History of Construction Specifications Institute (CSI)

CSI was founded in March 1948 by the specification writers of government agencies who came together to improve the quality of construction specifications. The Institute's efforts were essential in improving construction specification quality so that it could meet the demands of the post-war construction boom. Development of specifications best practices, promulgating standards/formats, professional education, and certification were cornerstones of the Institute.

The Institute grew quickly to include specification writers in the private sector, design professionals concerned about communicating their vision in construction documents, constructors interested in delivering high-quality facilities, and material suppliers with unique solutions to construction challenges. These construction professionals continue to work together today as CSI members to effectively communicate the designers' vision, the material producers' solutions, and the constructors' techniques to create outstanding facilities that meet facility owners' objectives.

CSI has over 7,000 members nationwide, and the Great Lakes Region currently has 700 members in 13 Chapters located in Indiana, Kentucky, Ohio, and Michigan.
Construction Specifications Institute Great Lakes Region
Membership Growth Campaign:

“CHAPTER CHALLENGE”

Great Lakes Region

After twelve months of planning and preparation, the Region is kicking off a membership growth campaign beginning July 1, 2018 (revised 11.20.2020) to increase the Region’s professional (architects, engineers, general contractors) membership of principals, associates, and emerging professionals by 130 members.

This campaign is called the CHAPTER CHALLENGE. The program was conceived at the Regional Board Level. Beta testing of the concept was executed at the Grand Rapids Chapter with fantastic response. The objective is simple:

The Region is challenging:

**All 13 Chapters**
- To increase membership by a minimum of 10 new members each.
  (more can be added if funds exist- contact region membership chair Blair Reese at breese@ghafari.com)

**Region**
- Provide financial assistance to cover Institute dues, motivation, and support.

**Targeted Firms (Decision-maker/Principal)**
- “Buy-in” to select their candidate(s).

**Chapter**
- To provide financial assistance to cover Chapter dues, and more importantly, to embrace the new members by making them a part of the Chapter, getting them involved, and giving them a sense of belonging.
How Does the **CHAPTER CHALLENGE** Work?

1) **Chapters**
   
   Chapter Membership Chair
   Appoint a **Chapter Challenge** Chair
   
   **Chapter Challenge** Chair
   Select multiple teams of two (Chapter Ambassadors)
   
   **Chapter Challenge** Chapter Ambassadors
   Create a list of Target firms to participate in Chapter
   Target Firms are professional organizations that do not have professionals or emerging professionals actively involved in the Chapter, or have no membership.
   Make an appointment with decision-maker/principal and present **Chapter Challenge**
   Be sure to take multiple copies of membership applications (Hard Copy)

2) **Architectural, Engineering, or General Contractor Decision-Maker/Principals**
   
   Select Candidates
   Arrange meeting with Candidates and Chapter Ambassadors
   Discuss expectations of New Member(s)
   Attend a minimum of 4 regularly scheduled educational meetings in the first year
   Attend 30 minute orientation prior to one of the aforementioned meetings
   Consider participation on one of the dozens of active Chapter Committees
   Report back to Decision-Maker/Principal on occasion as to the value the New Member is experiencing from CSI
   
   **Fill Out Application**
   
   Check in on occasion with New Members as to the value they are experiencing from CSI

3) **Chapters - Buy-In**
   
   Responsibilities
   
   Thoroughly embrace New Members
   Welcome them to Chapter Meetings
   Publish their names in all news publications
   Introduce them to the membership and the various committees
   Spur and encourage interest to participate
What Does the **CHAPTER CHALLENGE** Cost?

1) **Architectural, Engineering, or General Contractor Decision-Maker/Principal** - **$0.00**
   - Only cost is the buy-in commitment
   - Selection of candidate(s)
   - Periodical Follow-up with the New Member(s)

2) **Region - Institute Dues ($275 - professional; $150 - emerging professional)**
   - Region will pay the first year’s Institute dues at the time of application submission

3) **Chapters - Chapter Dues**
   - Chapter will pay the first year’s Chapter dues (up to $150) to the Institute at the time of application submission

4) **New Member - $0.00**
   - Only cost will be participation
     - Commitment to attend a minimum of 4 regularly scheduled educational meetings in the first year
     - Attend 30 minute orientation prior to one of the aforementioned meetings
     - Consider participation on one of the dozens of active Chapter Committees
     - Report back to Principal on occasion as to the value the New Member is experiencing from CSI
CHAPTER CHALLENGE Chair

The Chapter Challenge Chair should be selected to with care. This person should be dynamic with an out-going personality. This person should also have knowledge of the history of the Chapter, and most importantly, knowledge of the architectural and engineering community in the Chapter’s geographical area.

