

Three Tactics to Better Recruit Skilled Trades Talent

Tackling the Facilities Talent Crunch, Part I



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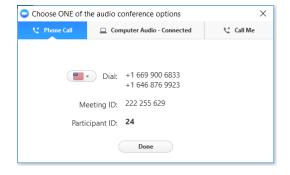
Facilities Forum

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Click the mic and camera pictures until they have a red line indicating they are both off.



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Where's the Love?



Differing Opinions Among Senior Leaders About Their Staff

We're trying to run a 21st-century university—but half of our staff are operating as if they're working in the 20th century, and the other half as if they're in the 19th century."

Chief Business Officer Public Flagship University



Here's the most important thing people have to understand about higher ed. The university is a factory, and the thing it's designed to produce is free time for faculty."

Provost Private Research University



Higher ed Facilities is a family affair. I've worked with some of these people for over 30 years. It's a tight knit community, and everyone knows everyone else has their backs."

Senior Facilities Officer Public Regional Institution

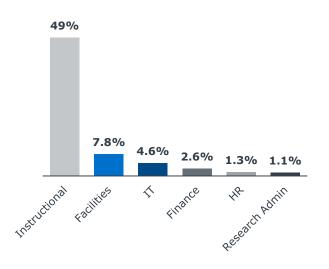


"The Lifeblood of the Institution"



Facilities Workforce Among Largest and Most Critical on Campus

Average Breakdown of Higher Education Staff by Functional Area



Majority of FM¹ Staff Working in Frontline Roles



of University of Colorado Boulder's FM FTEs² in three functions:

- Frontline Service Staff
- Skilled Tradespersons
- Frontline Supervisors

¹⁾ Facilities Management.

²⁾ Full-Time Equivalents.

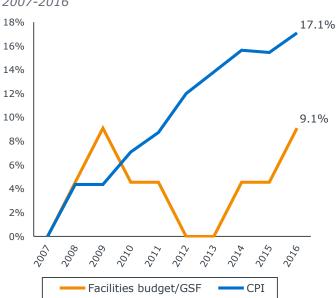


Staffing Resources Not Keeping Pace With Needs

FM¹ Budgets Continue to Tighten as Private Sector Adds Opportunities

Percent Increase in Facilities Budget per GSF¹ Compared to CPI²

2007-2016



Meanwhile, Overall **Economic Growth Strong**

2M

Number of jobs added to the US economy in 2017

4.1%

Current 17-year low unemployment rate

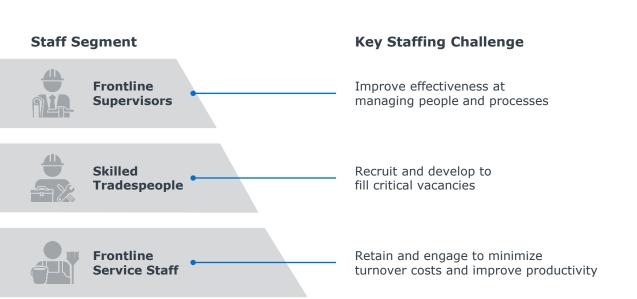
Gross square footage.

Consumer Price Index, a measure of inflation.

A Multi-Layered Problem



Different Segments of Facilities Workforce Pose Distinct Challenges



Tackling the Facilities Talent Crunch



Best Practices for Addressing Diverse Staffing Needs

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Recruiting Skilled Trades Talent from a Shrinking Labor Pool

Practice 1Benefits Value
Sell Document

Practice 2
Recruitment
Pain Point Audit

Practice 3Trades Student
Internship Program

 Π

Engaging and Retaining Frontline Service Staff

Practice 4Service Staff
Feedback Channels

Practice 5Staff Enrichment and Development Programs

Practice 6Mission-Connected
Engagement Campaign

Practice 7Behavioral
Fit Assessments

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Improving the Effectiveness of Frontline Supervisor Ranks

Practice 8Facilities-Focused
Leadership
Development Programs

Practice 9Pre-Supervisor
Immersion Programs

Practice 10Non-Supervisory
Career Ladders

IV

Growing Your Own Talent to Meet Demand for Skilled Labor

Practice 11Scalable Trades
Apprenticeship
Programs

Practice 12Formalized Trades
Upskilling Programs

Practice 13
Targeted PreApprenticeship
Programs

Some Restrictions May Apply...



