

Q1 MARKETING: KPIS

Q1 marketing efforts focused on aligning national and regional campaigns to strengthen awareness, engagement, and visibility for the Beauty of Block and the Block Design Collective.

Generated **1,137** leads through national and regional marketing campaigns.

Produced more than **241M** media impressions across paid, earned and syndicated media placements.

Achieved a **17.04%** social engagement rate through continued content and audience engagement efforts.

Expanded campaign visibility with **6.3M** paid impressions.

Q1 MARKETING: STRATEGY

Building visibility through coordinated national & regional campaigns

PR + REPUTATION

- National stories placed in leading architecture, engineering and business publications.
- Workforce-focused syndicated story **exceeded 1,000 placements**.
- Coverage reached **more than 136M people**.

PAID MEDIA

- Nearly **12K visits** driven to the Block Design Collective webpage.
- Regional paid campaigns launched in Regions 1 and 3.
- Social engagement **exceeded 17%**.

CONTENT + BRAND GROWTH

- Expanded project profile and image library.
- Increased sustainability and resiliency-focused content.
- Continued **consistent Beauty of Block visibility** across owned channels.

Q1 MARKETING: PROGRAM HIGHLIGHTS

Expanding reach across paid, earned & regional campaigns

Paid campaigns drove nearly 12,000 visits to the BDC webpage.

- 50% of paid media strategy focused on BDC awareness.
- National and regional campaigns aligned to unified messaging.
- Continued optimization planned throughout FY26.

National media placements expanded masonry visibility across design audiences.

- Featured in ARCHITECT Magazine, ICC Building Safety Journal and regional Business Journals.
- Workforce-focused story reached 136M+ people.
- Sustainability and resiliency messaging continued gaining traction.

Regional campaigns continued scaling digital engagement.

- Regions 1 and 3 launched regional paid campaigns.
- Sponsored content and digital ads increased impressions and CTR.
- Facebook engagement increased significantly during Q1.

MARKETING YEAR 2 KPIs

Year 2 of 5 Progress



Year 2 Goals

Current Standing

GOAL – 10,000 LEADS

LEADS GENERATED



1,137

GOAL – 13,200,000 PAID IMPRESSIONS

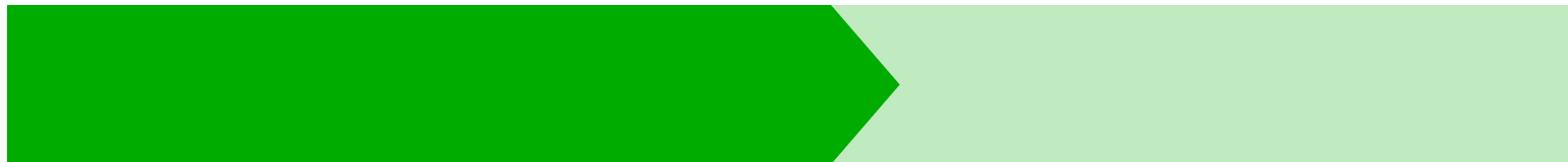
PAID IMPRESSIONS



6,380,426

GOAL – 140,000 WEBSITE TRAFFIC

WEBSITE TRAFFIC



51,713

GOAL – 60,000 UNIQUE WEBSITE VISITS

WEBSITE VISITS



34,829

GOAL – 440,000,000 MEDIA IMPRESSIONS

MEDIA IMPRESSIONS



241,505,471

MARKETING YEAR 5 GOALS

Current Standing

14,439 LEADS



20,580,426 PAID IMPRESSIONS



229,041 WEBSITE TRAFFIC



166,680 UNIQUE WEBSITE VISITS



241,505,471 MEDIA IMPRESSIONS



Year 5 Goals

LEADS GENERATED

56,000

PAID IMPRESSIONS

33,200,000

WEBSITE TRAFFIC

840,000

WEBSITE VISITS

260,000

MEDIA IMPRESSIONS

640,000,000



Q1 DESIGN ASSISTANCE: KPIS

Q1 design assistance efforts focused on supporting active projects, strengthening AEC engagement, and increasing adoption of concrete masonry through practical design support and technical collaboration.

Influenced more than **429,400** blocks into active masonry projects.

Supported **49** projects through direct design assistance and technical guidance.

Generated **557** direct AEC interactions through project support, meetings and outreach.

Helped influence **16** projects through ongoing design engagement efforts.

