

2025 SUMMARY: MARKETING

NATIONAL MARKETING HIGHLIGHTS

THE
**BEAUTY
OF BLOCK**

Paid advertising delivered **17.5 million** impressions.

Website engagement reached **177,328** visits with users spending an average of 13 seconds on site.

Google Performance Max emerged as a high-performing tactic, driving **21%** of paid website traffic beginning in Q4.

Sponsored webinars and media partnerships added **5,724** attendees across six educational events.

2025 SUMMARY: MARKETING

NATIONAL AND REGIONAL CAMPAIGNS WORKED IN TANDEM TO STRENGTHEN BEAUTY OF BLOCK'S PRESENCE WITH ARCHITECTS, ENGINEERS, DEVELOPERS AND INDUSTRY STAKEHOLDERS,

AT THE REGIONAL LEVEL

- 30 Miles Offshore campaign **launched in Florida**, marking the first phase of a multi-quarter initiative.
- **Campaign graphics** were installed at Tallahassee International Airport.
- A dedicated **landing page** went live.

7,483 website visits in Q4

Paid social, particularly Meta, drove the majority of traffic,

437,900 impressions

and a strong 5.22% click-through rate, signaling high audience interest.

2025 SUMMARY: MARKETING

REGIONAL MARKETING HIGHLIGHTS

REGION 1:

Targeted geofencing and sponsored content delivered 7,251,699 impressions and a 1.45% CTR, with sponsored Business Journal content achieving an average dwell time of 1 minute and 28 seconds.

REGION 3:

Digital and earned media efforts generated 2,923,803 paid impressions with a 3.13% click-through rate, while two syndicated articles achieved 483 placements and more than 25 million views, significantly extending regional visibility.

REGION 4:

Trade show sponsorships expanded awareness of CMU construction among structural engineers, resulting in 1,200 AEC leads added to the CRM.

MARKETING

YEAR 1 KPIs

Year 1 of 5 Progress



Year 1 Goals

Current Standing

GOAL - 100 LEADS

MARKETING QUALIFIED LEADS



13,302

GOAL - 500 AEC INTERACTIONS

AEC INTERACTIONS



24,986

GOAL - 1,000 DATA POINTS

CRM DATA POINTS



13,000+

GOAL - 10,000 VISITS

WEBSITE VISITS



177,328

MARKETING YEAR 5 GOALS

Current Standing

Year 5 Goals

13,302 LEADS

MARKETING QUALIFIED LEADS



5,000

24,986 AEC INTERACTIONS

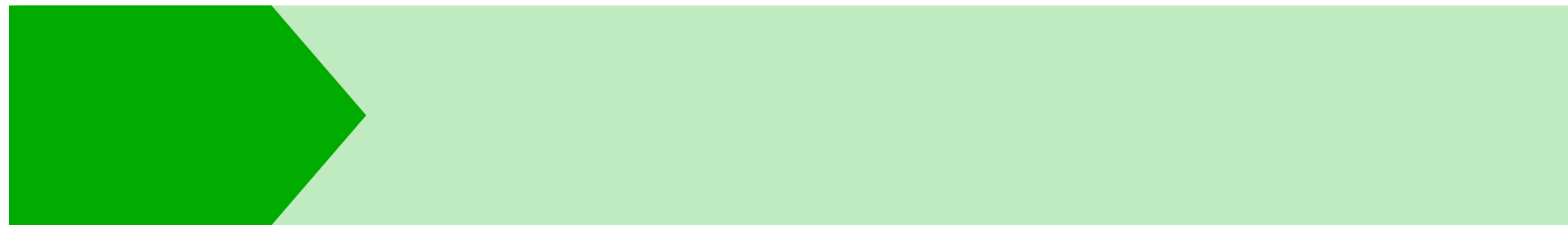
AEC INTERACTIONS



25,000

13,000+ CRM DATA POINTS

CRM DATA POINTS



50,000

177,328 VISITS

WEBSITE VISITS



500,000



2025 SUMMARY: DESIGN ASSISTANCE

DESIGN ASSISTANCE EFFORTS ADVANCED PRACTICAL, BUILDABLE MASONRY SOLUTIONS WHILE STRENGTHENING ENGAGEMENT WITH ARCHITECTS, ENGINEERS, AND CONTRACTORS THROUGH TARGETED EDUCATION AND APPLIED DESIGN SUPPORT.