...But Ample Opportunities Regardless of Union or System Limitations



Tactics Potentially Limited by Unions

- Using student or trainee labor to complete work done by members
- Providing differential wages to staff in training programs
- Updating job descriptions or hiring qualifications



Tactics Potentially Limited by States or Provinces

- Training select current staff for future promotions
- Changing wage scales or benefits for current or future roles
- Updating job descriptions or hiring qualifications



Tactics Traditionally Within Scope of SFO Control

- Developing recruiting strategy for vacant roles
- Adding supplemental programs and benefits to engage and retain staff
- Providing equitable training programs that allow all eligible staff to advance within organization
- Training supervisors on effective management skills and practices

Members are reminded that the Facilities Forum should not be relied upon for legal advice. Terms of collective bargaining agreements and state employment statutes vary significantly. Institutions are encouraged to seek review by legal counsel for any staffing considerations.

Today's Focus





Frontline Supervisors



Skilled Tradespeople



1 Recruiting Skilled
Trades Talent from a
Shrinking Labor Pool

The Graying of the Trades

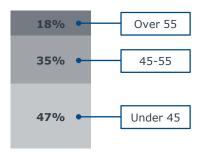


Large Swaths of Skilled Tradespersons Nearing Retirement

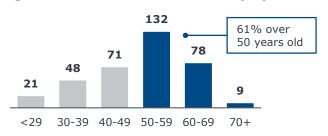
Average Age of US Labor Force

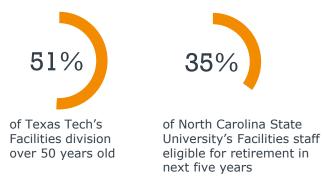


Age Distribution of Facilities Workers, US Average



Age Distribution of Caltech FM¹ Employees





A Destination Job No More



New Generations Entering Trades Insufficient to Replace Retirees

66%

of Generation Z has little to no interest in construction careers 44%

of parents think construction careers will negatively impact their child's financial goals 14%

decrease in vocational education credits taken by high school graduates between 2000 and 2009

1:5

One new tradesperson entering industry for every five retiring

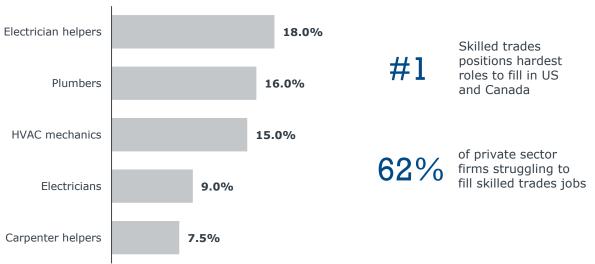


Spreading the Talent Even Thinner

Private Sector Needs Exacerbate Supply-Demand Mismatch

Construction Trades Predicted to Have Fastest Employment Growth in US Economy

Select Projected Job Growth Rates, 2016-2024



Source: Bureau of Labor Statistics; "Skilled Trade Demand Growing Through 2024," Tradesmen International, https://www.tradesmeninternational.com/news-events/job-outlook-skilled-trade-demand-growing-through-2024/; "Talent Shortage Survey," Manpower Group, https://www.manpowergroup.us/campaigns/talent-shortage/; "Vocational skills - skilled trades are in demand as boomers retire," Adecco, https://www.adeccousa.com/employers/resources/skilled-trades-in-demand/; Facilities Forum interviews and analysis.

