ARCHITECTURAL TECHNOLOGY

PROFILING

PERCEPTION

& PROMOTION

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PROFILING
PERCEPTION
PROMOTION
To investigate the **Meaning** and **Misunderstanding** of Architectural Technology to enable better **Marketing**
METHODOLOGY

- **Targeted Questionnaires** to CIAT Registered Practices and CIAT Accredited Course Leaders, Feb / March 2012

- **Workshop Activities** from the “Architectural Technology: Raising the Profile” Symposium held at the University of Ulster, Dec 2012

- **Structured Interviews** with selected Practitioners and Educators, Feb / March 2013
TARGETED QUESTIONNAIRES

• Parallel Questionnaires:
  • Practitioners
  • Educators

• Response Rates:
  • 315 out of 1566 Registered Practices (20.1%)
  • 23 out of 32 Course Leaders (72%)
PRACTICE QUESTIONNAIRES

- 37% Practices established 15 years plus
- 33% Practices established 5-15 years
- 30% Practices established in last 5 years

- 62% Sole Practitioners
- 30% 2-5 Employees

- 45% Degree Qualification
- 28% Sub-Degree Qualification
- 27% Other Qualifications, MCIAT, CIOB, etc
PRACTICE QUESTIONNAIRES

• 88% - Research is important in practice
• 87% - Research should be taught at universities
• 97% - Supported professional development of staff
• 74% - Strong link between education and research
• 75% - Strong link between education and practice
COURSE LEADER QUESTIONNAIRES

• One Course does not have “Architectural Technology” in the title

• 2 Courses are BA, the remainder are BSc

• Main areas of research focus: Technology (15), Energy (14), BIM (11), Pedagogy (7), Fire (3)

• Dominance of RIBA qualification then CIAT qualification among staff

• Other qualifications - RICS, CIOB, CIBSE, etc.

• 35% have 2 or more staff with ACIAT or MCIAT
COURSE LEADER QUESTIONNAIRES

- Consultancy area: residential design, specialist, innovation/related academic enterprise
- 62% stated they felt research well embedded into the course curriculum

- 67% - Strong link between Education and Research (P = 74%)
- 76% - Strong link between Education and Practice (P = 75%)
- 67% - Live projects are more relevant than research
EXPLORING LINKS

EDUCATION

PRACTICE

RESEARCH
SYMPOSIUM - LINKS IDENTIFIED

- Knowledge Transfer Partnership (KTP)
- Innovation Vouchers
- Placement Employment
- Guest Lectures
- Scholarships
- Project Assignments
- Industry Collaboration
- Continual Professional Development
- Sponsored Prizes
SYMPOSIUM – LINKS IDENTIFIED

• Dissemination of Research and Best Practice
• Specialisms Developing across Education, Research and Practice
• Employer Forums
• Development of MSc and PhD options
• CIAT Engagement, UK and Beyond
• Teaching Exchange (across Universities)
• How Research Applies to Practice
SYMPOSIUM - AT DEFINED

- Applied Science & Art of Construction
- Designing Buildings Using Appropriate Technology
- Where Technology Meets Design
- Getting It Built Right
- Making Creative Design Work
- Design From a Technical Bias
- Pivotal Role of Collaboration
- Production, Performance and Integration
SYMPOSIUM - PROMOTION ROLES

- PRACTITIONERS
- EDUCATORS
- ARCHITECTURAL TECHNOLOGY PROMOTION
- PROFESSIONAL BODIES: CIAT, RIAI, ETC
- STUDENTS
PROMOTION - PRACTITIONERS

- Promotion to Clients, fellow consultants, etc.
- Good branding, advertising, graphics, etc.
- Support POP Record Applicants
- Spread Understanding of the Discipline
- Maintaining the CIAT Code of Conduct
- Entrepreneurship
- Professionalism and Competency
PROMOTION - EDUCATORS

- Promotion at Careers Events
- Trade events like EcoBuild
- Course Development / Redesign
- Using Current Technology & Trends
- Collaboration between Universities
- Support Student Ambassadors
- Produce Videos about Role of an AT
- Promotional Products (Freebies)
- Enthuse Student Population
PROMOTION - STUDENTS

- Student Ambassadors
- Student Publications
- “Standing Proud”
- University Open Days
- Assist CIAT Education Officers at Events
- Inform Incoming Students
- Participate in Competitions
- Use Social Media
PROMOTION - CIAT, RIAI, ETC.

- Greater Support at Regional Level
- Collaboration with other Institutes
- Better Branding Identity
- Better Website, more Updates
- Use of Social Media
- Develop Apps
- Better Magazine
- More Emphasis on BIM
- Promotion in Irish / Global Context
STRUCTURED INTERVIEWS

• PROFILING:
  • Legacy of Old School Practitioners
  • Mixed Definitions and Identity
  • Emphasis on Technical Aspects
  • Key Aspect Competence, incl. MCIAT, etc.
  • Reluctance for Design, Large Scale, etc. among some
  • Range of Specialisms
  • Diversity / Diversification a Strength
STRUCTURED INTERVIEWS

- **PERCEPTION:**
  - Consistent Perception of Ourselves
  - Credibility in the Industry
  - Public Perception
STRUCTURED INTERVIEWS

• PROMOTION:
  • We All have a Part to Play
  • Much more to do in the UK
  • Global Brand also important
  • Students are the Biggest Investment
  • Need to Lead
RAISING THE PROFILE
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