

SECTION EIGHT: INDUSTRY, ALUMNI, AND PUBLIC RELATIONS

STANDARD 8: Establish an effective relationship with the industry and program alumni and demonstrate accountable behavior by providing timely, accurate, readily accessible information about programmatic performance and student achievement to the general public.

Briefly, describe how the Degree Program complies with the above standard.

The Cal Poly Construction Management (CM) program establishes strong relationships with industry partners and alumni through strategic engagement efforts. The program is guided by the Construction Management Advisory Council (CMAC), composed of industry leaders and alumni who provide direct input on curriculum, workforce trends, and strategic priorities. In addition, the California Center for Construction Excellence (CCCE) serves as a central hub for industry relations, connecting the CM program with a broad network of partners through events, corporate memberships, student engagement opportunities, and collaborative initiatives. Industry partners and alumni are actively involved in guest lectures, mentorship, internships, student competitions, and career placement, creating a continuous feedback loop that keeps the curriculum aligned with current professional practice. These relationships are further strengthened through networking events, CCCE programs, and philanthropic initiatives that support student success and program growth.

The CM program demonstrates accountability by consistently providing timely, accurate, and accessible information about program performance and student achievement to the public. Key metrics, such as student learning outcomes, graduation rates, and job placement data, are regularly assessed and shared through accreditation reports, departmental communications, and public-facing platforms. In addition, the program highlights student accomplishments, industry engagement, and program initiatives through newsletters, social media, and events, ensuring transparency and visibility. Through these efforts, the program meets the standard by maintaining strong external partnerships while clearly communicating its effectiveness and commitment to continuous improvement.

8. REQUIREMENTS

8.1. SUPPORT FROM INDUSTRY

8.1.1. Provide a current roster of the industry advisory committee, indicating each company and position represented.

A list of the CMAC (Construction Management Advisory Council) members is available on the ACCE OneDrive.

Describe how the industry advisory committee has periodically reviewed the Degree Program curriculum and advised the Educational Unit on establishing, reviewing, and revising its Degree Program educational objectives.

The Construction Management Advisory Council (CMAC) plays a critical role in periodically reviewing the Cal Poly CM Degree Program curriculum and advising the department on the establishment, evaluation, and refinement of its educational objectives. CMAC, composed of

industry executives, experienced practitioners, and engaged alumni, meets regularly to review curriculum content, course sequencing, and student learning outcomes in light of evolving industry needs. Through structured meetings, and ongoing communication, CMAC provides direct feedback on emerging trends such as digital construction technologies, sustainability, project delivery methods, and workforce competencies, ensuring that the program remains forward-looking and industry-relevant.

In addition to curriculum review, CMAC actively contributes to the development and continuous improvement of the program's educational objectives by aligning them with industry expectations and professional standards. The council evaluates whether graduates are meeting desired competencies and offers recommendations for adjustments based on employer feedback, student performance, and market demands. This iterative process—supported by data from student outcomes, placement rates, and stakeholder input—ensures that the Degree Program's educational objectives remain clear, measurable, and aligned with the mission of preparing career-ready graduates. Through this ongoing partnership, CMAC helps the CM program maintain academic rigor, industry relevance, and a strong culture of continuous improvement.

8.1.2. Describe how the construction industry advisory committee is composed of representative potential employers of graduates of the Degree Program and other industry professionals.

The Construction Management Advisory Council (CMAC) is intentionally composed of a diverse and representative group of potential employers of Cal Poly CM graduates, along with other industry professionals across the construction sector. As outlined in its formation, CMAC includes individuals, companies, and industry associations representing general contracting, specialty trades, construction management, engineering, and related disciplines, ensuring broad industry coverage aligned with the Degree Program.

The CM program maintains relationships with more than 200 companies that actively recruit CM students each year, and more than 50 percent of these industry partners are engaged as CMAC members, forming a strong core group of committed employers who regularly advise the program. The council also emphasizes strong alumni participation, integrating both recent graduates and experienced professionals to provide balanced perspectives on workforce needs and industry trends.

8.1.3. Describe the meeting frequency of the construction industry advisory committee and how it advises and assists the development and enhancement of the Degree Program.

The Construction Management Advisory Council (CMAC) meets twice a year , supplemented by additional committee meetings and special sessions as needed to maintain consistent and meaningful engagement with the CM program. These meetings provide a structured platform for reviewing curriculum, student learning outcomes, and emerging industry trends, allowing CMAC members to offer timely, practice-based feedback on workforce needs, technology advancements, and project delivery methods. In addition to formal meetings, CMAC members actively support the development and enhancement of the program through ongoing collaboration with faculty by advising on curriculum improvements, mentoring students, sponsoring competitions, and providing internship and

career opportunities. This continuous and structured involvement ensures that the Degree Program remains current, industry-aligned, and committed to continuous improvement.