Higher Ed Faces Steeper Climb

Resource Limitations and Unique Plant Needs Intensify Hiring Challenges



Salary Limitations

Lean budgets and funding model prevent higher ed institutions from offering pay competitive with private sector



Diverse Building Systems

Higher ed institutions possess both legacy and state-of-the-art systems that require different skillsets to maintain



Varied Space Needs

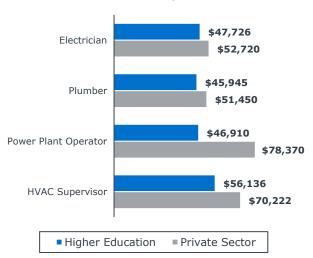
Higher ed institutions have diverse physical plants and spaces (e.g., research labs, residence halls, athletic facilities) with distinct maintenance needs

Keeping Up with the (Private Sector) Joneses

Higher Ed Unable to Sustainably Compete for Trades Talent on Pay

Private Sector Wage Premium Exists Across Trades

US Median Salary for Higher Education and Private Sector Positions, 2016



Higher Ed Funding Structure Limits Ability to Raise Wages...



Tightening **Facilities** budgets



Inability to pass along costs to customers

...and Wage Increases Fraught with Ongoing Concerns



Uncertain funding for recurring wage increases



Existing staff discontent over wage compression

77

"Even after increasing salaries, people can still make more money outside of higher ed. It's hard for us to compete."

> Mike Johnson, AVC of Facilities University of Arkansas



What Job Seekers Want (Beyond Pay)

Higher Ed Offers Compelling Benefits and Perks That Candidates Value

Candidates Place Premium on Benefits Packages in Employment Decisions...

57%

rank benefits and perks as a top consideration for accepting job offer 76%

at least somewhat likely to accept a more robust benefits package for lower compensation 79%

prefer new or additional benefits over a pay increase

...Particularly Benefits that Higher Ed Offers (and Private Sector Might Not)

% of employees valuing select benefits more than pay raises, 2015

37% Vacation and paid time off

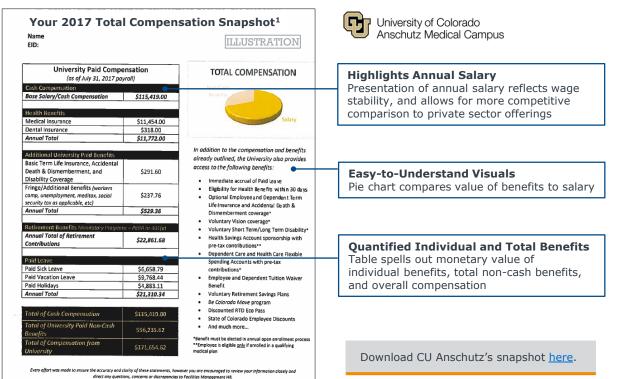
31% Retirement plan and/or pensions

30% Flexible schedule

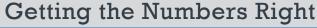
Quantifying Non-Monetary Benefits



CU Anschutz's Compensation Snapshot Showcases Total Value of Job Package

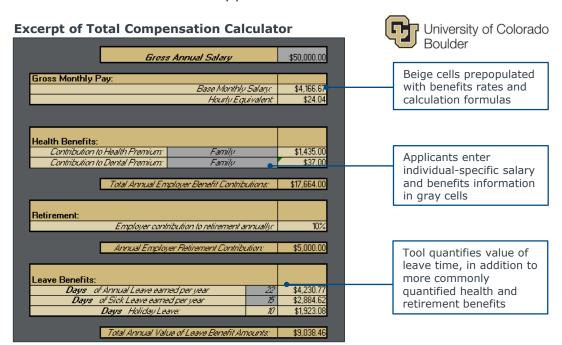


¹⁾ Figures not representative of all employees.





CU Boulder Calculator Shows Applicants Personalized Benefits Value

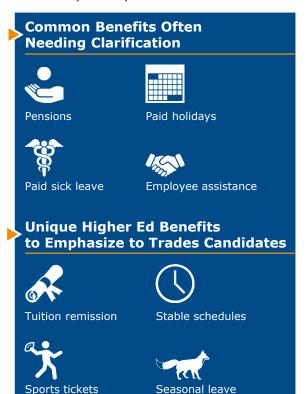


Download CU Boulder's calculator here.