The Chapter Challenge Chair and the Chapter Membership Chair, along with committee members, should meet to discuss those architectural, engineering, and general contractor professional organization “Targets” that do not have professionals or emerging professionals actively involved in the Chapter or have no membership.

The Chapter Challenge Committee will select as many target firms as they like.

The Region will financially support a maximum of ten candidates. The suggested limit per firm is 3-4, but additional members can be chosen with local chapter leadership permission. When additional opportunity exists in a firm, contact your chapter President or Blair Reese for direction. breese@ghafari.com
Construction Specifications Institute Great Lakes Region
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Activities

The Chapter Challenge Chair will select multiple teams of two (Ambassadors).

Ambassadors

The Ambassadors will contact and personally interview the decision-maker/principal of each targeted firm. Our experience has proven that a party of two has been most productive.

The Ambassadors should be knowledgeable of the history of CSI, especially the accomplishments of their chapter.

The Ambassadors will contact target firms and explain the assets of CSI membership, emphasizing local participation and certification long term. This proposal is fairly simple. The Great Lakes Region has agreed to pay full Institute dues for one year for professional or emerging professional new members (see membership application for definition of emerging professional). At the same time, the Chapters will contribute the local dues (up to $150) for the first year. This brings the total cost to the decision-maker/principal/new member to $0.00 for the first 12 months. The Ambassadors will request the decision-maker/principal, if interested, to select up to three of their employees to receive this financial assistance.

Once the decision-maker/principal has agreed and his or her candidate(s), he or she is responsible for introducing the candidates to the Ambassadors. At this time, Candidates and Ambassadors will proceed in completing the membership enrollment form (located in the 6th tab of this binder)(the option exists to complete the form online, the chapter pay, and then submit said information to Elizabeth Woodrow at EW@constructionspecialtiesinc.net)
**Applicant**

The applicant simply must fill out the form and signing the bottom of the application or follow the electronic communication requirements.

**Processing**

**Paper Application:**
The Ambassadors will make copies of the applications for and distribute to their Key Chapter Chairs such as President, Membership Chair, Newsletter Editor, Orientation Chair, and Treasurer.

The original signed application goes to the Chapter Challenge Chair as soon as possible.

The Chapter Challenge Chair will notify the Chapter Treasurer to prepare a check for each New Member payable for the appropriate amount of Chapter dues, made out to The Construction Specifications Institute or CSI. He or she will, then, send the check along with the application to the Chapter Challenge Coordinator via enclosed self-addressed, pre-paid FedEx label (see labels in the 7th tab of this binder).

The Chapter Challenge Coordinator will contact the Great Lakes Region Treasurer to request a Regional assistance check to cover the appropriate Institute dues, which will be sent within 48 hours to the Coordinator. The Coordinator will submit both checks per applicant along with the applicant’s application and forward it to the Institute.

At the same time, the Coordinator will notify all parties, including the New Member, that membership has been received and submitted. The Coordinator will also congratulate the New Member on their membership and welcome them to the CSI organization.

**Electronic Application:**
The Ambassadors will forward electronic copies to their Key Chapter Chairs such as President, Membership Chair, Newsletter Editor, Orientation Chair, Treasurer and the Chapter Challenge Chair as soon as possible.

The Chapter Challenge Chair will notify the Chapter Treasurer to notify the Region Treasurer of the transaction to receive reimbursement of the Institute portion of the transaction for $275.00.

At the same time, the Coordinator will notify all parties, including the New Member, that membership has been received and submitted. The Coordinator will also congratulate the New Member on their membership and welcome them to the CSI organization.
Construction Specifications Institute Great Lakes Region Membership Growth Campaign:

“CHAPTER CHALLENGE”

Key Contacts

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