

MCAA Foundation Proposal Required Information

1. Project description:

The Masonry Educators' Workshop (MEW) (formerly known as the University Professors' Masonry Workshop (UPMW)) is a forum to allow faculty teaching masonry or wanting to teach masonry to learn from one another and from industry members about the design, specification, construction, and evaluation of masonry, and effective ways to teach this information to their students. The workshop offers a variety of technical presentations, a hands-on learning event, round table discussions, and facilitated breaks to allow the attendees to learn and share. As part of the Workshop, textbooks, design guides, software, industry resources, and other tools are discussed with the intent of exposing the attendees to the resources available to help assist them with their masonry courses. Contact is maintained with the attendees after the Workshop to provide support for them and their students related to masonry education. The last in-person MEW was presented 2018 at the University of South Florida, and it was graciously supported by the Mason Contractors Association of America and a number of other organizations. In 2022, a virtual MEW was presented, and was well received, although interaction between attendees and the industry was difficult with the virtual format.

Based on a number of requests, The Masonry Society (TMS) is considering hosting an in-person workshop in 2024 at a location to be determined. In late April, a Masonry Education Summit, was conducted and attendees overwhelmingly supported future Masonry Educators' Workshops.

2. Project objective:

The goal of the MEW is to assist in providing knowledgeable future designers and construction managers that are comfortable with masonry by helping to ensure professors are comfortable teaching masonry and by exposing them to resources they can use to teach such courses or portions of courses. As such, the MEW is a type of "train the trainers" program, where professors can learn from their peers and industry members how to effectively teach masonry.

3. Background information

UPMW's were held approximately annually between 1988 and 2008. Due to the declining economy, and other factors, no workshops were held from 2008 until 2012, although requests for the Workshop were frequent. The 2012, 2014, 2015, 2016, and 2018 UPMWs/MEWs were well received as was the 2022 Virtual MEW. TMS continues to receive requests for additional workshops.

Information on the last MEW are posted at:

<https://masonrysociety.org/seminars/MEW/>

The schedule of presentations, and handout materials, are available upon request.

For the 2024 MEW, some of the popular presentations will be updated and presented again, while new, more relevant topics, will also be presented. There is a strong desire to "flip" several of the courses, where content is provided before the workshop to the attendees and then that content is extended through discussions at the workshop.

It should be noted that in the past, there have been some regional professors' round tables and workshops as well as the ACI Concrete Educators Workshop that sometimes includes some content on masonry. These forums have been very effective and should be continued. The MEW builds on these local activities and provides a forum for professors where such local forums do not exist. It allows National/International organizations, including TMS and MCAA a venue to speak to these professors about the importance of masonry and the importance of masonry education.

4. Scope of project

This project will develop and present a Masonry Educators' Workshop (MEW) in 2024, building off successes of the past. The Workshop will offer a variety of technical presentations related to masonry design, detailing and construction, which will be presented by professors and members of the masonry industry. Forums will be provided at the workshop to allow professors to learn from one another, and share their successes with masonry education. Masonry resources including textbooks, standards, and software will be displayed so that attendees can learn about the resources available to them and their students for their masonry courses. Information on scholarships, grants, and other opportunities will also be provided. As with past workshops, masonry construction demonstrations and hands-on learning events will be offered so that professors can try laying units and learn directly from masons and producers. Consideration will also be given on recording some content to be able to post to TMS's new Masonry Education Hub so that others who can not attend can still benefit and learn.

As part of this work, "electronic workshop binders" will be developed for use by the professors both at the workshops and afterward. These "binders", will be provided be posted on TMS's website for attendees. The "binders" will include a number of presentations that could immediately be presented by the attendees in their classrooms, along with additional information on resources available to them and their students.

Following the Workshop, TMS will maintain contact with the attendees, offering ideas and suggestions related to their courses and the work of their students. As part of these efforts, TMS will post resources to the Workshop Website for the attendees where presentations and resources can be posted for their use, and the use of their students.

TMS will provide overall administration for the Workshops, guiding the presenters, registering attendees, providing on-site support, and post workshop information.

5. Summary of qualifications

The Masonry Society (TMS) will, as in the past, coordinate and host the 2024 MEW with the support of interested industry partners. The Masonry Society is a professional society dedicated to the advancement of knowledge of masonry. Additional information on TMS is available on its website at www.masonrysociety.org. The MEW perfectly meets TMS's mission to advance the knowledge of masonry while also helping TMS support the masonry industry in producing educated young designers who are comfortable with masonry.

The Masonry Society has hosted similar Professor's Workshops for over 15 years with the support of the masonry industry. TMS Members include university professors, designers, and industry members who will lead workshop sessions and provide workshop presentations.