Bringing Facilities-Focused Benefits to Life



OU Script Helps Interviewers Sell Most Relevant Perks to Candidates





OU's Facilities Benefits Sell Document

- Five-page document provides scripting points and guidance for interviewers explaining benefits to candidates
- Resource addresses commonly misunderstood or underappreciated benefits, including value of retirement benefits, tuition discount, and process to obtain discounted sporting tickets

Download OU's sell document here.

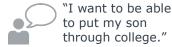
Interested Candidates Out There...



...But Pain Points in Recruitment Process Get in the Way

Prospective Staff Gravitate to Higher Education's Culture and Benefits...







"I want steady work where I don't have to be away from my family."

...But Three Pain Points Deter Candidates Across Application Process

Pre-Awareness

Pain Point 1: Catch-all advertisement strategies do not reach target audiences

Decision to Apply

Pain Point 2: Outdated or unappealing position descriptions undermine interest

Application Submission

Pain Point 3: Onerous submission processes discourage interested candidates



Broad Marketing Misses Potential Candidates

Targeted Advertising Attracts More Passive Job Hunters, Expands Talent Pool



Decision to Apply

Application Submission

Outdated Approach:





Catch-All Position Advertising

- Leaders expect prospective candidates to discover openings through institutional website or personal network
- HR or Facilities leaders advertise all open positions across same set of broad platforms (e.g., newspaper, radio, external websites)

Proven Best Practice:



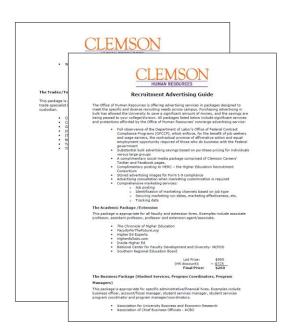
Targeted Marketing Channels

- HR or Facilities leaders select position-specific marketing channels to advertise different openings
- Leaders analyze data on past applicant pipelines to optimize future marketing strategy





Clemson Creates Tailored Advertising Package to Better Attract Talent





Clemson University's Trades Advertisement Package

- Central HR prepares marketing and advertising guides for eight different types of positions
- Trades/Technical package includes eight trades-focused advertising channels, including local technical colleges, trades listservs, and Craigslist
- Central HR consults on customized advertising strategies for specific roles as needed
- Bundling channels makes advertisement packages significantly cheaper than purchasing ads on different platforms individually

Download Clemson's Trades Advertising Package here.



Updating Yesterday's PDs1 for Today's Jobs

Outdated Titles and Descriptions Drive Away Potential Applicants

Pre-Awareness



Application Submission

Outdated Approach:





Legacy Job Postings

- Institutions use historical job titles and position descriptions to advertise openings when vacancies occur
- Position descriptions only detail job requirements and duties

Proven Best Practice:



Dynamic Position Descriptions

- Leaders review position names and descriptions whenever vacancies occur to ensure they reflect new responsibilities and technology
- Position descriptions actively encourage candidates to apply for roles by promoting growth opportunities, training, and unique benefits

Quick Language Fixes



Three Low-Effort Updates Generate Greater Applicant Interest

1 Reflect Current Market Standards

- Update legacy titles to reflect current responsibilities and technologies that mirror private sector equivalents
- Updates may be limited by union relations or state restrictions

2 Incorporate Candidate-Friendly Language

- Emphasize soft qualifications like "willingness to learn" and "experience fixing things" in position descriptions
- Focus on non-technical qualifications and on-the-job training encourages candidates with transferrable skillsets to apply

Showcase Career Progression

- Highlight advancement opportunities to attract younger candidates
- 88% of younger workers desire clearly-defined career paths and progression opportunities, less common in private sector jobs

Ucla

is negotiating the creation of "building automation control technician" roles to augment their building engineer ranks with modernized titles and upgraded job descriptions



updated language in boiler operator position descriptions to encourage candidates with transferable skills (e.g., auto mechanic) to apply; drove 400% increase in applications

UMASSAMHERST

enhanced position descriptions for lock shop and building controls openings by adding information about promotion and additional certification opportunities

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Is Your Application Process a Pipe or a Colander?

