region (Board)
Wayne Roberts – Southeast Region (Board)
Irene Nigaglioni – Executive Committee
Andrew Bunting – Australasia Region (Board)
Julie Barrett – Southwest Region (Board)
Franklin Brown – Midwest Great Lakes Region
Bill Gould – Southwest Region
Kerri Ranney – Southern Region
Renee Alexander – Pacific Northwest Region
Troy Glover – Midwest Great Lakes Region
Terry White – United Kingdom CEFPI Chapter
Neil Logue – United Kingdom CEFPI Chapter
Rob Pillar – Northeast Region
Phil Poinelli – Northeast Region
Eric Allen – Southeast Region
Melanie Drerup – Midwest Great Lakes Region
John Ramsey – Staff (CEO)
Michelle Mitchell – Staff
Carla Terian – Staff
Barbara Worth – Staff
Janell Weihs – Staff
Donna Robinson – Staff
Edi Francesconi – Staff

Photo 3. The Teams at work:



Photo 4. The Sticker Jungle:

The pink and blue stickers represent votes for this Board action.



We may well hear more about this planning session from our President Irene when she comes to Auckland to be with us. Note well that priority one was 'Re-branding'. There was an underlying thought, I think, that the word 'Facility' is a hinderance to educators joining our organisation. Don't be surprised if this word gets dropped with more emphasis being given to 'planning', 'design', and 'international'.

Australasian Membership:

Our regional membership continues to grow and keep us in third position of world-wide regional membership in the organisation. The international membership figures as at February, 2013. We should be very proud of this achievement.

Current Membership by Region	
Australasia	527
Midwest Great Lakes	461
Northeast	287

Pacific Northwest	810
Southeast	489
Southern	754
Southwest	376
At-Large	17

Total	3721
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The breakdown for membership type is shown below which indicates the high preponderance of private firm members:

Current Members by Employer Type:	3721
K-12 SD	840
College/University	79
Private Firm	2416
Government Agency	131
Student	10
Manufacturer/Supplier	138
Other	107

[3] Certified Educational Facility Planner

As many of you will know, the Board has been keen for a time to raise the professional standard of its membership. The former designation of REFP (Recognised Educational Facility Planner) was too easily obtained and hence had little value. It was achieved more or less by length of membership, attendance at some conferences and the payment of a fee. And so, over the last three or four years a couple of sub-committees have been working to establish an alternative form of certification – one that has ‘more teeth’ and will be more valued by the members and the wider world. I have been involved with the latest of these sub-committees and I am pleased to say that we have established the policies, the examination questions (based on multiple choices via an on-line computer test) and have administered the test at sites alongside the regional conferences in the USA. As a result we now have seventeen people who have graduated with this certification. They will receive their certificates at the annual conference in Indiana in September.

[4] Forums

Those of you who are registered with ‘Members Connect’ will have noticed a recent ramping up of discussion on this forum. That was part of the intention for its use. One recent discussion was on ‘21st Century Classrooms’. Well that topic has been around for a while !! But you can read current thoughts from different directions and places.

Associated with these forums are the Webinars which members are able to register for. There is a small fee. I think, at the moment, they are US centric but, in time, they are a useful way of conferencing on the net.

[5] School Safety:

This issue has again come speedily to the forefront for people in America due to the shooting at Sandy Hook Elementary School. Say what we will about the laxity of the crazy gun laws in the US, at present they are a reality and schools are a target for mentally disturbed people. It rapidly filters

down to us as education facility planners to have a position on this and to promote school designs that deter these people from gaining access to the children. As tragic as this event was, it nevertheless was a situation which gave CEFPI an opportunity to promote itself in the media. Consequently, CEFPI issued a public statement on school safety which I include below:

CEFPI Statement on School Safety:

CEFPI RELEASES NEW PUBLICATION: SAFE SCHOOLS - A BEST PRACTICES GUIDE

WASHINGTON, DC (April 23, 2013) – The Council of Educational Facility Planners International (CEFPI) announced the release of a new publication, *Safe Schools: A Best Practices Guide*.

Public education is being scrutinized today. Safety for schoolchildren has the nation's attention. Every aspect of educational safety and security is under review and school districts are contemplating best practices to employ to safeguard both students and staff. As leaders in creating safety in the built environment, CEFPI orchestrated a security summit in Washington, D.C. to explore this topic. This document is a result of the collaborative effort of the many professionals who participated in this work. IOs aim is to empower stakeholders with a guide to best practices used by many practitioners. Its primary scope addresses educators and school boards charged with safeguarding students and staff...but, it is also useful to parent groups, security officials, elected officials and other such publics given to this task.

Irene Nigaglioni, chair, CEFPI, remarked, "Safety and security of school children is paramount when planning school facilities. What is critically important in designing these facilities is to maintain a holistic approach that balances all the aspects of school life – 21st century personalized learning, sustainability, community participation – in order to arrive at the safest and most nurturing setting for school children. Through the summit, we vetted these concepts and we believe this guide is a starting point for achieving this critical balance."

The Council of Educational Facility Planners International (CEFPI) is the only professional organization whose principal purpose is improving the places where children learn. CEFPI embraces a diverse group of professionals with one single goal – building healthy, safe, high performance and sustainable learning environments that enhance student and teacher performance and support culture and community vitality. To learn more, visit www.cefpi.org

The School Safety report can be downloaded:

<http://www.cefpi.org/i4a/pages/index.cfm?pageid=5427>

[6] Our Regional Agreement with CEFPI International:

Our Australasian Regional agreement with the US has just expired and we are due to sign a new one. While this is being drafted and agreed by both parties, we will have an extension to our original agreement to cover the interim time.

[7] Regional Boundaries:

International are looking far into the future and thinking of our international expansion and how this will impact regions. Now with a UK Chapter up and running, there is the question of Europe and the Middle East. With our impressive growth in Australia, there is the idea of greater expansion into Asia. Is this through our Region or is it directly to International. This is no easy issue. We have worked well with Singapore for a while now and have recently been successful in establishing a Chapter in New Zealand, but what about Indonesia, PNG, China, etc. etc. Will it be in our lifetime ???

[8] New International Director:

My three year term as your International Director ceases in September, 2013. Phil Idle will take over this role and I am thrilled that he has offered himself for this role. He is well know over there, having hammered out our Australasian Agreement with them whereby we are an independent body.

The 2013 International Conference in Indianapolis will be my seventh since joining CEFPI. The first was in Baltimore in 1999 where a gang of five Australians attended and came home deciding that we had to 'get this show on the road' in Australia. Then it was Phoenix (2003), San Antonio (2005), San Jose (2010), Nashville (2011), San Antonio (2012) and Indianapolis (2013). As far as 'lavish-icity' I think the 2003 Phonix Conference was the zenith. From there, the economic winds blew in together with a loss from the cancelled Toronto conference (due to the 'Sars scare') and the conferences became more modest but still impressive. For example, there is no longer a progarmme for partners. But the golf fixture at the end of the conference endures.

It has been a pleasure to represent our Region on the International Board. Often the US interests are different from our own which means that we can bring another perspective to their discussions. I think they appreciate this. And, it works the other way as well. Be assured that our place on the Board is appreciated and respected. Our regional growth has give us great credibility in their eyes.

Andrew Bunting

Out-going International Director

13th May, 2013