



DIVERSITY & INCLUSION FOR A BETTER IIBEC

By Brian Pallasch, CAE

IIBEC Chief Executive Officer and Executive Vice President

IIBEC, like many professional associations, has acknowledged the need to review our organization with a focus on ensuring that we are welcoming to all building enclosure professionals. To guide these efforts, the IIBEC Board of Directors created the Task Force on Diversity and Inclusion. Since late 2020 this group has been working to provide research and recommendations, programs, and ideas on how to improve IIBEC's service to all members and to reach under-represented sectors of our industry.

The focus of the task force is to ensure that IIBEC strives to create an inclusive organization where everyone is respected and appreciated for their differences, including ethnic background, identity, and social status. We endeavor to value every member and participant in our institute and to equip and support them in reaching their full potential. This commitment supports our organization in achieving its strategic vision to be universally recognized as the leading authority in building enclosure consulting.

We want IIBEC to be innovative and productive so we can deliver the best services to our members and the profession, and we desire diversity to help us achieve this. Diversity in age, diversity in identity, diversity in race, diversity in thought, and more. The more we collaborate and value difference, the closer we get to living in a genuinely inclusive community.

To date, the Task Force on Diversity and Inclusion has worked to provide two education programs; participation in an industry-wide diversity survey; a revised IIBEC Code of Ethics;

a diversity resources page on IIBEC.org; and the development of a longer-term diversity strategy.

The task force has sponsored two education sessions for IIBEC members. The first, hosted in October 2020, was part of the 2020 IIBEC Awards Ceremony, which was held virtually due to the COVID-19 Pandemic. As he introduced the keynote session, then-IIBEC President Bob Card explained that as we grow as an organization with the mission of enhancing the building enclosure industry worldwide, it is more important than ever to focus on diversity and inclusion. Card then introduced the keynote speaker, Dr. Sondra Thiederman, who gave a talk about unconscious bias. She noted, "Having biases does not make us bad people; it's what we do about them that matters." She defined biases, showed how they reduce opportunities for success, and talked about how our biases impact us. She then went on to discuss how to recognize biases, and she showed us techniques for reducing them.

The second education session, "Diversity and the Bottom Line: Connecting Diversity, Equality, and Inclusion to Business Success," was part of the 2022 IIBEC International Convention and Trade Show.

Additionally, IIBEC joined the National Institute of Building Sciences (NIBS) and 14 other organizations (including American Institute of Architects, American Society of Civil Engineers, ASTM International, American Society of Heating, Refrigerating and Air-Conditioning Engineers, Construction Specifications Institute, and International Code Council) to increase our understanding of these

issues and the impact on IIBEC members and their practice. This will allow IIBEC to better understand these issues not only with IIBEC's members but across the design and construction industry. The purpose of the survey was to measure the diversity of those involved within the built environment, as well as to understand sentiment around inclusion, equity, and access. One key takeaway from the survey was that almost half of IIBEC respondents indicated it is important or extremely important to increase the diversity of the built environment.

More recently, the Committee on Ethics and the Task Force on Diversity and Inclusion worked together to modify the IIBEC Code of Ethics to include provisions that promote and respect diversity and inclusion in IIBEC. This effort also included addressing issues related to personal behavior of members at IIBEC events. At its recent meeting, the IIBEC Board of Directors approved the changes to the IIBEC Code of Ethics. The revised code can be found at <https://iibec.org/membership/code-of-ethics/>.

Finally, the recent work of the task force has focused on creating a multiyear strategy for diversity and inclusion that provides IIBEC with a road map to navigate toward a more diverse and inclusive organization. To achieve that goal, we need the commitment of all IIBEC members to help make our organization the premier association for building enclosure design professionals where differences are appreciated and respected. This also must include understanding and teaching to inform, guide, and support this change. Finally, let's work together to be a better reflection of professionalism, education, and inclusion so that we can be stronger!

Creating a diverse, equitable, and inclusive organization requires hard work and sometimes tough conversations. This plan provides us with concrete steps to create a more inclusive profession, and we encourage you to get involved. By working together toward diversity and inclusion within our workplaces and profession, we will be better for it.

All the best,