

## International Code Council

### “Value of the Code Official” PowerPoint (PPT) Presentation Guide

#### SCRIPT OVERVIEW

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The following presentation provides sample slides and talking points for individuals to use as a guide when promoting and introducing the value of the code official to a variety of audiences. **This slide deck and corresponding talking points are comprehensive and should be used as a guide. Presenters should tailor the presentation to meet time restrictions and the needs of their specific audiences.** The talking points included throughout are intended to provide the speaker with multiple options/suggestions for how to communicate the information presented according to their preferences, goals and intended audience.

#### *Objectives*

- Build awareness for the work that code officials do and their impact on communities
- Encourage prospective students/professionals to build the industry’s pipeline of qualified professionals
- Communicate the essential skills/abilities code officials need to be successful

#### *Target Audiences*

- Current and prospective students, including elementary, high school and college students
- Special interest youth organizations (e.g. Boy Scouts/Girl Scouts)
- General public

#### *Presentation Adjustments*

- We suggest a “basic” presentation to conclude after slide 8 (jump to closing slide), while slides 8-18 provide more context into the profession for an “advanced” audience
- Appendix slides are included, should the presenter wish to substitute or leverage additional content outside of those in the pre-set presentation

### Slide 2: Title Slide; update with presenter details

### Slide 3: Shaping the World Around Us

- **Goals:**
  - Through interactive discussion, help the audience to realize the different pieces of their world that are touched by building codes
- **Notes/Talking Points:**
  - Who shapes the safety of the world around us?
  - Think about the building we're all in right now. It has a foundation, likely built of wood, steel or concrete.
  - Now look around. Do you see a clear pathway to exit the room in the event of an evacuation? What about a fire sprinkler? Electrical outlets or plumbing pipes?
  - Did you know that each of these construction elements, from electrical, plumbing and mechanical pieces, to fire protection and energy efficiency, have a set of corresponding building codes that outline fundamental safety standards?
  - These building codes are essential pieces to the building and construction process – outlining necessary standards related to structural stability, fire and weather hazard protection, electrical wiring safety, evacuation pathways, and more.

### Slide 4: Code Officials Introduction

- **Goals:**
  - Introduce code officials as the individual behind codes and safety
- **Notes/Talking Points:**
  - Code officials are responsible for ensuring the safety and compliance of these codes and standards. They inspect building plans and construction processes to guarantee every building constructed follows these sets of codes and standards designed to ensure safety for the community.
  - It is code officials that shape the safety of the world around us, and serve as the safety foundation for our buildings.

### Slide 5: Spheres of Influence

- **Goals:**
  - Encourage the audience to think beyond the current building/structure into their broader community and daily life
- **Notes/Talking Points:**
  - But code officials don't just ensure the safety for this building – rather, a code official is behind the security and stability of every building where you live, work and play.
  - In fact, they touch every building that you come in contact with – from small grade apartment buildings to high-rise commercial buildings to football stadiums.

## Slide 6: Disaster Safety

- **Goals:**
  - Tie this community impact beyond construction, but to the safety they ensure in times of crisis
- **Notes/Talking Points:**
  - But beyond ensuring that buildings are constructed to withstand the stress of *everyday* use, code officials also help our communities weather unforeseen disasters like storms and fire.
  - It is their safety checks that protect your home from emergencies before fire, flood or disaster strike. They ensure firewalls are sealed properly to protect structures in the event of a fire hazard, and check beams and stability features to ensure buildings stand after an earthquake.
  - What's more, when code officials do their jobs to ensure building safety, first responders to these emergencies have less to worry about and can do *their* jobs more safely. The inspections and reviews code officials conduct are preventative measures, so when a hurricane or tornado hits, or a wildfire spreads through a town, structures constructed in accordance with building codes are more likely to withstand disaster – saving you and the community at large the cost, time and pain of rebuilding.

## Slide 7: Practical Examples

- **Goals:**
  - Tie the work of a code official to the audience's personal experience
- **Notes/Talking Points:**
  - Code officials are an essential piece in the building and construction puzzle, and are engaged in the building process from the initial building plan to the finished product.
  - For an example of how code officials bring building codes to life, when you or a family member is considering a home renovation, you would first hire a contractor or architect to help develop plans for the structural changes of your dreams – whether a new porch, spacious master bathroom or revitalized kitchen. From there, before ground on the renovation project is even broken, a permit is needed to ensure that the plans you envisioned on paper are in-line with building codes that will ensure they meet the minimum requirements to be deemed safe and sturdy. A code official inspects the drawings and specifications for the planned renovation to provide the safety stamp of approval, and then serves as a resource for you and the contractors, architects or engineers on the project team throughout the building and construction process. Their safety checks and ongoing site inspections ensure a stairway's guard rails are sufficiently constructed to prevent falls, that electric outlets have secure wiring and will not short circuit your home, or that window frames are placed in the right location with appropriate materials to avoid shattered glass.

