

# Education = Specifications

## Case Study



The Copper Development Association Inc. (CDA) is the market development, engineering and information services arm of the copper industry, chartered to enhance and expand markets for copper and its alloys in North America. The CDA represents the largest copper product manufacturers in the country that produce copper wall cladding, roofing, gutters, plumbing, electrical, and industrial products.

### **The Problem**

How would the CDA reach thousands of architects, specifiers, contractors, and other design professionals to promote their members products and the benefits of copper? The CDA has a small marketing team and did not have the resources to travel and meet thousands of decision

makers. How could the CDA increase copper product specifications, increase brand awareness, and maximize their ROI?

## **The Solution**

The CDA hired GreenCE, Inc. to develop a one hour AIA and USGBC online education course to educate design professionals. The course is entitled Oasis: Designing a LEED Campus in the Desert - Part 1. The education course focuses on the The Health Sciences Education Building in Arizona, a \$135 million dollar medical school in downtown Phoenix which is LEED certified. Over two million dollars of copper cladding was utilized for the project. The online CE course provides architects with the opportunity to learn about the benefits of copper 24/7 and obtain their mandatory CE hours. The video based course utilizes interviews, animation, and a building tour to create an educational and engaging experience.

## **The Outcome**

The CDA's continuing education course is the best performing online course in the history of GreenCE, awarding more CE hours than any other AIA and USGBC course in the industry. Typical industry participation for online courses is 50-75 participants per month. The CDA's education course was launched in November 2012 and on average had 259 participants per month. The total number of participants for the course for year one was 3,109. Typically CE courses have a shelf life of 3 years. The CDA course is in its 4th year of operation and has awarded over 7,658 AIA and GBCI credits since its launch.

The education program was such a success that the CDA developed a 2nd video education course with GreenCE. The 2nd education course awarded 1,991 AIA and GBCI hours in its first year. The success of these courses can be attributed to a few significant factors. First, the course has broad appeal, the presentation documents the design and construction of a fascinating medical school and includes engaging interviews with the entire project team. Second, the course received the much sought after LEED specific-hour credit designation which is very difficult to obtain. The GreenCE team of LEED consultants, architects, and engineers was able to create a course to meet these stringent standards. Finally, the course utilized 21st century tools such as high-definition video, animation, voice over, and special effects to create an exciting story.

In conclusion, the CDA was able to benefit greatly from an education program that has educated thousands of design professionals about the benefits and applications of copper building products. The CDA has seen an increase in copper being specified for wall cladding, roofing, and other construction applications. Education = Specification.