

## Professional Development Council Minutes

August 19, 2014

### PDC Members Present:

#### Certification Committee

- Cindy Davis
- Tony DeVoe
- Autumn Hartsoe
- Jeremy Searfoss
- Jeff Whitney
- Rick Witt

#### Education Committee

- John Delesandro
- Tom Johnson
- Sean Reid
- Nancy Springer

### Board Liaisons:

- Gilbert Gonzales
- Cash Olszowy

### PDC Members Absent:

- Jeff Camp, Education Committee
- Dave Horras, Education Committee

### ICC Staff Present:

- Dominic Sims
- Mark Johnson
- Doug Thornburg
- Michelle Porter

The first meeting of the Professional Development Council was called to order at 9:00 a.m. by Chair Cindy Davis. The Chair and CEO Dominic Sims welcomed the members of the PDC and thanked them for their willingness to serve on this Council.

Introductions and backgrounds were shared by those present.

Dominic Sims provided the Background/Purpose/Scope of New PDC

- The Board has sunset the education committee and consolidated it with the BIPS activity to form the PDC finding that:
  - Over time, committees begin to work in a vacuum
  - Wasn't a whole lot of conversation between education and BIPS
    - Staff can't provide the full linkage

- Wanted to find a way to get both of those activities to work together
  - The two programs are inextricably linked – one doesn't work without the other
- From a member perspective, certified members are lost about where they need to go in order to recertify and continue education to stay certified
- Now we have a way to take a step back and look at both programs side-by-side and look for ways to simplify and improve

Mark Johnson and Doug Thornburg provided the Training and Education Program Overview

- Taking training to the next level
  - 5 component New Training Model Overview
    - Preferred Provider Program
      - We have over 50,000 members of all stripes; We need to tap those resources
        - Partnering with other training providers, even prior competitors, to work collaboratively
        - Offers members more choice to members while ensuring training quality
        - Staff can't be all things to all people, but by leveraging our membership and their resources, we can provide a more robust offering
    - Premium Core Training
      - Focus on ICC's core codes to provide the best training possible
      - We can't be everything to everybody, so focusing on core creates space for preferred providers to fill in their subject matter gaps
    - Online University
      - Members may not be able to travel as much anymore
      - They need 24/7 training, immediately, and affordably
      - Web-based training programs and webinars are a huge focus
    - Education/Certification Oversight Committee
      - Strengthen the oversight body and communicate more with certification
      - Now we can tighten that focus by talking to certification who know more precisely what members are doing with their certs
    - Staffing
      - Make sure that the right staff is on board, but also the skillsets that we'll need in the future, especially with the increased reliance on technology (viz. Online University)
    - History
      - First introduced at Vision 2023 Education/Certification committee
      - Training Model endorsed by the Board at the 2013 ABM
      - Reviewed with the Vision 2023 Ed/Cert committee and BIPS
      - There's always going to be refinement with this process
        - Always want to move the bar in the right direction

- Quality control?
      - That's job 1 and needs to be addressed in every facet of the new program
      - The challenge is to balance timeliness with quality with the codes updating every 3 years
- Preferred Provider Detailed Overview
  - Certification renewal is a big part of this program
    - Makes it even more important for these two areas to work together
  - Benefits to Being a Preferred Provider
    - Connecting Preferred Providers to ICC members to create a vast network of educational opportunities
    - Leveraging a partnership between the Provider and ICC
    - Support of the ICC Certification Renewal Program
    - Participation in ICC Chapter Education Benefit Program
    - Chapter discounted prices for ICC publications
    - Wall Certificates
  - Benefits to Users of PPP
    - Provided with a comprehensive listing of available and relevant educational programs
    - Opportunity to learn about other products of and services of Preferred Providers
    - Utilize Provider educational programs to gain ICC CEUs toward renewal of ICC certifications
  - Categories of Preferred Providers
    - ICC Chapters
    - Governmental and Nonprofit
    - Educator (for-profit)
      - General
      - Individual
    - Industry
  - The program needs to be easy to use for both providers and users,
    - Hence the creation of the manual
    - Providers only need to register once and renew annually
      - Courses only need to be registered once
  - Fees
    - Chapter
      - Onsite or Online Only - \$200
      - Both - \$320
    - Gov/Nonprofit
      - Onsite or Online Only - \$500