CMAC currently consists of nine standing committees, each of which establishes annual goals and initiatives aligned with the department's strategic priorities and reports its accomplishments during the annual CMAC meetings. The functions of each committee in supporting the development and enhancement of the CM program are outlined here:

<https://ccce.calpoly.edu/cmac-committees/>

8.1.4. Provide access to or include the minutes of each construction industry advisory committee meeting.

The meeting minutes of all CMAC meetings from AY 2021 to AY 2026 are available on the ACCE OneDrive.

8.2. SUPPORT FOR INDUSTRY

Describe how the Degree Program maintains continuous liaison with the various constituencies it serves via active participation by faculty in associations and other professional organizations for the purpose of serving the construction industry.

The CM program at Cal Poly maintains strong connections with the construction industry and various constituencies it serves by encouraging and supporting active faculty participation in professional organizations, associations, and industry councils. These engagements create a mutually beneficial partnerships that enable the program stays aligned with the evolving needs of the industry while also contributing to its advancement.

CM Faculty members hold memberships and leadership positions in numerous national and regional organizations, including but not limited to:

- Associated Schools of Construction (ASC) – Faculty regularly serve as officers, committee members, and conference hosts, directly shaping construction education at the national level.
- American Council for Construction Education (ACCE) – Faculty actively participate in accreditation reviews, policy discussions, and curriculum improvement initiatives, ensuring the program maintains academic excellence.
- Professional and Trade Associations – Faculty are involved with organizations such as the Associated General Contractors of America (AGC), Design-Build Institute of America (DBIA), Construction Management Association of America (CMAA), and the American Society of Civil Engineers (ASCE). Their involvement includes attending conferences, delivering presentations, conducting workshops, and serving in advisory roles.

Following is a partial list of some of those current relationships.

- American Concrete Institute – Jim Dick (Advise the ASI student club)
- American General Contractors – Paul Weber (Support various student activities)
- American Institute of Constructors – Phil Barlow (Administer the AIC exams)
- Associated Schools of Construction – Jeong Woo (Organize the ASC Faculty Boot Camp; Host the ASC 2026 International Conference)

- American Society of Civil Engineers – Liz Adams (Attend the ExCEED Teaching Workshop); Lonny Simonian (Maintain the ASCE membership); Bryan Knakiewicz (Attend regional ASCE competitions)
- American Society of Engineering Education – Liz Adams (Present research papers and attend the national convention)
- DBIA – Tom Kommer Bryan Knakiewicz, and Jason Miller (Attend national and local meetings and coaching student competition teams)
- Engineers without Borders – Bryan Knakiewicz (Support the Cal Poly chapter)
- Habitat for Humanity – Paul Weber and Bryan Knakiewicz, and Eric Brinkman (Collaborate with the local chapter)
- MCAA – Joe Cleary and Shantanu Kumar (Attend national and local meetings and coaching student competition teams)
- NAHB – Scott Kelting and Stacy Kolegraff (Organize student competitions)
- NECA – Lonny Simonian and Joe Cleary (Attend national and local meetings and coaching student competition teams)
- NRCA – Jeong Woo and Kevin Bennett (Attend the national conventions and Coach student competitions)
- People Self-Help Housing – Andy Pollin (Collaborate for the Real Estate Competition)
- Solar Energy Institute of America – Joe Cleary (Attend the national convention)
- The Alliance – Mark Montoya (Collaborate with the board members)
- WoodWorks – Maryam Kouhirostami (Attend the faculty workshops)
- World of Modular – Maryam Kouhirostami (Attend the national conventions)
- United States Green Building Council – Scott Kelting (Attend the national conventions)
- USWBI – Joe Cleary

8.3. STUDENT-INDUSTRY RELATIONS

Demonstrate that the degree program actively encourages and facilitates participation of students in activities of construction-related organizations, internships, and cooperative education programs.

The CM Department offers various student clubs that are connected with the professional organizations. It provides the opportunity to learn and get involved in the professional organizations related to the construction industry. The students enjoy networking opportunities, develop relationships with potential employers, and meet fellow students. The full list of CM student clubs is available at <https://construction.calpoly.edu/content/current/student-clubs>. Dr. Kelsey Ginori, CCCE Program Manager, oftentimes connects CM students and club officers with construction-related organizations.

Students in the program are actively encouraged to participate in multiple internships during their academic career. The use and value of internships is discussed in several of our courses, and through our student clubs. Internship opportunities are presented to our students in a number of ways such as the use of an electronic bulletin board, physically posting notices, multiple career fairs held on campus and on-campus recruiting events with various firms. The recruiting events include company info sessions, Meet & Greet, Brunch and Construction events are hosted by California Center for Construction Education (CCCE) and scheduled throughout the academic year.

8.4. STUDENT-INDUSTRY RELATIONS

8.4.1. Describe how the Degree Program actively encourages and facilitates participation of students in activities of construction-related organizations, internships, and cooperative education programs.