THE CONCRETE MASONRY BUILDING CORE DESIGN TABLE GUIDE

At the regional level, the Concrete Masonry Building Core Design Table Guide **completed final review and moved into publication.**

THE MASONRY FRAMED HOMES (MFH)

The Masonry Framed Homes (MFH) initiative continued to mature this quarter, highlighted by **the first schematic design, architectural layouts, elevations and 3D views** presented by Clemson University.

THE MFH WALL DESIGN GUIDE

The MFH Wall Design Guide **advanced toward national application**, including a landmark agreement with St. Jude to construct the **first masonry-framed home of its kind** in the United States, with groundbreaking planned for early 2026.

2025 SUMMARY: DESIGN ASSISTANCE

The Block Design Collective held

79 events

11

Exhibited events

26

Virtual events

42

In-person events

THE
**BEAUTY
OF BLOCK**
DESIGN COLLECTIVE

Activities supported

1,209 direct

AEC interactions.

TOTAL

112 projects assisted

4,214 AEC interactions

Added 180,000+ block
into projects

BLOCK DESIGN ASSISTANCE YEAR 1 KPIs

Year 1 of 5 Progress



DESIGN COLLECTIVE

Year 1 Goals

Current Standing

GOAL - 25 EVENTS

EVENTS



79

GOAL - 1,800 AEC INTERACTIONS

