



Knowledge for Creating
and Sustaining
the Built Environment

"The Construction Educators"



Minneapolis-St. Paul Chapter
of the
Construction Specifications Institute

GUIDELINES for COMMUNICATION, MEDIA and PUBLICATION STANDARDS

The following is a set of guidelines for use by all Chapter members, administrators and vendors in regard to creating publications for internal Chapter use and/or for publications that will be extended to the general public. This policy is a result of the Board's desire to have consistent methods of written communication, graphic image and a standard of quality that reflects favorably on the Chapter.

CONTENTS:

1. Getting started.
2. Standard Format for Minutes, Letterhead, and Promotional Materials
3. Writer's Guidelines
4. Publicizing Events
5. Guidelines for Logos and Graphic Standards
6. Filename Formats

1. GETTING STARTED

HOW TO GET A MAILER, PROMOTIONAL PIECE OR OTHER DOCUMENT PREPARED FOR DISTRIBUTION TO MEMBERS OR NON-MEMBERS:

1. Do you have money in a budget for such? Generally, such items are allowed for when budgets for committees or events are established, even though it may not show up as a specific line item.
2. Rather than creating your own original document, consider using our Chapter Publisher, our Chapter Administrator, or other existing Chapter resources before going to outside sources.
3. The guidelines under item 5 (Guidelines for Logos and Graphic Standards), should strictly be followed.
4. Once created, it must be reviewed and approved by a qualified member of the Communications Committee.
5. The Chapter Administrator has a distribution list for construction-related associations and other media contacts, should that be helpful.

2. STANDARD FORMAT FOR MINUTES, LETTERHEAD, AND PROMOTIONAL MATERIALS

HOW TO PRESENT MINUTES AND OTHER DOCUMENTS TO OTHER CHAPTER MEMBERS:

MINUTES (Appendix A):

For Minutes, use the recommended format (see Appendix A). Note that the Committee name and date are centered at the top; while at the end of the minutes are: the date, time, and location of the next meeting, the list of attendees, then the location the meeting was held. Use Arial font, # 11 pitch.

LETTERHEAD (Appendix B):

The Chapter has developed an official letterhead to be used for formal communications, within or outside of the Chapter (see Appendix B). The Chapter Publisher prints these, and they are stored at the Chapter Administrator's office. Matching envelopes are available.

UNIVERSAL LETTERHEAD FOR MEMOS (Appendix C):

See Appendix C for the Chapter's informal letterhead; to be used for memos and internal reports, etc.

PROMOTIONAL PIECES:

POSTERS (Appendix D): Posters are recommended to be Tabloid size (11x17), black and white or, if budget allows, full color. They should be designed professionally and in good taste. If the need calls for larger poster, they should be either 13x19, or 24x36 maximum.

BROCHURES (Appendix E): Brochures can be at any size, fold, or color, provided they are designed professionally and in good taste. They should always contain the Chapter's contact information, i.e., address and phone numbers.

3. WRITER'S GUIDELINES

GUIDELINES FOR WRITERS FOR SUBMITTING ARTICLES FOR *specifics* NEWSLETTER, THE WEBSITE, OR OTHER PUBLICATIONS

Length

Length should be 400 to 800 words. Authors should start with the lower limit as it always easier to add than to cut. This allows articles to appear on a single page. Exceptions would be articles that appear on the two center pages, where turning a page is not required, or important subjects that cannot be serialized.

Submittal format

MS Word is the preferred format, as a separate attachment to an e-mail. Articles written directly in the body of the email is acceptable, though the author will have to indicate any special formatting, e.g., bold or italics.

Pictures should be good photographs, or electronic files in *tif* or *jpg* format.

Style

specifics is successful because it's readable, and articles are of specific use and value to readers (Appendix F). Tips for successful writing:

- Be concise. Write tight. Don't use a long word where a short one will do. Keep sentences short. Keep paragraphs short. Don't be redundant - say it once.
- Start with the most important information - in your first sentence, your first paragraph.
- Look at some good articles in old issues of *specifics* or "The Specifier". If you're stuck, try writing a headline first, with your key points in it; be sure to include a verb. Then write your first paragraph with all those key points in it.
- Be specific. Give examples.
- Strunk & White's "The Elements of Style" is a good resource.

