

HOUSEHOLD WORD ?

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Why shouldn't we strive to make CSI a common, household word, known to all?
(And here we include SCIP, as the close and viable ally of CSI, who can both participate in and promote the same things below)

OK, so CSI are initials, but you get the drift--so why not?

Needless! There is no prevailing necessity or reason for every household to know what CSI is, what it is about and what it stands for. All too many now know those initials only from the ever-running, every channel TV show(s)—(hmmm, no CSI-Alexandria!)--so no use.

Besides the CSI we know (and love!) has nothing to do with crime investigation--really more into "crime" prevention!!!

But really the level of "who cares" runs high between the millions of households and the organization. Hence, no real reason, even at the extreme, to allocate any money time or effort to making it a household word. BUT.....

How about an "office-wide" word in every professional office in the construction industry? Every design office, engineering office, contractor office, supplier office, manufacturer's office, etc. Or in other words, where design and construction are daily tasks and words, there will be CSI! (no, we plan no gremlins secretly invading each office and plastering CSI logo stickers all over the place--hey!, let me think on that!)

Therefore, it seems more than advisable that in:

Every design and engineering office, and private consultants--there should be full, active members; good level of awareness of CSI; use of CSI documents and programs; movement toward involvement with CSI including students and interns; full understanding of the use of a single form, correct specification language and close coordination on text, linguistics, format and interrelationships for coherent and consistent project specs; mutual cross training and education so movement on project specs is in lock-step; tolerant use of MF04 to the nines, or some flexible variations as deemed appropriate for the work and practice.

Every contracting office (all types and sizes)--why not possibility of members; good level of awareness of CSI; good level of understanding of MF04 and specifications in general; participation in activities to make specs better and/or to understand them more fully; activity to discard lack of respect for, and proper use of specifications; activities to promote better understanding of specifications and how they really work for and not against contracting sources.

Every material supplier and manufacturers' rep's office--knowledge of how various products are located within MF04; general understanding of specifications, their function, use, intent and content; activities with professional offices to provide product information that leads to inclusion in project specifications; active member(s) of CSI and participation in making the group and programs better

Every material manufacturer office--knowledge of CSI, and MF04 in general; understanding that have a product spec available in CSI format is an asset in promotion and incorporation of all products; seek assistance from CSI and other spec writers on how to improve literature and web sites presentation.

CSI national, regional and chapter offices--understanding that outreach to others is absolutely necessary; on-going activities to touch ancillary groups on a continuing basis to teach and learn--to coordinate, familiarize and orient; planning new directions and programs for new groups, including greater embracing of student activities, classes, groups and chapters at college level; expansion of existing programs by adding outreach element; refreshing current presentations; opening information flow to present CSI more openly to lay-persons (where there is some interest) and associated groups, whether to instruct, assist, upgrade, or move closer, to improve relationships and use of CSI documents and programs; active direction to make CSI and all therein more visible, open, helpful and user friendly and attractive to outsiders.

The goal in all this is merely making CSI more of a "word" known throughout a wider base. Chances are good it will never become truly a household word, except in the houses associated with the groups above.

But there is a chance, and a really neat chance, that someone some where will sit down at the dinner table some night, and say, "Man, the neatest thing happened to me today. An outfit called CSI....."

In view of where things are now, not the worst of goals! Think about it!