

Education Services

ON-LINE RESOURCES

Acquires and manages educational material for SDA's National website. Materials include White Papers, ListServ and Viewpoint Surveys. White Papers are authored by members or related professionals and are updated quarterly on the website. The ListServ is an email forum where members can post questions and answers to assist in managing and improving their office practices. The Viewpoint Surveys are industry-specific questions for a quick take on trends.

SPEAKERS' BUREAU

Comprised of highly qualified speakers willing to share their expertise with your firm or organization, the SDA Speakers Bureau offers workshops, seminars and training programs related to the six PEG areas.

Sessions can be tailor-made to your needs and can range from one hour to full-day or multiple day presentations.

The Society for Design Administration (SDA), an affiliate of The American Institute of Architects, is a national organization with chapters throughout the United States and an affiliate in Canada.

Its Mission is to promote the exchange of ideas and to educate its members in the related disciplines of design firm administration.

SDA chapters are registered providers for AIA's continuing education program. Many of SDA's member firms are also registered CES providers. Many Chapter and Convention programs provide continuing education credits for SDA, AIA and engineering organizations.

For more information about the Society for Design Administration's Education Services Committee, visit: www.sdadmin.org

Contact Peggy Pearl
Executive Director
Society for Design Administration
Ph. 800-711-8199
admin@sdadmin.org



!



Education Services Committee

Raising design firm administration and management to a new level of expertise through:
Professional Emphasis Groups . . . On-Line Resources . . . Speakers Bureau . . .

Professional Emphasis Group (PEG) - SDA has identified 6 domains of practice outlined below as vital to better practice management in A/E/C firms. SDA uses these domains in all aspects of educational services it provides from continuing education seminars, to on-line resources, to its networking opportunities. PEGs are also the foundation of SDA's Certification program. The Certification program ensures that the Certified Design Administrator (SDA/C) has a fundamental expertise in all aspects of practice management.

OFFICE ADMINISTRATION PEG

The Office Administration Professional Emphasis Group (OA Peg) is designed as a way for SDA members who handle all aspects of administration in the office to have a group that can network with each other.

Whereas all the other professional emphasis groups have a more specific focus, the OA PEG deals with all areas including General Office, Administration, Finance, Human Resources and Marketing.

FINANCE PEG

Keeps SDA members current on finance topics specifically relevant to the design industry. This includes topics related to managing and planning for the financial well-being of the business entity. Examples of topics include bookkeeping and accounting procedures, liability insurance, contracts, payroll and accounts receivable and payable.

HUMAN REOURCES PEG

Human Resources (HR) has many duties that are governed by federal and regional legislation. The HR PEG provides the ability to address issues unique to design firms with the opportunity to share the combined expertise of the members. One goal of the HR PEG is to provide individuals with the HR information they can use to assist them on a day-to-day basis, by providing current, valuable information and regulations.

INFORMATION TECHNOLOGY PEG

Assists members with office-related assistance with computer issues.

Information Technology (IT) is a wide and all encompassing topic. IT can include telephones, computer hardware and software. Consider the age of technology and that covers the IT PEG.

MARKETING PEG

Marketing in the A/E/C industry is a dynamic and distinct profession. The Marketing PEG strives to educate non-technical professionals in the technical nuances of the A/E/C firm for better business development and proposal generation. It strives to keep the marketing professional abreast of changes such as the replacement of the 254/255 form with the SF330 form or performing market research on the web. It also better the marketer's personal skill set in networking techniques, fostering client relations, and developing and monitoring contact management processes.

PROJECT MANAGEMENT PEG

Provides SDA members relevant information and resources in the diverse aspects of project management. Helps keep them up to date on the many software programs available to manage projects. The PM PEG also provides information on forms and shortcuts to help manage the day-to-day business of the project.