



CONSTRUCTION
INDUSTRY
INSTITUTE

AN UPDATE REPORT
ON
INDUSTRY AWARENESS OF
THE BUSINESS ROUNDTABLE'S
CONSTRUCTION INDUSTRY COST EFFECTIVENESS PROJECT

by
Harold D. Pritchett

A Report To
The Construction Industry Institute
The University of Texas at Austin

Under the Guidance of
Task Force 83-1
CICE Impact Evaluation

from
Oregon State University
Corvallis, Oregon

SD-36
July 1988

© 1988 Construction Industry Institute™.

The University of Texas at Austin.

CII members may reproduce and distribute this work internally in any medium at no cost to internal recipients. CII members are permitted to revise and adapt this work for the internal use provided an informational copy is furnished to CII.

Available to non-members by purchase; however, no copies may be made or distributed and no modifications made without prior written permission from CII. Contact CII at <http://construction-institute.org/catalog.htm> to purchase copies. Volume discounts may be available.

All CII members, current students, and faculty at a college or university are eligible to purchase CII products at member prices. Faculty and students at a college or university may reproduce and distribute this work without modification for educational use.

Printed in the United States of America.

TABLE OF CONTENTS

	PAGE
I. EXECUTIVE SUMMARY	1
II. BACKGROUND FOR PROJECT	4
III. PROJECT OBJECTIVES	5
IV. SUMMARY OF COMPLETED QUESTIONNAIRE	6
V. INDUSTRY REPRESENTATIVES RE-CONTACTED	17
VI. CONCLUSIONS AND RECOMMENDATIONS	18
VI. APPENDIX A - AWARENESS PROJECT QUESIONNAIRE	20

EXECUTIVE SUMMARY

This study is an update of the 1984-85 study entitled, "Industry Awareness of the CICE Project," by Professor Donn E. Hancher, Purdue University and Professor Harold D. Pritchett, Oregon State University. This "update" study during 1987-88 was undertaken to determine if there was a change in the level of awareness of the CICE Project after a three-year period.

The basic data for the study were collected by a telephone survey in combination with a written questionnaire. A total of 257 respondents were randomly selected from published lists of the largest firms in the nation (see Part I, Tables 1 and 2). A sub-sample of 31 firms from the earlier study (1984-85) was recontacted to see how the level of awareness had changed. (This group was identified as having no previous knowledge of the Business Roundtable and its publications during the 1984-85 study; they were subsequently sent copies of the CICE publications.)

The basic level of awareness of the Construction Industry participants of the CICE Project is still low. However, the percentages have improved from 36% (1984-85 study) to our current findings of 51%. General contractors, specialty contractors, owners, construction managers and construction educators were found to be the most aware, while designers and owner/developers were found to have a very low level of awareness. Construction educators, who comprise 10% of the sample, were again found to have the highest level of awareness at 96% (see Part 1, Table 4).

Approximately one-third of the New Industry Contacts were familiar with the CII and its publications. Less than half of those who were familiar with the CII publications have taken any action to obtain and use them. The general contractors, owners and construction educators were, by far, the most knowledgeable. Eighty-eight percent of the educators were aware of and had taken action to obtain copies of the CII reports.

There continues to be considerable interest in the CICE Project and the CII efforts to assist in implementing the recommendations of the CICE Project by those who are aware of them. Those who reported implementing new programs or procedures, approximately 10% of the New Industry Contacts, were nearly all in the productivity improvement, labor motivation and construction safety improvement areas. Two firms reported that they were implementing a vocational education effort.

These findings, five years after completion and distribution of the CICE Project reports, indicate that a significantly large number of our industry participants have been reached. These findings also indicate that the CICE reports have a high value as resource documents but have not been well studied (see Part I, Table 9). Although many changes have been implemented by our industry participants, the reports alone will not accomplish the goal of promoting improved cost effectiveness in the Construction Industry.

Recommendation

The Business Roundtable, the Construction Industry Institute, professional societies and various other organizations representing the participants of the Construction Industry should continue to promote the goals and efforts of the CICE Project and the CII. The construction education programs in the United States are excellent vehicles to promote CICE Project and CII goals and efforts by "planting the seeds" at an early time in the careers of the our future Construction Industry leaders. Implementation into the university curricula can happen in a variety of ways and should become an integral part of university program requirements.

PROJECT BACKGROUND

A CICE Impact Evaluation Committee was established in 1983 to determine the current awareness of the CICE Project, the distributed reports and possible cost improvement programs which have been implemented in Industry due to CICE recommendations.

CICE Impact Evaluation Committee

The initial goal of the committee was a three-phase research study to estimate the initial impact of the CICE Project.

First Study: CICE Project Exposure Study
By Dr. Mark A. Smith
University of Maryland
(Completed in 1984)

Second Study: Industry Awareness of the CICE Project
By Dr. Donn E. Hancher
Purdue University, and
Professor Harold D. Pritchett
Oregon State University
(Completed in 1985)

Third Study: Industry Implementation of the Business Roundtable's Construction Industry Cost Effectiveness Project
By Dr. Mark A. Smith
University of Maryland, and
Professor Harold D. Pritchett
Oregon State University
(Completed in 1986)

In 1987 the Committee recommended that a new study project be initiated to update the second study. This update would identify changes in the level of awareness during the period from 1984-85 to 1987-88.

Objectives are to:

1. Identify a new group of Industry Contacts actively involved in the Construction Process in the United States (approximately 250).
2. Re-contact a random sample (30-40) firms identified in the 1984-85 CII study by Hancher and Pritchett who indicated that they were unaware of the CICE Project and would like to receive copies of the CICE reports (a complete set was sent to each.)
3. Modify the data collection method used in the 1984-85 study, with the goal remaining to ascertain the level of awareness of selected industry representatives.
4. Contact the identified industry representatives and collect the data.
5. Summarize the data collected in this new study.
6. Continue to identify persons who have implementation plans involving segments of the CICE Project.
7. Prepare a final report on the findings.

New Industry Contacts 1987-88 Study

	INDUSTRY GROUP	DATA SOURCE	TARGET # CONTACTS	GROSS # SELECTED
1	Owners/Developers	Bldg. Design & Const.	50	75
2	Owners	Fortune 500	50	75
3	General Contractors	ENR Top 400	50	75
4	Construction Managers	ENR Top 50	25	35
5	Specialty Contractors	ENR Top 400	25	35
6	Designers	ENR Top 500	25	40
7	Construction Educators	Professional Meetings	25	40
		TOTAL	250	375

(1984-85 Study) Industry Representative, (Recontacted)

8	Mixed	1984-85 Study	35	40
----------	-------	---------------	----	----

Part I (Table #1)

Summary of selected industry target contacts.