Content

- Write about things of practical use to our members, or of value to all of those in construction.
- Include hard facts and tips to help the reader. Opinions and controversy are o.k. if you are qualified to express and defend them.
- Write about local issues or local impact of larger issues. Don't repeat what's already in the newspapers or common construction publications.
- Technical articles should be nonproprietary - no subtle slanting, no selective facts included or omitted. Avoid unsupported conclusions.
- Identify the source of information. List additional resources if possible.

Suggested Topics:

- Ideas on managing a small business in our industry.
- Significant new developments in products and methods.
- Brief reviews of pertinent books, manuals; critiques of industry conferences or seminars.

Reprinting articles from other sources

We avoid this unless the source is obscure and not available to the members, and then only after we obtain written permission from author and publication.

We do tell people about important articles in the construction press, in our "Worth Reading" feature.

Sometimes we will publish a brief excerpt or write a summary of an article, giving credit to the source.

We will use brief news releases, 100-150 words. It must truly be news. It must convey new, important information of value to the specifier. Examples: new product, new technology, new service, discontinued item or line, changes in product, changes in terminology.

Also used: News of a product rep taking on a new line, news about people - promotions, awards, etc. - but only if members.

4. PUBLICIZING EVENTS

To publicize Chapter events:

Our Chapter Administrator maintains a database of construction-related associations as well as media sources for both print and electronic media which is used to publicize up-coming chapter events, awards, education seminars, special recognitions received by chapter members and other events. It is available for your use for your CSI program or event.

Our Chapter Administrator and Chapter Publisher also maintain a database of Chapter members for purposes of publicizing CSI events. Our membership list is not for sale, although we will buy the same for special events from other groups. An exception would be if the Board otherwise sees a matter to be in the best interest of the general membership.

For associations or groups that want to publicize their events to our members:

Board policy does not allow any group or business, member or otherwise, to have access to our member addresses or contact information, as a matter of trying to protect our privacy and to protect against being inundated with mail, email, etc. Trade associations and other public or private groups may be able to publicize an event as an item submitted to the *specifics* newsletter, if it is of common interest to the membership and it is not so much of an info-mercial.

Press Releases:

1. Use the 'inverted pyramid style' when crafting a press release – start with the most important information, descend to the least important information, and end with information that won't hinder the effectiveness of the release if it isn't read.
2. Press releases are typically formatted in the following way:
 - The 1st paragraph – or 'lead' – should engage the reader's interest, either with a 'hard news' lead (i.e., the who, what, where, when and why) or a 'feature' lead that capitalizes on an anecdote or other unusual angle.
 - The 2nd paragraph should answer a question not addressed in the lead paragraph.
 - The 3rd paragraph should contain a quote that supports your key message.
 - The 4th paragraph should contain information that supports the quote.
 - The 5th paragraph should contain another quote, or additional supporting information.
 - The final paragraph should contain 'boilerplate' information regarding your organization.
3. Write simply, but not simplistically – avoid complex constructions, use straightforward sentences and engage your reader.
4. Write so that someone with a sixth-grade education can understand what you have to say.
5. Revise your release – no one writes perfectly the first time.
6. Avoid extraneous words – don't say in five words what you can say in three.
7. Stick to your point – don't bore a reader with unnecessary details.
8. Avoid industry jargon, clichés, buzz words, stuffy phrases and absolutes (e.g., *design-build*, *paradigm shift*, *tech-savvy*, *subsequent to*, *inasmuch as*, *the invention of the century*).
9. Use correct grammar, spelling and punctuation – invest in a writing handbook, and definitely have at least one person proof your release before it's sent out.
10. Keep the release attractive and short– keep it to one page, use at least 12-point type and one-inch margins, and keep sentences and paragraphs short.
11. Follow the Associated Press Style Guide for rules regarding capitalization, abbreviations and other matters of style.

5. GUIDELINES FOR LOGOS AND GRAPHIC STANDARDS

This is intended to parallel and complement the Institute's "Graphics Guide for the CSI Logo" that includes

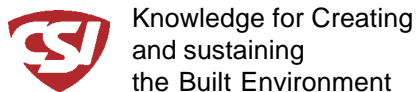
- The Institute Insignia
- Glossary of Terms
- The Chapter Insignia and Motto; Use and Application
- Printing
- Request for Use of CSI Logo and Motto

Exceptions taken are the use of Arial typeface, paper for the official Chapter Letterhead and # 10 envelope and the guideline for Chapter Newsletters.