Created **4** design resources supporting masonry education and technical accessibility.

Q1 DESIGN ASSISTANCE: PROJECT IMPACT

Design assistance continued driving project conversion & AEC engagement

PROJECT INFLUENCE

- A precast school addition was successfully converted to block construction.
- Additional school projects selected masonry through design assistance engagement.
- Continued collaboration with architects, engineers and contractors supported masonry adoption during early project phases.

AEC ENGAGEMENT

- **557 direct AEC interactions** supported project discussions and technical guidance.
- Ongoing outreach strengthened relationships with architects and engineers evaluating masonry solutions.

PROGRAM MOMENTUM

- Masonry Framed Homes presentations continued expanding industry awareness.
- RAC Summit engagement helped maintain visibility for residential masonry opportunities.

Q1 DESIGN ASSISTANCE:

TECHNICAL RESOURCES + PROGRAM HIGHLIGHTS

Expanding access to masonry design resources & technical tools

Design table guide introduced through targeted engineering outreach.

- First Lunch and Learn hosted with major Colorado engineering firm.
- Included both in-person and virtual attendees.
- Expanded awareness of practical masonry design resources.

Expanded digital access to key masonry standards and technical guidance.

- Continued rollout of access to TMS 402/602 and Masonry Designer's Guide.
- Redemption tracking and reporting infrastructure fully operational.
- Supporting easier access to masonry technical resources for designers.

Residential masonry initiatives continued building industry visibility.

- Program presentations shared during the RAC Summit.
- Continued engagement supporting future residential masonry opportunities.
- Maintained momentum around masonry-framed housing initiatives.

BLOCK DESIGN ASSISTANCE YEAR 2 KPIs

Year 2 of 5 Progress



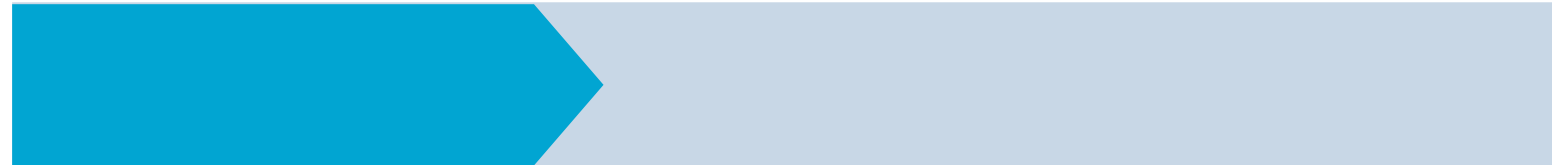
DESIGN COLLECTIVE

Year 2 Goals

Current Standing

GOAL - 1,500 DIRECT INTERACTIONS

DIRECT INTERACTIONS



557

GOAL - 300 PROJECTS ASSISTED

PROJECTS ASSISTED



49

GOAL - 100 PROJECTS INFLUENCED

PROJECTS INFLUENCED



16

GOAL - 400,000 BLOCK INFLUENCED

BLOCK INFLUENCED



429,400

GOAL - 20 RESOURCES CREATED

RESOURCES CREATED



4

BLOCK DESIGN ASSISTANCE YEAR 5 GOALS

Current Standing

5,981 DIRECT INTERACTIONS



161 PROJECTS ASSISTED



48 PROJECTS INFLUENCED



429,000 BLOCK INFLUENCED



4 RESOURCES CREATED



Year 5 Goals

DIRECT INTERACTIONS

10,500

PROJECTS ASSISTED

2,500

PROJECTS INFLUENCED

720

BLOCK INFLUENCED

5,400,000

RESOURCES CREATED

80

Q1 EDUCATING DESIGN PROFESSIONALS: KPIS

Q1 education efforts expanded engagement with architects, engineers and design professionals through live events, online learning and continuing education.

Generated more than **7,018** contact hours through live and on-demand learning opportunities.

Hosted **31** education events across virtual and in-person platforms.

Reached **1,823** live attendees through continuing education and professional engagement programs.

Added **483** new LMS accounts through continued growth of The Block Learning Hub.

Presented **24** CEU credits through live educational programming during Q1.

Q1 EDUCATING DESIGN PROFESSIONALS: NATIONAL EDUCATION MOMENTUM

National education platforms continued expanding industry engagement

BLOCK LEARNING HUB GROWTH

- 483 new LMS accounts created during Q1.
- Significant progress completed on 18 new engineering-focused courses.
- Monthly webinars continued driving engagement and enrollment growth.