Burdensome Requirements Frustrate Potential Candidates

Pre-Awareness Decision to Apply

Application Submission

Outdated Approach:





Onerous Application Processes

- Online applications are long and cumbersome compared to private-sector equivalents
- After submission, candidates receive no feedback on status until invited for interview



Proven Best Practice:



Frictionless Application Systems

- Units host dynamic online applications that allow candidates to easily navigate between sections and adjust information as needed
- Candidates receive regular notifications and updates on application status





Addressing Common Roadblocks to Completing Applications

Select Institutions' Solutions to Common Application Problems



that streamlines

submission process,

expediting completion



keyword filters of

resumes to speed

evaluation process



submission confirmation

to candidates

and timeline of next steps

	WHATEH	Chiversity	AMITERSI	
Problem	Application Length	Institutional Response Time	Lack of Feedback	
Description	Facilities candidates abandoning applications before submitting due to multi-page length and requirement to input resume by hand	Onerous application review processes delay action on applications, candidates accept competing offers while applications reviewed	Millennial candidates take private sector jobs before receiving higher ed offers due to opaque application review processes and timelines	
Solution	Working group recommends new electronic application	Task force implements application management system that allows	Institution invests in online application system that automatically sends	

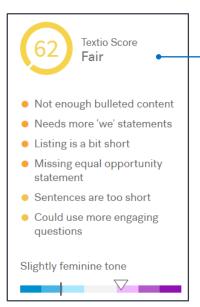
Source: Tulane University, New Orleans, LA; University of Maryland College Park, College Park, MD; University of Massachusetts Amherst, Amherst, MA; Facilities Forum interviews and analysis.

Report from the Recruiting Frontier



Two Lessons Learned from CIOs'1 Revamped Hiring Efforts

1. Machine-Learning Position Description Reviews



Reported Benefits of Textio Software Implementation²

25-30%

Increase in overall number of qualified applicants

17%

Decrease in time to fill

23%

Increase in number of female applicants

2. Candidate Log-Books

- Unit leaders maintain databases of candidates who unsuccessfully applied for roles, or were referred but never applied
- Creates follow-up pipeline for institution should needs change, new roles open

Typical Info Tracked

- Name
- · Contact info
- Current position
- Source
- Potential good-fit roles
- Status of application
- Resume link
- Contact history
- Comments and notes

¹⁾ Chief Information Officers.

As observed in IT position descriptions.



Two Types of Trades Candidates

Consider new work opportunities

while maintaining current roles

Newly Certified Workers' Wants and Needs Differ From Experienced Hires

	Experienced Hires	Newly Certified Technicians			
Capabilities	Self-reliant	Eager to demonstrate skills			
Capabilities	Familiar with various systems and equipment	Require some hands-on support to achieve technical proficiency			
	 Require onboarding to institutional culture but not technical tasks 	 Adapt quickly to new systems and work cultures 			
Impact on Culture	Reinforce institutional habits and traditional work methods	Bring fresh perspectives on technology and processes			
Compensation Considerations	Weigh benefits alongside salary when choosing job	Primarily consider wages in employment decisions speed in employn decisions make			

Frequently accept first • - -

job offer extended

Employment

Approach

j attracting this group to

higher ed difficult

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Getting an Edge in Recruiting New Trades Talent

Internships Effectively Attract Millennial Workers to Employers

An Advantageous First Step in the Recruitment Process



Pre-Awareness Decision to Apply

Application Submission

Internships expose candidates to employment opportunities **before** they actively begin job searching

Internships Driving New Workers' Career Decisions

76%

of Millennials say internships helped them choose employers #1

Millennials cite internships as top reason for selecting their employers

Creating a Student-to-Employee Pathway



CU Anschutz Attracts Students with Pay, Hooks Them on Culture

Key Components of Student Trades Internship Program

Define
Intern Assignments

Leaders identify tasks in shops with high labor needs that correspond with interns' skill levels and availability Examples: PM¹, diagnostic