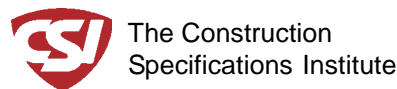
The Institute Insignia

Briefly, key elements of the Institute insignia are the logo, which graphically consists of the unique rounded triangular shield with **CSI** as a negative space within the shield combined with either the motto or the spelled name

Version A



Version B



Version A is mostly used of internal communications.

Version B is commonly used for publications viewed by the general public.

The Chapter Insignia is available in various electronic graphic formats from the Chapter Administrator or the Chapter Publisher.

There are many other specifics regarding the graphics and proper use of the Insignias. Those that routinely create publications for the Chapter are encouraged to review the foregoing at the Institute Website: www.csinet.org

Glossary of Terms

Name: Minneapolis-St. Paul Chapter of the Construction Specification Institute, Inc.

Seal: The seal is the traditional CSI Shield. It is reserved for use on medals given for Institute awards, lapel pins, charter certificates and as otherwise approved by the Institute Board.

Logo: The logo is the shield shape with the initials "CSI". It is used on printed materials and as otherwise approved by the Institute Board.

Motto: The current Institute motto is the phrase "Knowledge for Creating and Sustaining the Built Environment" that accompanies the logo. The current Chapter Motto is "*the Construction Educators*".

Insignia: The insignia is the combination of the logo and motto. (Version B of the insignia combines the logo (CSI in shield shape) with the name The Construction Specification Institute.)

PMS: Pantone Matching System, an internationally used numbering system of matching ink colors for printing. The CSI shield, when printed in color, should be PMS 180. If this color cannot be accurately reproduced, consider using the black CSI shield.

The Chapter Insignia and Motto

The elements of the insignia consists of three elements: the positive black Minneapolis-St.Paul skyline silhouette, with the words centered above and beneath (see below).



The typeface is to be Arial, 10 point, bold, in the color PMS 180 "terra cotta." The motto is optional and is to be Arial, 9 point, italics in black ink.

USE OF THE CHAPTER INSIGNIA:

Size: No longer than 3".

Reverse use: Use white only when necessary.

Color usage: Use black or white only or PMS 180 "terra-cotta" as a third alternative.

Backgrounds: The Chapter insignia should appear in positive form on a white or very light, neutral background with adequate space around it.

Use with photographs: Use outside of photo image or in a neutral or blocked out area within the photo

APPLICATION OF THE CHAPTER INSIGNIA

Letterhead: Standard letterhead size of 8 ½" x 11 inches, Strathmore Soft White (Buff), 60# (24#), with matching No. 10 envelopes.

Envelopes (for other use):

- No. 10 White Wove, 9"x4" for letters
- 9.5"x12.5" for flat mailing.

Printing

Individual Chapter members are allowed to create their own publications for Chapter needs. However, for consistency and quality considerations, it is encouraged that the Chapter Publisher be consulted before going to an outside vendor. If a member or an outside vendor is used, the piece should be proofed by a qualified member of the Communications Committee before release.

Request for Use of CSI Logo and Motto

Chapter members can request logos and templates from the Chapter Publisher.

6. FILENAME FORMATS

Use the guideline from Institute (see Appendix G)



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Education Committee Meeting Minutes, 27 April, 2006

1. **Call to order:** 4:45 pm, Nancy Gulliford.
2. **Previous Minutes:** Approved as written.
3. **Agenda**
 - A. Approved with following change and addition: Approval of minutes item changed from "February" to "March"; Review of request for chapter promotion of LHB sponsored LEED program added.
4. **Old Business**
 - A. Fire Rated Safety Glass Seminar
 - a) Jon Rao Papke shared evaluation form comments:
 - Presentations by both Codes and Standards speaker and Industry Representative were well received; consideration should be given to inviting Codes and Standards speaker to present a stand-alone program.
 - Advocates for Safe Glass speaker provided powerful information but spoke too long and was redundant, leaving too little time for the other speakers.
 - Generally the glazers found the program to have value.
 - b) Rick Hillesheim was commended for his marketing efforts as many of the 80 plus attendees were glazers whom he had personally contacted.
 - B. CSI CEU's
 - a) Action Item: Nancy Gulliford to contact MediaQuest and Communications Committee to see that notices are placed in the newsletter and on the website requesting that those requiring attendance certificates for 2005-06 education programs contact Luann Bartley at Synergy.
 - C. Education Program Forms
 - a) Action Item: At the committee's request, Gulliford and Schnack continue development of an Education Program Checklist designed to aid program captains by defining duties and responsibilities.