CONTINUING EDUCATION MOMENTUM

- 31 education events delivered during Q1.
- Programs generated more than 7,000 contact hours.
- Live and on-demand learning continued expanding reach across the design community.

INDUSTRY COLLABORATION

- Technical experts and regional industry partners continued supporting course development and programming.
- Ongoing partnerships strengthened industry credibility and education quality.

Q1 EDUCATING DESIGN PROFESSIONALS: REGIONAL PROGRAM HIGHLIGHTS

Regional education programs continued building industry visibility

Region 4 expanded the Masonry Design Summit into a broader architecture-focused symposium.

- University of Texas at Austin School of Architecture secured as co-host institution.
- Event branding and outreach launched for the 2026 program.
- Expanded focus on architectural design and material innovation.

Regional learning events continued driving engagement with AEC professionals.

- Region 2 hosted multiple live and online learning events during Q1.
- More than 200 attendees participated across programs.
- Additional programming planned throughout 2026.

Engineering-focused course development continued expanding the Block Learning Hub.

- 18 engineer-focused courses progressed during Q1.
- February webinar reached the highest enrollment of the quarter.
- Continued investment in scalable digital education.

EDUCATING DESIGNERS

YEAR 2 KPIs

Year 2 of 5 Progress



Year 2 Goals

Current Standing

GOAL - 99 EDUCATION EVENTS

EDUCATION EVENTS



31

GOAL - 40 CEU CREDITS PRESENTED (LIVE)

CEU CREDITIS PRESENTED



24

GOAL - 5,200 EVENT ATTENDEES (LIVE)

EVENT ATTENDEES



1,823

GOAL - 5,080 CONTACT HOURS (LIVE + BLH)

CONTACT HOURS



7,018

GOAL - 1,000 NEW LMS ACCOUNTS

NEW LMS ACCOUNTS



483

EDUCATING DESIGNERS

YEAR 5 GOALS

Current Standing

Year 5 Goals

31 EDUCATION EVENTS

EDUCATION EVENTS



544

24 CEU CREDITS PRESENTED (LIVE)

CEU CREDITIS PRESENTED



222

1,823 EVENT ATTENDEES (LIVE)

EVENT ATTENDEES



29,100

17,060 CONTACT HOURS (LIVE + BLH)

CONTACT HOURS



27,280

1,741 NEW LMS ACCOUNTS

NEW LMS ACCOUNTS



5,310



Q1 CODES & STANDARDS: KPIS

Q1 codes and standards efforts focused on advancing concrete masonry's position across Resilience, fire safety, sustainability and structural performance initiatives while remaining actively engaged in the 2027 I-code cycle.

Completed more than **1,342** hours of codes work across national and regional initiatives.

Advanced **7** positive code changes while defending three negative proposals during Q1.

Engaged **21** SMEs in active codes and standards efforts.

Educated more than **620** code officials through seminars, outreach and training programs.

Hosted **3** education events focused on masonry code awareness and implementation.

Q1 CODES & STANDARDS: NATIONAL CODES LEADERSHIP

National leadership continued advancing masonry across key code focus areas

STRUCTURAL + RESILIENCE

- Residential Concrete Masonry Wind Design Standard advanced through the TMS ballot cycle.
- Ongoing engagement in ICC and ASCE code development processes.
- Continued support for resilient and high-wind masonry design.

FIRE + LIFE SAFETY

- Active participation in the 2027 I-Code cycle and Fire Code Action Committee.
- Continued advocacy around noncombustible material requirements.
- Engagement in development of new combustibility standards for concrete and masonry.

SUSTAINABILITY + MATERIAL INNOVATION

- Continued development of performance-based CMU standards using alternative binders.
- Ongoing work around carbon uptake measurement standards for masonry.
- Continued participation in sustainability-focused standards organizations and environmental initiatives.

Q1 CODES & STANDARDS: REGIONAL ADVOCACY + CODE IMPACT

Regional advocacy efforts continued expanding masonry-friendly opportunities

Region 4 remained actively engaged in protecting local authority and masonry-friendly code adoption.

- State-level preemption efforts monitored across multiple states.
- Masonry ordinances adopted in Texas and Oklahoma communities.
- Ongoing engagement with planners, municipal officials and code administrators.

More than 620 code officials participated in masonry-focused education efforts.