### Slide 8: Community Impact

- **Goals:**
  - Reinforce code officials' community impact
- **Notes/Talking Points:**
  - Code officials are an important part of every community. They form the foundation to building safe, sustainable and resilient buildings, and contribute to the economic wellbeing and development of a community.
  - So even though you may never see a code official in action, you can trust they are all committed to your safety.
  - Thanks to their dedication, care and concern our buildings stand, our communities prosper and our homes are safe.

**END BASIC/ INTRODUCTORY PRESENTATION; SKIP TO FINAL CLOSING SLIDE (#18);**

**CONTINUE FOR ADVANCED PRESENTATION**

### Slide 9: Who are code officials: Attributes

- **Goals:**
  - Provide more depth into the key attributes, competencies and impact of a code official – building the more advanced recruitment-focused campaign
- **Notes/Talking Points**
  - But who are code officials, and what does it take for them to be successful in ensuring building safety?
  - Code officials are essential, qualified and dedicated professionals working in your community. They take safety seriously, and above all are here to help.

### Slide 10: Who are code officials: Competencies

- **Goals:**
  - Provide more depth into the key attributes, competencies and impact of a code official – building the more advanced recruitment-focused campaign
- **Notes/Talking Points**
  - To be successful, code officials should be strong communicators and capable of building relationships and addressing customer service needs with the public, first responders and stakeholders throughout the built environment. They provide guidance and advice to architects, engineers and contractors to help them bring building plans to life, while also ensuring these buildings create a safe and sturdy environment for those who use them.
  - Code officials should also be able to multi-task between the wide variety of projects they may be working on, and have strong attention to detail to inspect the code compliance of each building site or plan.
  - Beyond these skills and abilities, code officials are community-oriented, dedicated to making the world around them a safer place.

## Slide 11: Knowledge and Work

- **Goals:**
  - Reinforce the variety of code officials' work and visibility across different aspects of the building process
- **Notes/Talking Points**
  - Their knowledge spans every aspect of the life of a building – from the bottom of the foundation to the top of the roof – and everything in between. Code officials have opportunities to serve as a building safety generalist, but also to become experts in the ins and outs of specific code specialty areas. For example [presenter to choose examples based on personal experiences and audience]:
    - *Plan reviewers* are the first stop in the building evaluation process. They examine the construction documents used to describe a project, which include architectural, structural and construction elements like mechanical and plumbing drawings and calculations. These reviewers spot code compliance issues before construction even begins to ensure safety – and also save the builder time and money.
    - *Building inspectors* review drawings and specifications for planned repairs of existing buildings, construction of new building projects and building sites being considered for development.
    - *Public works inspectors* support government projects such as airports, highways, water and sewer systems, streets, bridges and dams, and are typically well versed in reinforced concrete, dredging or ditches.
    - *Electrical inspectors* check the quality of materials, the installation work and the safeguards in electrical systems. They make sure electrical systems meet city, state or national codes, and electrical codes and standards. Electrical inspectors look closely at new wiring and fixtures in businesses, public buildings and in homes.
    - *Mechanical inspectors* focus on heating, ventilating and air-conditioning (HVAC) concerns. The mechanical inspector also checks for air quality and energy conservation measures.
    - *Plumbing inspectors* check for proper design and installation of plumbing systems, including sanitary and storm drainage systems, sanitary facilities, water supplies, and storm water and sewage disposal in buildings.
  - Beyond knowing the intricacies of buildings, specifically, code officials also enjoy visibility to a wide array of different community projects and sectors of the built environment, from traditional construction projects to emerging and innovative disciplines in technology and energy efficiency. Project opportunities span private businesses, residential applications and public works initiatives across a regional jurisdiction.
  - Inspectors also have a dynamic workday – working both indoors and outdoors between office settings and construction sites. In an office, code officials read blueprints, review building plans, review correspondence, write reports or schedule

inspections. The rest of their time is spent in hard hats inspecting construction zones, or on the road between different projects and job sites. Becoming a code official is a chance to make a difference, while also working in an active environment rather than being tied to a desk.