- b) Action Item: At the committee's request, Gulliford and Schnack continue development of an Education Program Evaluation Guide similar to that created for the CDT Program evaluation.

D. Project Resource Manual Sales

- a) Jon Rao Papke advised that 19 of the 51 Project Resource Manuals purchased in support of the Construction Document Technology Program, January 2006, have not been sold and encouraged the committee to find marketing opportunities to promote the sale of the remaining inventory.

E. Committee Member Recruiting

- a) Gulliford continues her discussions with Rick Hillesheim and Kate Roberts.
- b) DeZelar has been in contact with an attorney.
- c) Jody at K.R. Kline has expressed interest in joining the committee.

5. New Business

A. Nancy Gulliford reported that Evan Swanson has accepted a new position with Pella and moved to Iowa. Gulliford's recommendation that Alissa Schmidt be asked to assist the committee with marketing efforts was approved. Action Item: Nancy to contact Alissa.

B. LEED For Contractors Program Promotion

- a) Eric Johnson requested that Education and Communication Committees advise on a request from James Brew, LHB Corporation – Duluth, for use of the chapter mailing list in promoting of a program titled "Demystifying LEED for Contractors, Suppliers and Manufacturers."
- b) Papke referred to a discussion of this topic at a previous Board of Directors meeting, citing a need for an evaluation consistent with chapter policy.

6. Adjourned: 6:10 pm

Next Meeting:

Thursday, May 18, 2006, 4:30 p.m., at Panera Bread, 233 East Hennepin Avenue, Minneapolis.

Attendees (in boldface):

Nancy Gulliford, Jon Rao Papke, Joel Meyer, Jerry DeZelar, Tony Tinucci, and Jim Schnack.

Meeting Held:

Panera Bread, 233 East Hennepin Avenue, Minneapolis

Respectfully submitted,
James E. Schnack, CSI, CDT

SAMPLE OF OFFICIAL CHAPTER LETTERHEAD



**Minneapolis-St. Paul Chapter
of the
Construction Specifications
Institute**

3131 Fernbrook Lane, Suite 111
Plymouth MN 55447

Tel: 763-744-1424
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e-mail: info@csi-msp.org
Internet: www.CSI-MSP.org



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SAMPLE OF UNIVERSAL LETTERHEAD FOR INTERNAL MEMOS/REPORTS/DOCUMENTS

SAMPLE OF POSTER

Got CEUs/LUs?

**Enhance your professional development
by attending these educational meetings**

2005/06 Programs

September 12, 2005	Tour of Cloud 9 Sky Flats - Minneapolis Marriott Southwest, Minnetonka
October 10	LEED Commercial Interiors - St. Joan of Arc Parish Center, Minneapolis
November 14	Air Barriers - ABAA - DoubleTree Park Place Hotel, St. Louis Park
December 12	Minneapolis Downtown Library - Solera, Minneapolis
January 9, 2006	Design-Build Project Delivery System - Calhoun Beach Club
February 23	CSI / IFMA Construction and Facility Showcase - International Market Square
March 13	Decorative/Wearable Floor Surfaces - U of M McNamara Center
April 10	Tour of Borgert Products - St. Joseph, MN
May 8	Chapter Awards Banquet - Location TBA
June 1	Golf Outing - StoneRidge Golf Course

*Advanced registration required. Meeting dates, topics, and locations are subject to change.
Contact our Chapter administrative office at phone number below for up to date information.