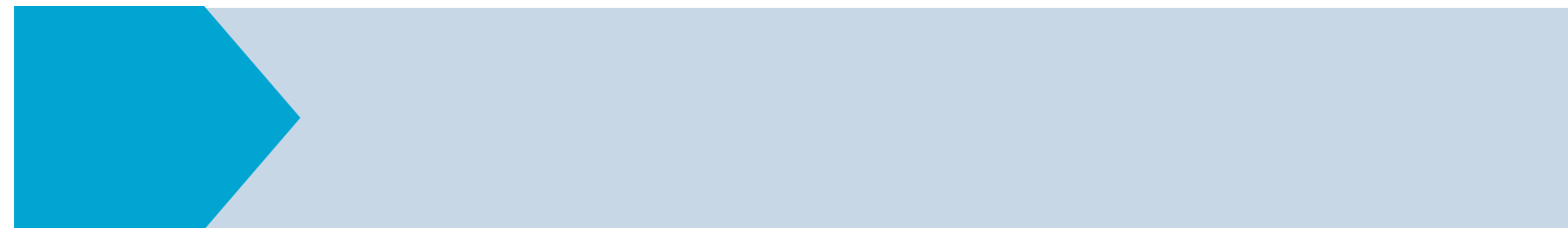
AEC INTERACTIONS



5,424

GOAL - 400 PROJECTS ASSISTED

PROJECTS ASSISTED



112

GOAL - 10 PROJECTS INFLUENCED

PROJECTS INFLUENCED



32

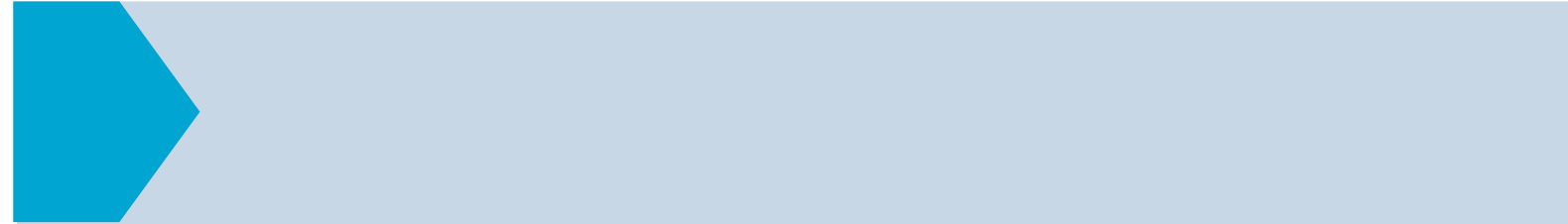
BLOCK DESIGN ASSISTANCE YEAR 5 GOALS

Current Standing

Year 5 Goals

79 EVENTS

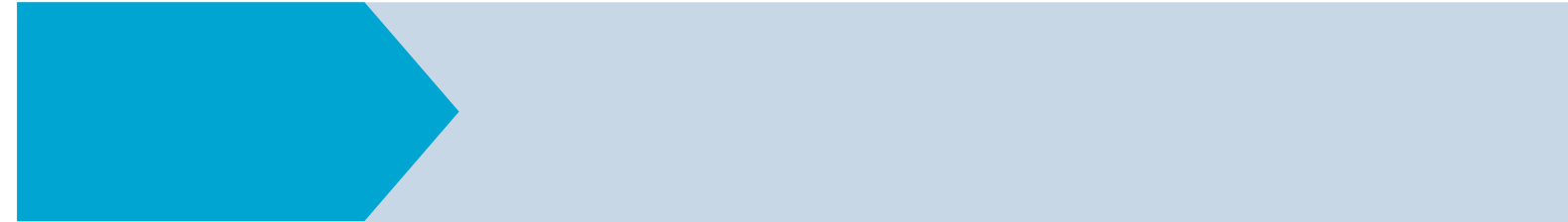
EVENTS



750

5,424 AEC INTERACTIONS

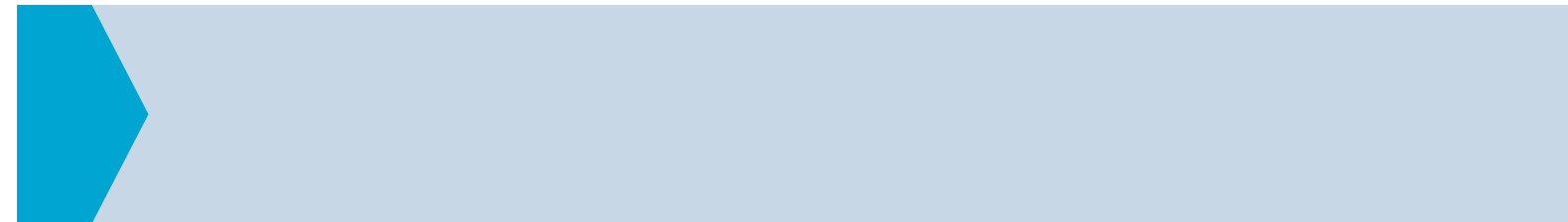
AEC INTERACTIONS



25,000

112 PROJECTS ASSISTED

PROJECTS ASSISTED



5,000

32 PROJECTS INFLUENCED

PROJECTS INFLUENCED



50

2025 SUMMARY: EDUCATING DESIGN PROS



We developed

19 online courses

We attracted **1,258 learners** to the LMS, generating more than
10,000 hours of collective learning.

We launched the **Train the Trainer** program in Q4, attracting **34 enrollments from producer teams** across the U.S. to begin hosting Checkoff presentations within their markets.

2025 SUMMARY: EDUCATING DESIGN PROS

Educating Design Professionals Program

Successfully hosted

13 live events
+ 8 webinars

in partnership with AIA chapters in **Alabama, Virginia and Florida**, reaching more than 1,500 AEC professionals across the region.