- Both - \$800
- Educator
  - Individual Onsite -\$450
  - General Onsite or Online Only - \$1000
  - General Both - \$1500
- Industry
  - Onsite or Online Only - \$1500
  - Both - \$2400
- Grandfathering
  - Training events prior to implementation of PPP will count for CEUs under these conditions:
    - If you renew your certification between 1/1/15 and 12/31/15
    - Education provider becomes an ICC PP prior to 1/1/15
  - Action Item: PDC members were provided a copy of the draft of the PP Manual. Since the manual is quite lengthy and the members did not have time to review prior to the meeting, they were asked to review and forward any comments to staff no later than Friday, September 5. Comments will be addressed and a conference call will be scheduled for September 18. At that time, it is requested that the PDC make a recommendation on the PPP to be forwarded to the ICC BOD prior to their meeting in Ft. Lauderdale.
- Approval process for providers will be done by staff upon receipt of an application
  - Provider approval
  - Course approval is much more stringent
  - The market will be a good way to informally approve providers as well
  - We're not registering individual instructors, it's more the overarching providing body
  - 10 day turnaround time for PP course approval is short and needs to be evaluated
- Stakeholder Group
  - Represent ICC Chapters, Associations/Nonprofits, Educators, and Industry
  - Helped develop the manual and program
  - Their work isn't done, but there are no meetings currently scheduled
    - They will remain part of the review process after the rollout
  - Mid-October rollout, signing up providers even before then hopefully
  - Others not in the group can sit in on the calls
  - Consensus is that communication is **critical** to the success of the Program.
- Questions

- We considered charging based on course volume, but AIA had moved from that to a flat provider fee structure, so prior experience seems to say that keeping a flat provider fee rate works
- There should be a general communication that says we'll be rolling out specifics in October
  - There's FAQ on the ICC website and there's something coming out in the next eNews
    - Get the benefits out of the depths of the website and make it more prominent
  - Next phase will be putting the information in the hands of stakeholders and future preferred providers to get the word out
    - People trust when they hear second-hand, word-of-mouth praise
- In states that require certs that aren't ICC certs (VA, PA), how can we emphasize the benefits of keeping up with ICC CEUs?
  - Potentially offer an amnesty program similar to '03 and '04
  - Focus on the next generation who will be more mobile
- Make sure the feedback for the attendees is easy to provide and, equally importantly, easy to review and respond to
- CASEO has a similar Preferred Provider program for their certifications, could be a good case study to look into and how they dealt with issues
- Branding
  - We'll be highlighting it, logos, working on the marketing now
  - Leverage our relationship with ES as well
  - Letting PPs use the ICC brand as preferred providers is going to be strong
    - As well as putting them on the official ICC website so that everyone can see what's being offered by whom
      - That could help reduce conflict and overlap among providers as well
  - Emphasize the choice aspect for members
- Take the show on the road! Make YouTube videos starring Michelle Porter
  - ICC Rock Tour 2015
- ICC Premium Core Training
  - Reducing the number of ICC seminars to not spread staff as thin
    - Can't be everything to everybody anymore
    - Refer them to the preferred provider if we don't provide the training
  - Increase the flexibility of the training we provide
    - 3-tier program has been developed
      - Standard
        - Primarily half-day programs, no workbook

- Flex
    - Workbooks available but not required
  - Premium
    - Workbooks required and longer training
  - Workbooks aren't electronic now, but they could be in the future
    - Probably will be a demand for that in the near future
- Haven't ruled out licensing our intellectual property as well so that courses can be broken down into components and then combined into new training courses
- Open Enrollment
  - At most 20 open enrollment seminars in 2015
    - Keep it selective
  - Typically are multi-day programs with code officials and permit techs
- ICC's not trying to get out of the training business, but rather making sure that members get the best training possible from whatever source they can
  - The approach is a true hybrid approach
- Reciprocity
  - When you grant reciprocity, you assert that the two programs are equivalent in scope and rigor
    - That's very difficult to do, especially when other programs won't open up their processes for evaluation
  - If we were to seek accreditation, granting reciprocity would be a big strike against us
  - Reinstatement would be easier to do as long as an exam was taken at some point while the CEUs weren't kept up with ICC, but with the state
    - Right now the expiration date is six years
- Education/Certification Oversight
  - Professional Development Council (PDC) replaces former BIPS and Education Committee
  - PDC members appointed recently at BoD meeting in Alaska
  - PDC is governed by CP 45
- Online Training
  - Continue to make modifications to existing site to further improve user experience
  - Partner with Red Vector and Cengage Learning on new e-learning programs
    - Topics include Significant Changes Series, Care Facilities, Assembly Spaces, IgCC Overview, etc.
    - Working to develop our online library
    - Also assist to help develop theirs and get more outreach through their programs



- Final approval or recommendation from PDC to the Board for the Preferred Provider Program
  - Set up a conference call on September 18<sup>th</sup> on any last-minute comments from the PDC on the PPP
    - Time: 12 Eastern Daylight Time
- 1-day in-person Certification Committee meeting
  - Put call out for applications for the various committees that need filling
    - Application deadline will be open until mid-October
    - Meeting would be in late October after the application deadline
      - Tentative Date: October 27-28 in Birmingham, AL
- Education Committee have a short meeting at the Annual Meeting in Ft. Lauderdale
  - Looking at 2 PM on Saturday, September 27
- Next Joint PDC meeting will be sometime in 2015
  - Discuss dates on the conference call on September 18