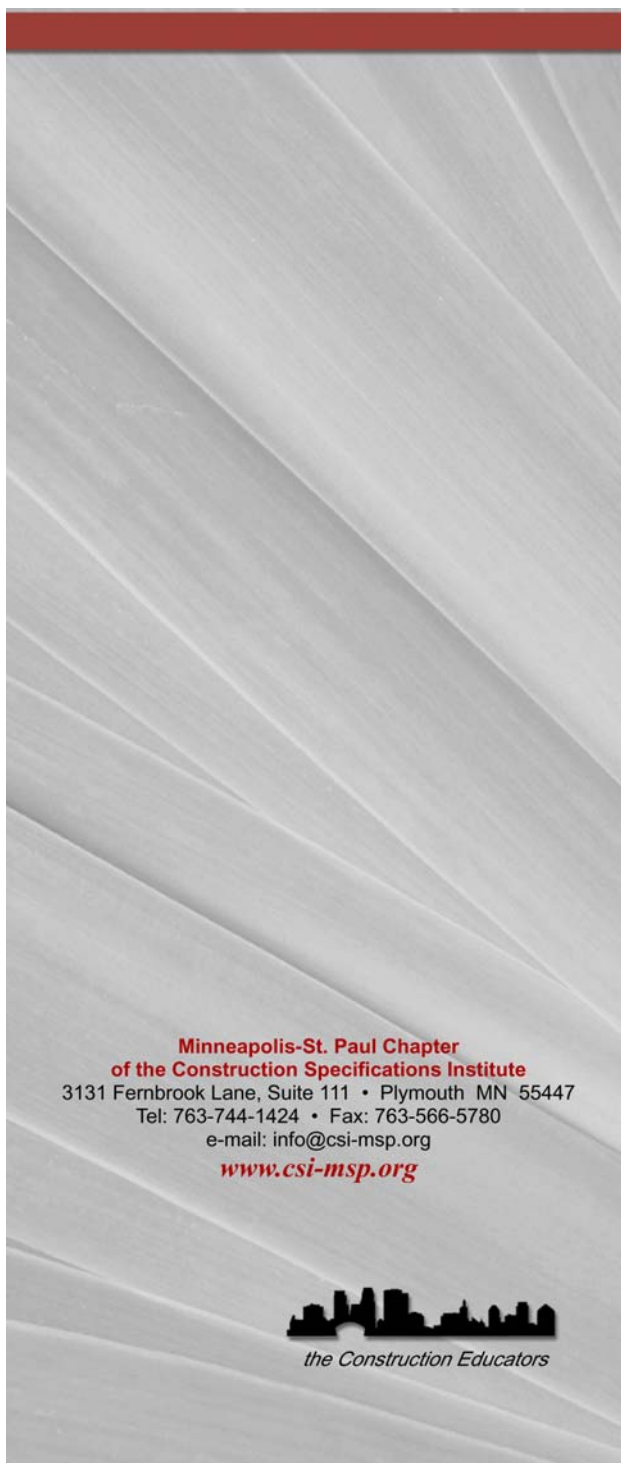
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 e-mail: info@csi-msp.org
www.csi-msp.org

SAMPLE OF BROCHURE



FRONT



BACK


SAMPLE OF *specifics* ONLINE NEWSLETTER

Specifics Newsletter - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Stop Internet Options

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October 2006

specifics

The Online Newsletter of the Minneapolis-St. Paul Chapter
of the Construction Specifications Institute.

specifics is the newsletter of the Minneapolis-St. Paul Chapter of the Construction Specifications Institute. It is published online ten times a year, from September through June. Questions, comments, and suggestions can be sent to:
 Editor: Bill Enright bsenright@msn.com
 Publisher: Diana Nguyen diana@mediaquest-ibs.com
 Communications Committee members: Bill Enright (Chair), Sheldon Wolfe, Jerry Putnam, Joel Meyer, Larry Nichols, Diana Nguyen.

CALL FOR AWARD NOMINATIONS!

[Institute Nominations](#)
[Honorary Member & Fellowship Nominations](#)

SUGGESTED GUIDELINE FOR FILENAME FORMATS

(From CSI Institute Policies, modified for MSP Chapter preferences)

The preferred format for text files is Microsoft Word.

Use the following filename conventions:

For Board or Committee Agenda and Minutes: ABRdateXXX

For other files: ABRXXX info date (date is optional)

Convention definitions

ABR: Primary abbreviation for Board or Committee

BOD	Board of Directors: General Board use not in another category
ADM	Administration
AWD	Awards
CRT	Certification
COM	Communications
EDU	Education
EDS	Educational Seminars
MBR	Membership
PRG	Programs
PRS	Product Showcase
TEC	Technical

Date: yymm (use only when required, normal file date can be used for sorting)

yy	two-digit year, e.g., 01 for 2001
mm	two digit month, e.g., 09 for September
dd	two digit date, (not always necessary)

XXX; Used for standard repetitive documents

agd	agenda
min	minutes
info	<i>short!!!</i> Description

Examples:

BOD0109agd.doc	Agenda for September 2001 Board of Directors meeting
AWD0109min.doc	Minutes for September 2001 Awards Committee meeting
BODCICC.doc	Document related to CICC
BODCICCreport010109.doc	Monthly report related to CICC
PRSbooths.doc	Something about booths for the Product Showcase