The Masonry MasterClass for Architects and Engineers

Completed in December, delivering **5** virtual education events

that reached **94 attendees,**

generated **10 educational** hours,

and issued **672** PDHs or AIA **credits.**

BLOCK LEARNING HUB

YEAR 1 KPIs

Year 1 of 5 Progress



Year 1 Goals

Current Standing

GOAL - 1 CHANNEL

LEARNING CHANNEL - BLOCK LEARNING HUB



1

GOAL - 2 COURSES

ONLINE COURSES



19

GOAL - 200 ACCOUNTS

LMS ACCOUNTS



1,258

GOAL - 2,000 DESIGNERS REACHED

DESIGNERS REACHED



1,994

BLOCK LEARNING HUB

YEAR 5 GOALS

Current Standing

Year 5 Goals

1 CHANNEL

LEARNING CHANNELS



3

19 COURSES

ONLINE COURSES



100

1,258 ACCOUNTS

LMS ACCOUNTS



10,000

1,994 DESIGNERS REACHED

DESIGNERS REACHED



100,000



2025 SUMMARY: CODES & STANDARDS

OUR CODES AND STANDARDS EFFORTS FOCUSED ON ADVANCING LONG-TERM RESILIENCE OBJECTIVES WHILE MAINTAINING STRONG DEFENSE OF CONCRETE MASONRY ACROSS NATIONAL, REGIONAL AND LOCAL CODE ARENAS. WORK THIS QUARTER REFLECTED A BALANCE OF FORWARD-LOOKING RESEARCH, ACTIVE COMMITTEE PARTICIPATION AND SUSTAINED LOCAL ENGAGEMENT.

7 IRC and IBC code changes submitted for the 2027 cycle | **6** key code changes **approved without public comment.**

At the national level, we reviewed and analyzed more than **850 public comments**

Defended **4** national negative proposals

Maintained active leadership across

ICC, TMS, ASTM, ASCE and IECC
processes.

2025 SUMMARY: CODES & STANDARDS

Year-to-date

30 regional

positive code changes adopted.

Supported by

143 meetings

with code officials.

Education outreach reached

281 people,

including planners, fire officials and building officials.

Contractor participation in TMS committees **expanded real-world expertise** within national code discussions, while Region 4 sustained proactive engagement across multiple states **without a single negative bill advancing.**

COMBINED EFFORTS

24

subject matter experts

27

industry partners

14

voting participants

Contributing

5,160 hours

of focused code work.