- Training delivered through multiple regional code seminars.
- Continued outreach supporting masonry code awareness and implementation.
- Strong engagement with building officials and industry stakeholders.

Functional recovery and resilient design initiatives continued progressing toward future code adoption.

- Masonry functional recovery proposals submitted to the Building Seismic Safety Council.
- Analysis and modeling work completed during Q1.
- Proposals actively progressing through the ballot process.

CODES & STANDARDS

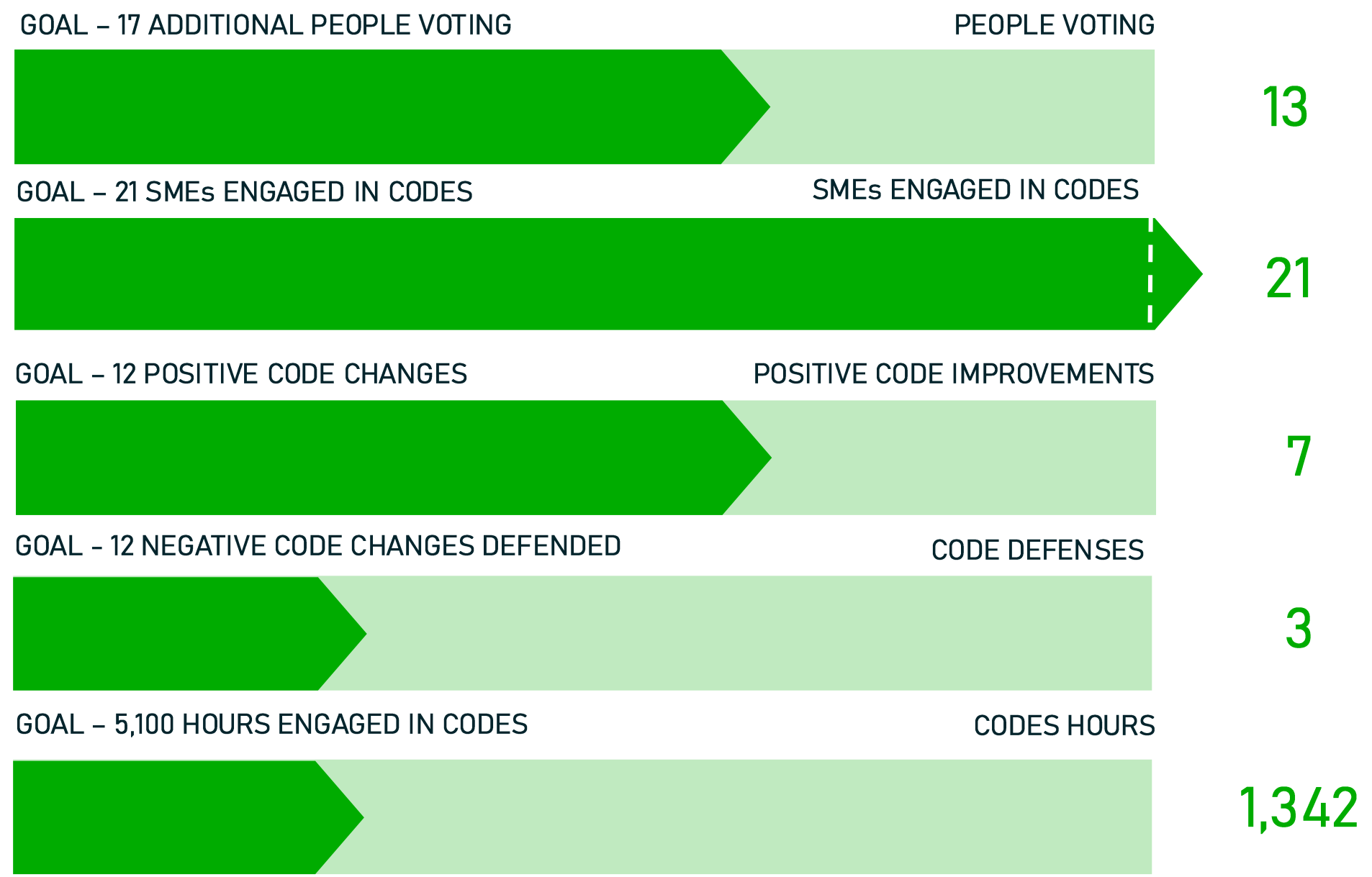
YEAR 2 KPIs

