

Dear Program Leader,

The Del E. Webb School of Construction is performing a research study on construction industry awards. A complete description of the work can be found at [www.constructionawards.org](http://www.constructionawards.org).

We anticipate that better marketing of construction awards may improve the image of the construction industry. Our research has found that many sponsors of construction awards do not list their awards on their website nor do they list the past/current recipients of the award. If a sponsor does list awards they are often listed deep within the website. Our goal is to encourage sponsors to prominently list construction awards and recipients. We anticipate that construction organizations will market their awards, recognize award recipients, and make construction award information more visible if someone or some agency is keeping score.

We have scored the ASC programs to determine the level of award information listed, whether they had recognized their recipients, and the number of clicks to reach that information. Program's websites were scored on a 100-point system, where a score of 100 meant the award and the most recent recipient of the award were listed on the website, and that the number of clicks to get to this information was one. Number of clicks equals the maximum amount of clicks from the home page that exhausts all possibilities before you get to the desired location. For each click the school was docked one point. The program was docked 25 points if they did not list the most recent recipient. If the programs did not post any awards on their website they did not get a score. Data has been collected for each ASC region and can be found by visiting [www.constructionawards.org](http://www.constructionawards.org) and clicking on ASC awards study.

Please visit our website and review your program's score. It is our hope that many programs will update their website to include awards more prominently. Let us know if we miss read your data and have faulty information. Beginning next fall, we will rescore each program to determine if improvements have been made.

Warm regards,

William W. Badger PE, PhD, NAC  
Director and Professor