CODES & STANDARDS

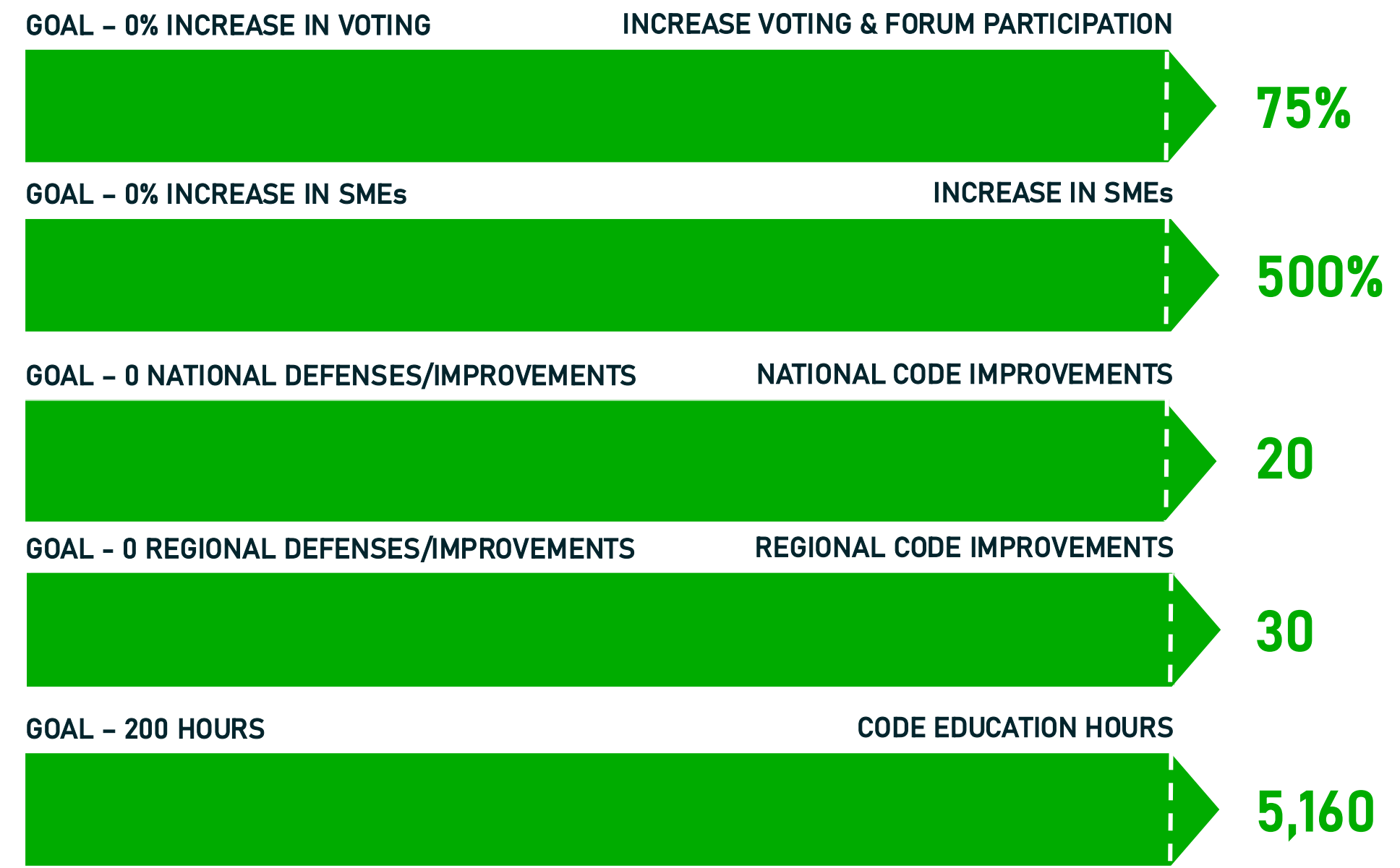
YEAR 1 KPIs

Year 1 of 5 Progress



Year 1 Goals

Current Standing

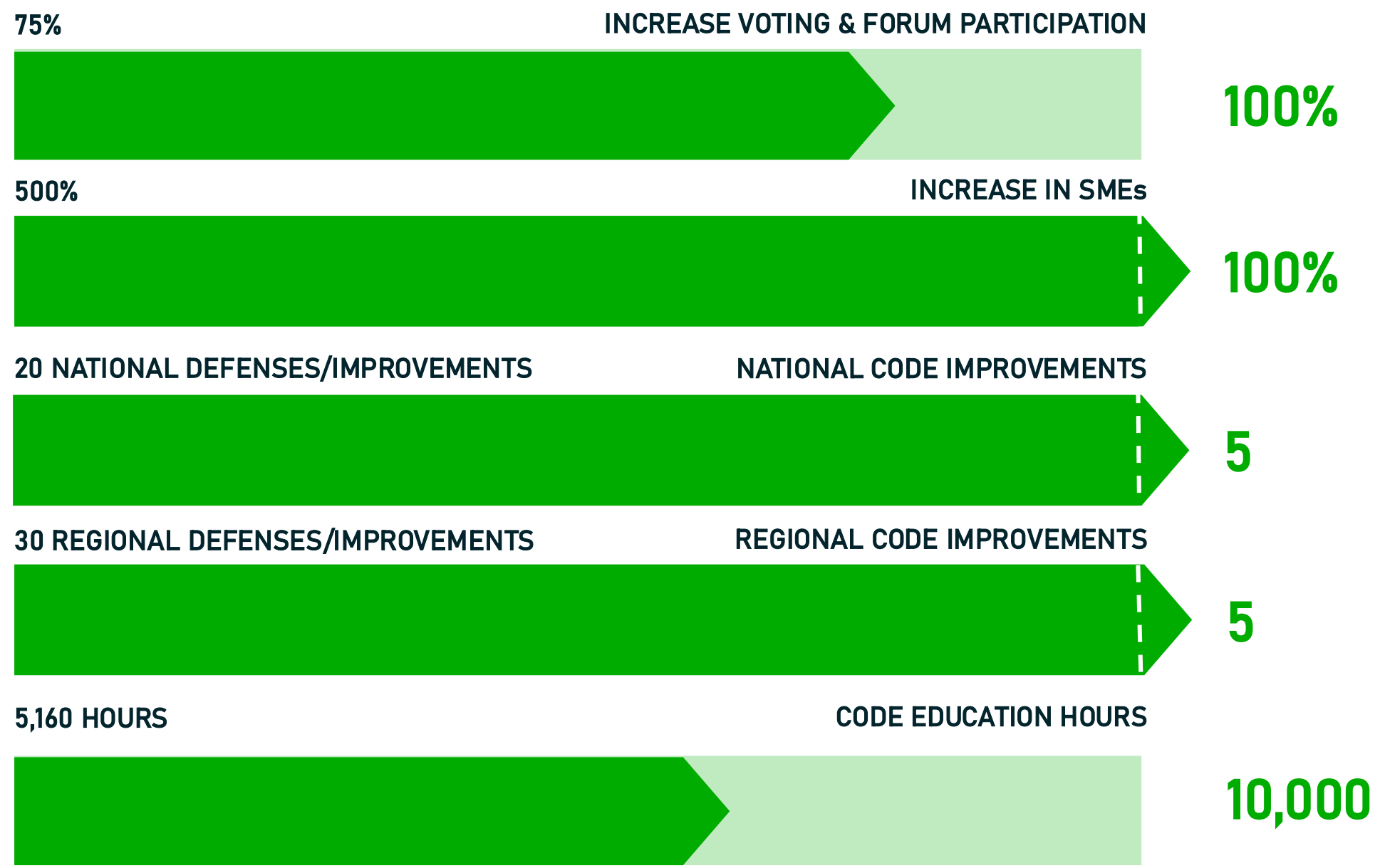


CODES & STANDARDS

YEAR 5 KPIs

Current Standing

Year 5 Goals



2025 SUMMARY: UNIVERSITY RELATIONS

- In Region 4, storm-surge resilience testing established and validated wave test protocols and masonry wall attachment frameworks, supported by **\$65,000 in research investment.**
 - Additional research progress continued through national studies examining **the impact of construction type on initial cost and insurance** for multi-residential buildings, with software upgrades completed and final city analyses underway pending economic stabilization.
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- The University Education and Research Program increased masonry exposure to **1,254 students** in 2025, contributing to an **81.6% year-over-year increase** in student exposure compared to 2024.
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- Through the COMPASS Program, university relations efforts further integrated students into applied research and industry promotion. The program **supported 250 students** receiving masonry instruction, produced one published masonry research project and invested **\$39,205 in research.**

2025 SUMMARY: UNIVERSITY RELATIONS

**Expanded masonry curriculum
with 7 new courses**

including 3 masonry engineering courses, 2 masonry construction management courses, and 2 masonry-focused architectural courses.

