

Raising the Profile of The Code Official

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Raising the Profile is all about Communication

- Take every opportunity to get out in the community and promote ourselves
- One of the things I like to do is add some humor to my presentations
 - ✓ Building Codes are not new Hammurabi Code from around 1750 B.C
 - ✓ If a builder builds a house for someone and does not construct it properly, and the house which he built falls in and kills its owner, then the builder shall be put to death



Get out in the community

- Teach a class about natural disasters such as
- Earthquake
- Floods
- Tornados
- Hurricanes

Provide a presentation to your Council.

- Some of our council members may not know what it is we do
- Plan Review
- Inspections
- Number of certification we have or may be required by state law
- Complaints
- Getting to know them also helps when a constituent calls them with a particular concern.
- It also help with raising our profile because they begin to trust your expertise and judgment

Talk with your legislators..... Before you curse them!!!!!!

- About the important job we do in ensuring safe structures
- Code compliant structures perform better during a natural disaster



Talk with your legislators

- Ensuring safe structures in a natural disaster directly relates to economic development.
- This may be the difference between going out of business or staying in business.
- It is also a good time to talk to them about the importance of the timely adoption of the model codes.

Local Chamber of Commerce

- Offer to provide a presentation to your local chamber of Commerce
- Building codes give reasonable assurance that a structure is safe from structural failure, fire hazards and meets minimum code.
- However this does not mean your building will not sustain significant damage, which will render it unusable after an earthquake or other natural disaster.
- The only buildings currently required by code to be useable after an earthquake are Hospitals, Police and Fire Stations and emergency shelters

Building Performance Expectations

SAFELY GET OUT or BUSINESS AS USUAL?

- Discuss with them if they would like their building to be useable after an earthquake or other natural disaster, they will need to have it designed to a higher standard and or importance factor.
- This is very important from a business standpoint.

Local Schools

- Get out and talk with your local school district
- In Utah they start teaching and talking about Earthquakes in the 5th grade
- This would be a good time to go out into the schools and provide them with a power point presentation.
- Other Items to discuss
 - Smoke detectors and emergency egress from their homes (Have a Plan)
 - How current codes address natural disasters
 - Earthquake
 - Floods
 - Tornados
 - Hurricanes

Building Safety Month

- Set up a booth at your local Building Supply or Lumber yard
- This is a great place to not only talk with homeowners, but contractors and Building supply personnel.
- Provide handouts on provided by ICC such as
 - Benefits of Building Permits
 - Building Codes how they help you
 - Disaster preparedness. Tips for your home and Family Brochure
 - Careers in Code Administration
 - Safety First Disaster Preparedness

Promote ourselves and your Department

- What is your Building Departments Reputation
 - Fair and consistent
 - Reasonable
 - Do you want to be liked or respected? Or Both
- Be passionate about we do as building code professionals
- Be approachable
- Be knowledgeable
- And last but not least “ Promote ourselves and Departments at every opportunity we have.