Year 2 of 5 Progress



Year 2 Goals

Current Standing

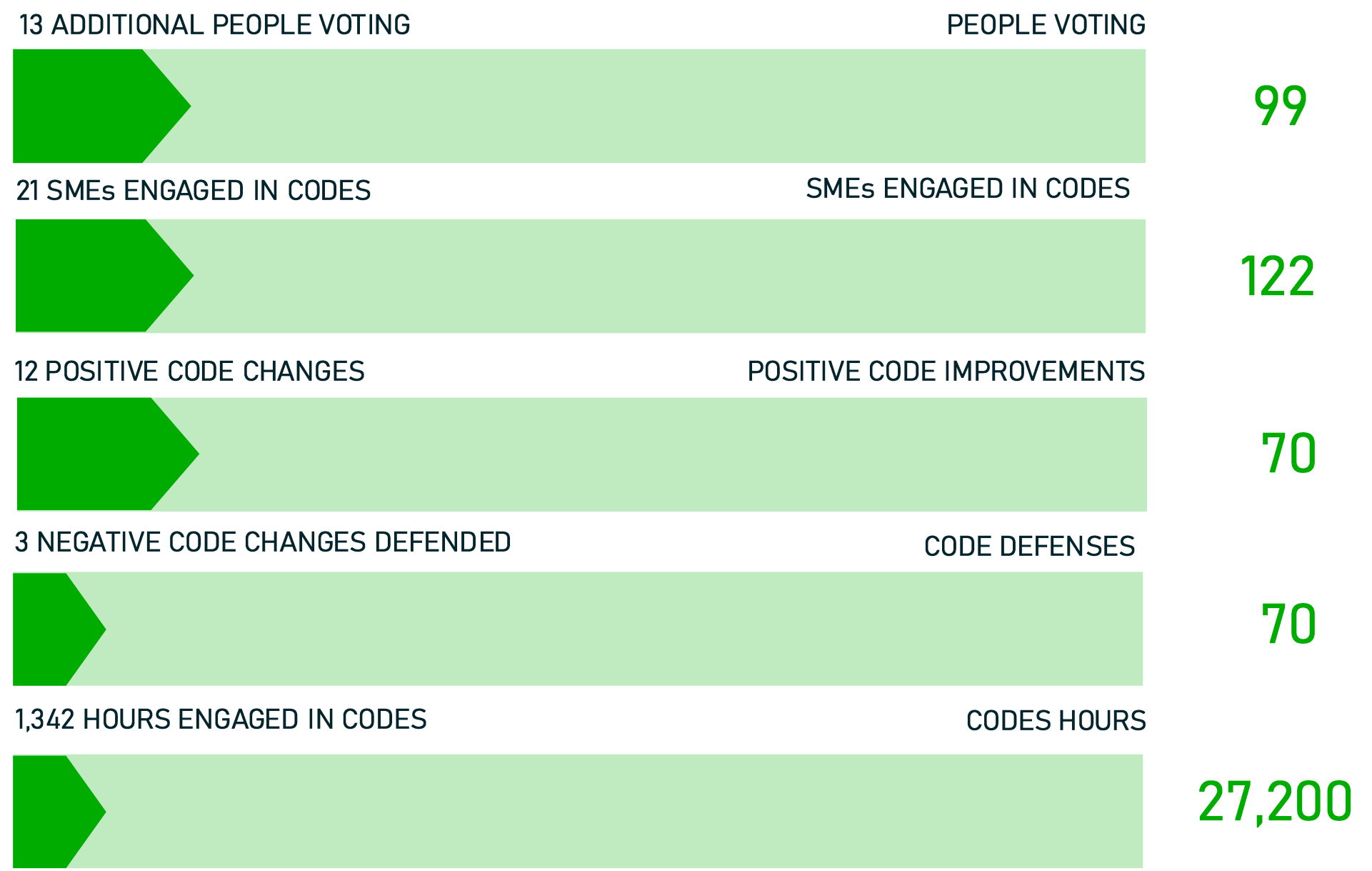


CODES & STANDARDS

YEAR 5 GOALS

Current Standing

Year 5 Goals



Q1 UNIVERSITY RELATIONS: KPIS

Q1 university relations efforts focused on expanding masonry education, strengthening research initiatives, and increasing student engagement through academic partnerships and hands-on learning opportunities.

Reached **476** students through masonry instruction and engagement activities.

Expanded masonry education through **5** new masonry engineering courses implemented during Q1.