1,703 students

receiving masonry instruction

\$528,351

in masonry-focused research

Through continued collaboration with faculty, industry partners and students, these programs are building a stronger academic and research foundation for the next generation of masonry professionals.

UNIVERSITY RELATIONS YEAR 1 KPIs

Year 1 of 5 Progress



Year 1 Goals

Current Standing

GOAL - 1 COURSE

ADDITIONAL ENGINEERING COURSES BEING TAUGHT



3

GOAL - 1 COURSE

ADDITIONAL ARCHITECTURAL COURSES BEING TAUGHT



2

GOAL - 1 COURSE

ADDITIONAL CONSTRUCTION MGMT COURSES BEING TAUGHT



2

GOAL - 100 STUDENTS

MORE STUDENTS BEING TAUGHT MASONRY



1,703

GOAL - \$60,000 INVESTMENT IN RESEARCH

INVESTMENT IN RESEARCH



\$528,351

GOAL - 0 PROJECTS PUBLISHED

RESEARCH PROJECTS PUBLISHED FOR MASONRY



1

UNIVERSITY RELATIONS YEAR 5 GOALS

Current Standing

Year 5 Goals

3 COURSES

ADDITIONAL ENGINEERING COURSES BEING TAUGHT



50

2 COURSES

ADDITIONAL ARCHITECTURAL COURSES BEING TAUGHT



50

2 COURSES

ADDITIONAL CONSTRUCTION MGMT COURSES BEING TAUGHT



50

1,703 STUDENTS

MORE STUDENTS BEING TAUGHT MASONRY



5,000

\$528,351 INVESTED IN RESEARCH

INVESTMENT IN RESEARCH



3,000,000

1 PROJECT PUBLISHED

RESEARCH PROJECTS PUBLISHED FOR MASONRY



5



2025 SUMMARY: OUTREACH

Across **21 masonry skills competitions, 565 competitors** participated in events designed to showcase developing talent and elevate the visibility of masonry as a profession.