### Slide 12: Impact

- **Goals:**
  - Relate code officials' attributes to the impact they create
- **Notes/Talking Points**
  - Code officials truly impact every building, in every community.
  - When code officials apply their knowledge, skills and abilities to their work, you can see the impact! They:
    - *Protect the public* through their commitment to building safety.
    - *Enforce code compliance* to empower and educate stakeholders across the built environment to embrace and integrate safety standards in their work.
    - *Support economic development* by making our buildings sturdier, and therefore longer lasting and more likely to withstand whatever life may throw our way.

### Slide 13: Career Pathways

- **Goals:**
  - Provide a general overview of the entry points of the profession
  - Showcase the benefits of the code official profession
- **Notes/Talking Points**
  - Code officials come from a variety of backgrounds. Many have experience as architects, engineers, contractors or even government officials. What's more, becoming a code official is a profession you can pursue with a bachelor's or associate's degree, or right out of high school with the right training and certifications.
  - Becoming a building code official is also a pathway for those interested in pursuing a government or regulatory-focused career, as code departments play a significant role in community planning decision making as an intersection between government, business and built environment stakeholders.
  - Beyond the community impact we discussed earlier, the code official profession provides individuals access to continuous learning and varied work, while also allowing you to diversify your skillset and maintain a stable and consistent work-life balance.
  - Specifically, many code officials point to salary, benefits and job security as primary reasons they pursued a career as a code professional. The median salary for code officials, per a 2014 ICC demographic survey was between \$50,000 and \$75,000 per year, ranging up to nearly \$100,000 annually for some. Compared to the median household income of around \$56,000 reported by the U.S. Census Bureau for 2015, code officials earn a stable and often above average living.

### Slide 14: Job Satisfaction

- **Goals:**
  - Show data and quotes that speak to job satisfaction and personal enjoyment
- **Notes/Talking Points**
  - Code officials find their work to be important, dynamic and rewarding.
  - A survey conducted by the Minnesota Building Officials in 2015 found that 85% of the current code officials surveyed would recommend the career field to others.
  - In a survey conducted by McKinley Advisors in spring 2017, code officials also lent insight into the impact of their work, as outlined in these quotes focusing on the value code officials deliver to their communities.
  - Whether you are looking to begin your career, or have experience in related fields or trades like architecture, engineering or construction, becoming a code official could be your gateway to performing important and dynamic work that truly makes a difference for your friends, family and neighbors.

### Slide 15: Workforce

- **Goals:**
  - Emphasize the need for more code officials
- **Notes/Talking Points**
  - The code official workforce is looking for more code officials to meet their community's safety demand. The current workforce is beginning to retire, meaning the code official job market is anticipated to grow and the profession is ripe for the next generation of code officials to develop their skills and make a difference. All we need is you to spread the word and learn more about the profession!

### Slide 16: Engagement

- **Goals:**
  - Introduction to ICC and call to action for recruitment and engagement
- **Notes/Talking Points**
  - ICC, the International Code Council, supports the growth and development of code officials and is the premier source for the building codes and standards that code officials need for their work.
  - ICC has membership councils, committees, chapters and resources for current code officials to develop professionally. Plus, ICC members spread the word about the profession in presentations like this to encourage the next generation of code officials to learn more about the value and benefits of the role.

### Slide 17: Participation

- **Goals:**
  - Introduction to ICC and call to action for recruitment and engagement
- **Notes/Talking Points**

- ICC has also launched the Safety 2.0 initiative – a suite of programs, services and resources that are specifically geared towards students, young professionals and those interested in joining the code official profession.
- ICC recognizes the importance of continuing to grow awareness of the work code officials do and the impact they have, in the hopes of encouraging new ICC members and aspiring code officials to join in on the building safety movement.

### **Slide 18: Building Safety Today to Ensure a Stronger Tomorrow**

- **Goals:**
  - Encourage interested individuals to join the career path / learn more
- **Notes/Talking Points**
  - Code officials ensure building safety today, for a stronger tomorrow.
  - If you, or someone you know, enjoys creative problem solving, is curious about the built environment and has an interest in making a difference in your community – becoming a building code official may be the career path for you! Learn more about the code officials in your community, and how you too can support building safety and economic development at [www.iccsafe.org](http://www.iccsafe.org).