FOR IMMEDIATE RELEASE

Cal Poly Construction Management Professor Receives National Award for Distinguished Design-Build Leadership

SAN LUIS OBISPO -- Cal Poly Construction Management Professor Barbara Jackson won the Distinguished Design-Build Leadership Award for Academia for her benchmark study that examined the state of design-build education at U.S. universities.

The award was presented at the Design-Build Institute of America's 2001 Professional Design-Build Conference in Boston.

The design-build method is a collaboration of the disciplines of design and construction, with the architect and builder working as a team from the concept level through final construction of the project.

Jackson's study revealed that the design-build method is progressing dramatically. Statistically more than 35 percent of industry is currently using the design-build method, and because of its consistent increase in recognition, design-build could encompass more than 55 percent of the industry in the next 10 years.

According to Jackson, "It signifies that the design-build method is the trend of the future. More than 88, four-year construction management programs exist at universities, and Cal Poly is one of only four that teaches a 'stand-alone' design-build course, exclusively based on design-build project delivery and management."

A strong believer in integrated project delivery and the development of design-build and design-build practices, Jackson exposes her students to the design-build industry through her teachings and series of courses. As a vocal advocate of the design-build method, Jackson strongly encourages her students toward involvement in the Design-Build Institute of America student chapter, which she advises.
"This award is significant in that Barbara was nominated by her peers," said Richard Zweifel, interim dean of Cal Poly's College of Architecture and Environmental Design (CAED). "Her original work in capturing the national perspective with regard to design-build education is indicative of her extraordinary success in bringing professional practice reality to her classroom instruction."

Jackson believes the award recognizes that "educators are uniting with fellow peers and professors and connecting with the outside industry."

The CAED welcomes opportunities for community-university cooperation in the form of scholarships, grants and work-study internships. For more information call Ray Ladd, the college's associate director of advancement, at 756-7432.

-30-

(NOTE TO EDITORS: For an electronic photo of Jackson receiving the award, contact Ray Ladd at the College of Architecture and Environmental Design at rlad@cals.edu or (805) 756-7432.)