The CM Department offers a variety of student clubs affiliated with professional organizations in the construction industry. These organizations provide students with opportunities to engage with industry professionals, develop leadership skills, expand professional networks, and build relationships with potential employers and fellow students. A complete list of CM student clubs is available on the department website at <https://construction.calpoly.edu/content/current/student-clubs>.

Students in the program are strongly encouraged to participate in multiple internships throughout their academic careers. The importance and value of internships are reinforced in several CM courses, student organizations, and advising activities. Internship and employment opportunities are communicated to students through multiple channels, including the CM job board, career fairs, company information sessions, and on-campus recruiting events hosted by industry partners. The California Center for Construction Education (CCCE) coordinates many of these activities, including networking events, company presentations, apprenticeship interviews, and recruiting sessions that occur throughout the academic year. These experiences provide students with meaningful industry exposure and help prepare them for successful careers in the construction profession.

8.4.2. Describe how all students (online learners and distance education) have access to information about internships and cooperative education programs and activities of construction-related organizations in their local area.

All students in the CM program, including students participating through alternative delivery methods, have access to information regarding internships, cooperative education opportunities, and activities of construction-related professional organizations. The majority of CM students participate in primarily in-person, on-campus instruction. However, some students may enroll in online or hybrid courses while participating in summer internships or off-campus professional opportunities. Information is distributed through multiple communication platforms to ensure equitable access regardless of location or instructional format.

The California Center for Construction Education (CCCE) serves as the primary hub for industry engagement and career development activities. CCCE regularly communicates internship opportunities, co-op positions, company recruiting events, networking opportunities, and professional organization activities through weekly email announcements, the CM job board, Handshake, and departmental communication channels.

To further enhance communication and student engagement, the CM Department recently launched a mobile application called PolyCM Connect. The app provides students with faster and more centralized access to recruiting events, company information sessions, club activities, department announcements, and other career development opportunities. PolyCM Connect allows students to receive real-time updates and improve connectivity between students, faculty, industry partners, and departmental resources.

In addition, faculty members incorporate discussions regarding internships, experiential learning, and professional involvement into coursework and advising sessions. Students are encouraged to participate in local chapters of construction-related organizations such as

AGC, DBIA, CMAA, MCAA, NAHB, USGBC, and other professional associations. Many industry events, company presentations, and networking sessions are offered in hybrid or virtual formats, allowing remote learners and distance education students to participate regardless of geographic location.

8.5. ALUMNI RELATIONS AND FEEDBACK

- **Describe how the Degree Program maintains a current registry of alumni and contact with them to seek feedback in its improvement process.**

The Construction Management program maintains a current registry of alumni which is maintained by CCCE Program Manager. This registry is used to send alumni surveys and obtain feedback on the program annually.

In addition to the registry kept by the program, the Cal Poly Alumni Association maintains our alumni database and this database is also used to aid in the development of our program and to foster contact between our alumni and the program.

- **Describe how the Degree Program engages the alumni in activities such as a formal advisory committee, student career advising, potential employment, curriculum review and development, fund raising, and continuing education.**

The CM program works with the alumni through a formal advisory board called CMAC (Construction Management Advisory Council). A majority of CMAC members are alumni of the program. A function of the CMAC is to help review the program to allow us to maintain a system meeting the current needs of the industry, as well as helping with fund raising activities. Other alumni visit the program, during recruiting trips, either through career fairs or company information sessions. This deals with potential employment, but it also results in some career advising due to the feeling of ownership held by our alumni. Our CM student club hosts a golf tournament for fundraising with alumni, current students and industry professionals where potential employment and career advising take place.

8.6. PUBLIC DISCLOSURES

8.6.1. Demonstrate that the institution accurately publishes on their website, and report to ACCE the following:

- Mission of the Degree Program,
- Objectives of the Degree Program,
- Annual number of graduates of the Degree Program,
- Number of annual enrollments in the Degree Program,
- Summary Report of Achievement of Student Learning Outcomes and Degree Program Objectives following the format prescribed in Section 9.4.1,
- Web link to the Educational Institution's admission requirements, and
- Degree Program Classification of Instruction Program (CIP) code.

The CM program ensures transparency and accountability by publishing accurate, timely, and accessible information regarding program performance, student achievement, and institutional requirements. This information is available through the CM department website at <https://construction.calpoly.edu/content/public-information/index>.

8.6.2. Has the program or any entity of which you are aware ranked the program in any way that could be linked to the ACCE accreditation?

The CM program is not aware of any rankings produced by the program or external entities that explicitly link program ranking to its accreditation by the American Council for Construction Education (ACCE).

8.6.3. Has the program indicated on their website or any other publication that they are accredited by ACCE outside of any defined term of accreditation?

The CM program does not indicate on its website or in any publications that it is accredited by the American Council for Construction Education (ACCE) outside of its officially defined accreditation term.

When this Section is complete, upload to the appropriate sub-folder within your institution's folder on the ACCE internet-accessible file space:

Semester - Institution - Self-Study Documents / Section 8 - Industry, Alumni and Public Relations