Identify
Educational Partners

Leaders contact local voc-tech² schools with related training programs and develop prospective applicant pipelines University of Colorado Anschutz Medical Campus

Market Program Benefits

Leaders circulate flyers and other advertising materials that emphasize key selling points (e.g., pay, technical experience) at partner educational institutions

5

Hire Successful Participants

Facilities unit offers fulltime employment to successful interns, funding additional training or certifications where needed



Promote Unit Culture

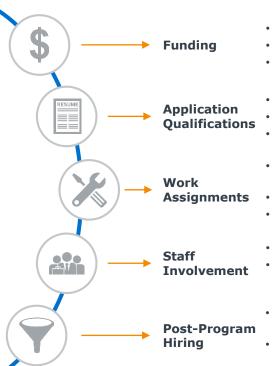
Interns rotate through various shops and earn paid work experience; mentors in shops expose them to units' function, culture, and benefits

¹⁾ Preventive maintenance.

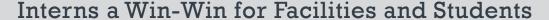
²⁾ Vocational and technical.

Structuring the Trades Student Internship Program

Additional Internship Implementation Guidance from CU Anschutz



- · Program funded primarily through position vacancies
- Interns paid at Student Assistant rate (\$14/hour)
- Administrative and other non-wage program costs marginal
- Enrollment in accredited trades program with 3.0+ GPA
- Less than six months of coursework prior to graduation
- Submission of resume and participation in formal interview
- Tasks span basic diagnostic and preventative maintenance, work order management, and data collection
- Most tasks directly relate to voc-tech¹ training
- Assignments accommodate interns' class schedules
- Journeymen and other shop staff mentor interns
- Mentors gain leadership experience while passing on institutional knowledge to new generations
- Institution retains flexibility to move graduates from their area of study to high-need roles in other shops
- Management periodically reviews interns, with option to remove poor performers





Program Fills Urgent Positions, Reduces Hiring Costs, Increases Age Diversity



Trades Intern Benefits

- · Paid, hands-on work experience
- Improved understanding of trades careers in practice
- Opportunity to network and establish professional contacts



Institutional Benefits

- Steady pipeline of committed, high-quality employees
- Cost-effective entry-level labor
- Reduction in hiring costs
- Increased diversity in trades shops

Impact of CU Anschutz's Student Trades Internship Program

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Program participants since 2008

18 Full-time roles filled by graduates

61% Retention of hired intern graduates

Internship Resources from CU Anschutz



Intern Position Description



University of Colorado Denver Facilities Management Internship Program

<u>Description</u>
The UCD Facilities Management Department internship program is a partnership with local vocational schools and two-year colleges. Facilities Management will provide a few intern positions for adult students who are 6 months away from graduating in a formalized industrial trades

Purpose
The Internship Program is intended to provide a working environment for students who are enrolled in a formalized industrial trades program. and are close to graduation. The intern will work full or part-time as student-worker for Facilities Management in areas directly or indirectly related to the subject matter he / she is enrolled in. They will gain additional knowledge through the process of the on-the-job training, and will be expected to perform as if the student were working in a Pipe Mechanical Trages 1 position

Students will be exposed to an actual work environment.

The vocational school or college is able to enhance their program by having the opportunity to place students in a work-study setting.

The university has the opportunity to mold potential new employees, utilizing the student's abilities in the interim.

Minimum qualifications for interns The student would need the following to be eligible for an internship in Facilities Management: grade point average

- The university requires that a student will need to be enrolled in an accredited program at an approved vocational school or two year college; and, must remain a student in good standing until graduation to continue as an intern in the program; and maintain a 3.0
- > It is recommended that students have at least 20 weeks of the Heating Ventilation Air Conditioning and Refrigeration or have experience in an equivalent pre approved program.
- Students would have to submit a resume and go through a formal interview / selection process with the university Facilities
- A valid and current Drivers License is required
- > Provide an up-to-date disclosure through an accredited program at an approved vocational school or two year college, pass a UC background check and drug testing
- Environmental Protection Agency certification is preferred, but not required.