6. Anticipated impact

The impact of the MEW on a local, regional, national, and even international level cannot be understated. Young architects, engineers, and construction managers tend to use materials they are comfortable with. If they are unfamiliar with masonry, they will not naturally use it. And if they need to use masonry but are not familiar with it, they may use it incorrectly or have a bad experience with it. As noted elsewhere, the MEW is a “Train the Trainers” program where university professors learn about masonry so they can properly introduce their students to it. If masonry is not taught at the university level, the use of masonry will decline as designers gravitate towards other easier to use materials.

There are also numerous other advantages from the Professor’s Workshop that include the nurturing of young faculty who can later work with and for the masonry industry. This is done at both a national level and a local level via sponsorships of some faculty by local masonry organizations, who build relationships with the professors and their students. Numerous examples of “Masonry Days”, guest lectures, and sponsored research have resulted as a result of the networking of the professors with not only national sponsors, but also with their local sponsors or their local masonry contacts.

It should be noted that in the past, there have been some regional professors’ round tables and workshops. These forums have been very effective and should be continued. The MEW builds on these local activities and provides a forum for professors where such local forums do not exist.

7. Budget

The 2018 MEW (used as a basis since it was also in-person, and not virtual like the 2022 MEW) generated direct expenses of approximately \$21,000 plus approximately \$5,000 of indirect TMS staff expenses. In addition, many expenses related to the hands-on learning event, the concrete block plant tour, shipping, travel expenses, and handouts were born directly by the sponsoring organizations and are not included in the above noted expenses. Registrations from attendees or their sponsors generated \$5,000 in income. An additional \$11,500 was received in sponsorships from the industry supporters (including MCAA, NCMA, IMI, PCA and MAF and BIA and MCAA provided assistance).

For the 2024 MEW, costs will be higher than the 2018 MEW due to significant inflation since then. It is difficult to extrapolate these costs, especially without knowing the exact location of the workshop. A preliminary estimate for the 2024 workshop estimates direct expenses to be around \$35,000 with an additional \$10,000 of indirect TMS staff expenses. Costs will be carefully monitored and controlled to ensure the Workshop does not lose money. Some expenses related to complimentary publications, memberships, and resources may not be offered for this MEW to help control costs.

Income for this workshop will be generated from registrations, local sponsors, and national/international sponsors. Registration fees will be adjusted based on the expected sponsorship.

8. Requested payment procedure

TMS requests a pledge at this time from the MCAA Foundation for a total of \$5,000 for the 2024 MEW. This amount is greater than the 2018 and 2022 Grant request due both to rising costs, and concerns that other industry associations may not support the workshop as they have in the past. Assuming a workshop is held in March or April (not known at this time), payment would be sought as follows: \$2500 in December 2023 (to offset initial advertisements costs), and \$2500 in April, 2024, following the workshop. If a workshop is held at a different time based on the hosting school’s availability, this schedule would be adjusted in

consult with MCAA. As noted above, MCAA provided TMS grants for past workshops which helped ensure the success of the Workshop. In addition, MCAA also provided a speaker and numerous handouts for the attendees. All of these were greatly appreciated and helped make the Workshop a success. It is hoped that MCAA and others will continue this support in the future.

9. List of other funding sources

As noted above under budgeting, the Workshop funding is still undetermined, and will depend on conversations with past industry sponsor. For MEW's prior to 2008 considerable support was provided from 5 national/international masonry organizations that included the Brick Industry Association, the International Masonry Institute, the Mason Contractors Association of America, the National Concrete Masonry Association, and the Portland Cement Association. At this time, those organizations have not been approached about supporting the MEW, but only 1 is supporting the upcoming North American Masonry Conference, and only 2 are attending the Masonry Education Summit. Several of those did however financially support the 2018 Workshop, and they may again support the 2022 workshop. And all will almost certainly help the conference by advertising it, perhaps providing speakers, and perhaps in distributing information on their organization.

In addition, other groups support the MEW including masonry state, local, and regional groups and Western States Clay Products Association. Local support was also provided in the past by the region where the workshop was held, and many local organizations have sponsored professors to attend.

In addition to the above, TMS will also consider approaching the Concrete Masonry Checkoff Board for support if the workshop is recommended. In preliminary discussion, the Checkoff Regions may assist with funding attendees to attend the Workshop.

10. Reporting schedule

TMS will begin advertising the MEW in its electronic newsletter once commitment and support is determined, hopefully in August, 2023. It will then create a website for the workshop which will be updated until, and even after the workshop. Additional advertisements on the Workshops will be distributed until the workshop, and a "news" type report will be electronically distributed after the workshop.

From this grant's perspective, we anticipate that the primary work for the MEW and reporting on it will occur by the end of April 2024, although as noted, this schedule depends on when the workshop will be held (which depends on the schedule of the hosting University, which has not been determined).