HIGH SCHOOL OUTREACH SCALED ↴

- **67 total** high school outreach events reaching **38,583 students**, exposing young audiences to masonry education, **career opportunities** and industry technologies.
- Mobile and regional **programs expanded** reach across multiple states, including events supported by the SCSU Mobile Masonry Unit and Region 2 youth outreach initiatives anchored by **the 9th Annual Masonry Education Day**.

CURRICULUM IMPLEMENTATION ↴

- The NCCER masonry curriculum expanded into **3 new states**, bringing the total number of **participating states** to 10.
- **7 new masonry instructors recruited** and **46 instructors educated** on masonry teaching methods.

CAREER DEVELOPMENT ↴

- **6 post-secondary outreach** events introduced **80 students** to masonry career pathways, while workforce outcomes translated into **83 students accepting positions** within the industry.

CONCRETE MASONRY OUTREACH YEAR 1 KPIs

Year 1 of 5 Progress

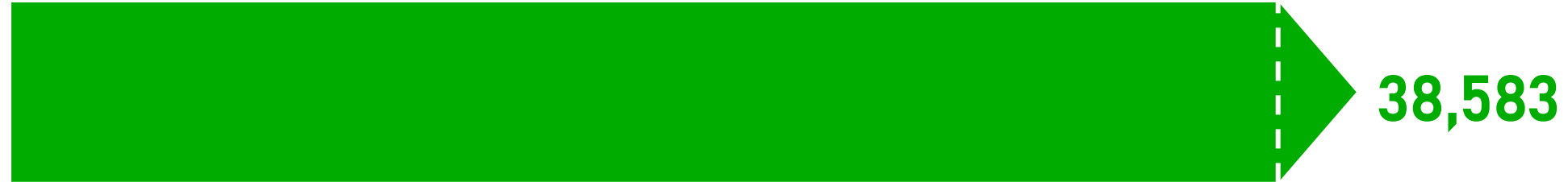


Year 1 Goals

Current Standing

GOAL - 7,700 STUDENTS REACHED

STUDENTS REACHED



GOAL - 1 STATE

STATES USING NCCER AND
TEACHING MASONRY CURRICULUMS



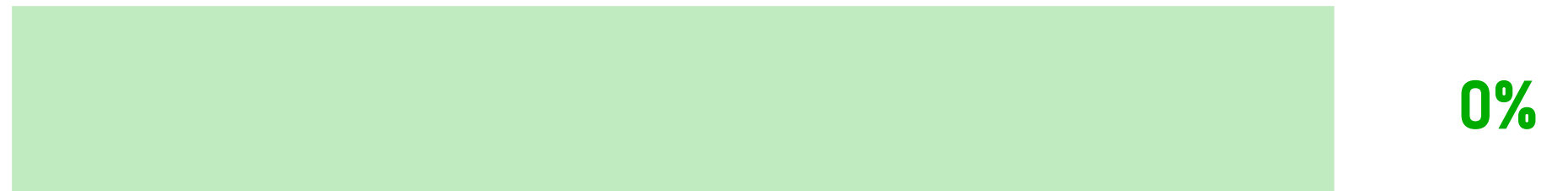
GOAL - 8 OUTREACH EVENTS

OUTREACH EVENTS



GOAL - 2% SELF FUNDED

% SELF FUNDED



CONCRETE MASONRY OUTREACH YEAR 5 GOALS

Current Standing

Year 5 Goals

38,583 STUDENTS REACHED

STUDENTS REACHED



385,000

10 STATES

STATES USING NCCER AND
TEACHING MASONRY CURRICULUMS



30

67 OUTREACH EVENTS

OUTREACH EVENTS



420

2% SELF FUNDED

% SELF FUNDED



100%