The University of Colorado Denver Facilities Department will be selecting three interns from local trade schools or community colleges. Qualified interns will be hired at the level of Student Assistant Level IV at a rate of \$13.50 per hour.

Upon completion of the program
Upon graduation from the school, the intern will be allowed to finish their internship with the University, but they no longer be eligible to participate in the continuation of the internship program unless they continue their education and retain student status. The University of Colorado will have the following "options" regarding employment of the interns.

#1 The University has the option to create a temporary position to retain the student until other employment is secured either internal or external to the university. The term of the temporary position shall not exceed 9 months.

2 The University has the option of creating a "training position" to retain the interm. The training position will be a classified entry-level position that is geared to train the interm for a PT-1 (Pipe Mechanical Trades – 1) position. The Trainee Position will liast no longer than one year, and the intern will be expected to complete a specific set of competencies.

3 If at the end of the internship program, the intern meets the minimal requirements for a PT-1 classified position, the intern will have the opportunity to compete for a PMT-1 (Pipe Mechanical Trades - 1) position, should there be an opening available.

#4 The University has the option to discontinue the employment relationship with the intern at any time

Intern Course Schedule

		2017 INTERN SCHEDULE				
DAY 1			_			
	7:30	T36- walk and introduction	_			
		Assign Lockers from (ED S.) Personal Information Worksheet	_	_		
		Key Request Form	-	_		
		Rey Request Form	_			
	9:30	Pick up phones and shirts from CSC	-	_		
	9.30	Fick up priories and shirts from CSC				
	10:30	Key Watcher with Dan Winslow				
	12:30	Meet Robyn- Start Badge Process				
	1:00	Schedule with Badgeing Office				
	2:00	Start Policy Review	_			
		Cellular Phones				
		Kronos Time System	_	_		
		Substance Abuse Policy				
	_	Eletroniic Mail				_
		Personal Protective Equipment				
		Controlled Energy - Lock Out /Tag Out				
DAY 2	7:30	Finish Policy Review				
		Electrical Safety				
		Confined Space	_			
		Electric Cart				
		Scrap Identification and Disposal	_	_		_
			-			
			_			
			-			
	12:00	Campus Tour				
DAY 3	7:30	Start Skillsoft				
	COURSE	COURSE		FREQ		COMPLETI
	NUMBER SAH0403	DESCRIPTION Asbestos Awareness	REQ		SKILLSOFT	DATE
	SAH0403 SAH0406	Asbestos Awareness Bloodborne Pathogens	REQ		SKILLSOFT	
	U00068	Chem-Waste Management	REQ		SKILLSOFT	
	SAH0414	Confined Space	REQ		SKILLSOFT	
	SAH0492	Fall Protection	REQ		SKILLSOFT	
	SAH0427	Fire Prevention	REQ		SKILLSOFT	
	SAH-B23	Hazard Communication RTN	REQ		SKILLSOFT	

Click to download CU Anschutz's intern position description and course schedule.

Contact Information



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Evaluating Today's Session



Please take a minute to provide your thoughts on today's presentation.

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Four Proven Methods to Engage and Retain Frontline Service Staff (Tackling the Facilities Talent Crunch, Part II)
Tuesday, December 11, 2018 | 1:00 PM ET - 2:00 PM ET

Three Opportunities to Improve the Effectiveness of Frontline Supervisors (Tackling the Facilities Talent Crunch, Part III)
Tuesday, January 15, 2019 | 1:00 PM ET - 2:00 PM ET

How to Launch an In-House Facilities Talent Development Program (Tackling the Facilities Talent Crunch, Part IV)
Tuesday, February 12, 2019 | 1:00 PM ET - 2:00 PM ET

Register for all future webinars at <u>eab.com</u>.

Facilities Forum

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