#### Certification and Testing Overview

- New Requirements for renewals
  - Minimum CEU Requirements
    - 1 cert renewed – 1.5 CEUs
    - 2-5 certs renewed – 3 CEUs
    - 6-10 certs renewed – 4.5 CEUs
    - 11 or more renewed – 6 CEUs
    - Most will not see an impact in and some will even see a reduction in number of CEUs required
  - Dates of Importance
    - April 1, 2014 – Implementation Date
    - Jan 1, 2015 – 20% of CEUs need to come from ICC training or PPN training
    - Jan 1, 2016 – 40% OF CEUs need to come from ICC training or PPN training
    - July 1, 2016 – 50% of CEUs need to come from ICC training or PPN training
  - By July 1, 2016, at least 50% of CEUs must come from a combination of the following:
    - Participation or instruction of an onsite seminar/technical session delivered by ICC or an ICC Preferred Provider
    - E-Learning/webinar delivered by ICC or an ICC Preferred Provider
  - Up to 50% of CEUs can come from a combination of the following:
    - Attendance at ICC Code Development Hearings including participation through cdpACCESS
    - Obtaining a new ICC certification
    - Teaching or taking an academic course that is code/building design/construction related
    - ICC committee or board service
    - Publication of paper, book, or technical article
    - Complete an evaluation as an IAS Building Department Evaluator

- New Markets
  - British Columbia, Canada
    - Just rolled out computer-based testing there last week for building and plumbing certifications
  - Commercial Fire Alarm and Commercial Fire Sprinkler exams are live as of July
    - Special request from the Fire Services Membership Council
    - Do not compete with NICET but are an alternative to it
    - A jurisdiction may be requiring them soon
- Program Performance
  - Potential sunseting of exams
    - Possibly reducing the number of exams
      - Over 650 exam titles are offered
        - Most are contractor/trade exams (>500)
      - 52 national certification titles
    - Need to focus resources on the higher-volume exams that impact more people
  - Changes to CBO, CFM, and CECOs
    - Jan 1, 2015 they will be transitioned from Code Enforcement Officers to Code Specialist to better reflect the exam
    - CBO being removed for the prerequisites for Specialists
      - Will be a Legal Management-lite module instead
      - Will include customer service content
    - There will be a Permit Specialist in addition to other Specialists
      - Prerequisite will be Permit Tech cert
    - CBO and CFM
      - Changing from 2 modules to 3
        - Will now be legal, management, and codes and standards modules
      - Legal and Management modules will be shared by CFM and CBO
        - Hoping to encourage increased participation in both
        - Management is heavier on HR and budgeting now, Inspector Skills is also part of Management now
      - There is a transition plan
        - If by 12/31/14, if you've taken the CFM, then you have 2 years to get the existing requirements
        - If by 12/31/14, if you've got the Legal and Management or Codes/Standards side of CBO, then you have 2 years to get the existing requirements
        - By 1/1/15, if you haven't gotten anything, then you take the new path
        - If your CBO is current, just take the Codes/Standards module to get the CFM

## ICC Future of Code Officials Study

- Demographic survey that ICC contracted with NIBS to do
  - Almost 3900 responses
  - No secret that the average age of code officials is increasing
- Big Outcomes
  - Probably also gets similar results that the engineering and constructions sector would get
  - Offers a great opportunity for education and training
  - Important to raise the profile of the profession to gain new entrants
  - Need to create a training and career paths
- The study is a starting point to see where the resources need to be invested
- Will be a town hall meeting at the annual conference to cover the details of this report
  - September 30 from 8 AM to noon
  - Will reach out to PDC members to see if they can participate
  - Will probably be future town hall meetings to address future studies that break down the demographics even more
- Final draft for internal purposes only right now
- We could dig a bit deeper into the data to break it down geographically as well

## Council Policy #45

- No conflict of interest if a PDC member's jurisdiction becomes a PP and then someone from the jurisdiction (NOT the PDC member) teaches
- There's a firewall between the Exam Development Committee and the educational committees
  - Exam questions are sacrosanct, they don't go anywhere that could possibly even hint at impropriety or conflict of interest
- From a Board perspective, there needs to be more feedback to make sure that the projects are heading in the right direction
  - Not just monetarily, but also from a meeting objectives standpoint
  - Board expects the group to be dynamic and advisory
    - Committees do the work, the Council advises and needs to do so on a frequent basis
    - Put it in a big picture perspective for the Board
  - Between now and next March, committee chairs need to focus on the tasks and agendas of their committees so that there is a clear, focused approach that they can take to the Board
    - Don't forget to work with your staff liaison

## PDC Roster

- Everyone has a copy, no corrections to be made

## Adjournment

- Unanimous vote