Invested **\$10,000** in research supporting masonry-focused academic initiatives.

Continued strengthening university partnerships through hands-on **learning** and industry engagement across lectures, workshops.

Supported ongoing curriculum development and research advancement across multiple university **partnerships** nationwide.

Q1 UNIVERSITY RELATIONS: NATIONAL EDUCATION MOMENTUM

University partnerships continued expanding masonry education opportunities

UNIVERSITY ENGAGEMENT

- Region 2 expanded outreach through lectures, workshops and plant tours across multiple universities.
- Engagements included Auburn University, Georgia Tech, NC State and East Carolina University.
- Continued relationship development with Mississippi State University.

STUDENT EXPOSURE

- Masonry instruction and engagement activities reached **476 students** during Q1.
- Programs continued supporting hands-on learning and industry exposure opportunities.

SCHOLARSHIPS + INDUSTRY GROWTH

- New CMU Checkoff scholarships launched for architecture, engineering and construction management students.
- Continued focus on strengthening future workforce pathways into the masonry industry.

Q1 UNIVERSITY RELATIONS: RESEARCH + PROGRAM HIGHLIGHTS

Research & curriculum initiatives continued advancing masonry innovation

Wave flume testing advanced masonry storm surge resilience research.

- Laboratory wave flume experiments completed during Q1.
- Research focused on low-rise masonry resilience in coastal environments.
- Continued support for resilient masonry design strategies.

Expanded masonry coursework continued at the University of Colorado.

- Students continued learning masonry design fundamentals during Q1.
- Curriculum development and revisions remained underway.
- Ongoing support for engineering-focused masonry education.

Regional programs continued building visibility through hands-on academic engagement.

- Plant tours, workshops and lectures continued across university partners.
- Students received exposure to masonry materials, terminology and applications.
- Programs continued strengthening relationships with future design professionals.

UNIVERSITY RELATIONS YEAR 2 KPIs

Year 2 of 5 Progress



Year 2 Goals

Current Standing

GOAL - 4 COURSES

ADDITIONAL ENGINEERING COURSES TAUGHT



5

GOAL - 3 COURSES

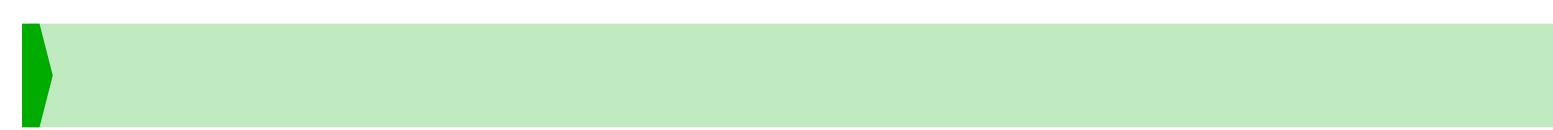
ADDITIONAL ARCHITECTURAL COURSES TAUGHT



0

GOAL - 2 COURSES

ADDITIONAL CONSTRUCTION MGMT COURSES TAUGHT



0

GOAL - 275 STUDENTS

MORE STUDENTS BEING TAUGHT MASONRY



476

GOAL - \$190,000 INVESTMENT IN RESEARCH

INVESTMENT IN RESEARCH



\$10,000

GOAL - 1 PROJECTS PUBLISHED

RESEARCH PROJECTS PUBLISHED FOR MASONRY



0

UNIVERSITY RELATIONS YEAR 5 GOALS

Current Standing

Year 5 Goals

8 COURSES

ADDITIONAL ENGINEERING COURSES TAUGHT



24

2 COURSES

ADDITIONAL ARCHITECTURAL COURSES TAUGHT



23

2 COURSES

ADDITIONAL CONSTRUCTION MGMT COURSES TAUGHT



62

2,179 STUDENTS

MORE STUDENTS BEING TAUGHT MASONRY



4,275

\$538,351 INVESTMENT IN RESEARCH

INVESTMENT IN RESEARCH



\$590,000

1 PROJECT PUBLISHED

RESEARCH PROJECTS PUBLISHED FOR MASONRY



5



Q1 CONCRETE MASONRY OUTREACH: KPIS

Q1 concrete masonry outreach efforts focused on workforce awareness, instructor development and expansion of masonry education programs nationwide.

Reached **8,875** students through masonry outreach and workforce engagement programs.

Delivered **73** outreach events supporting masonry awareness and career exploration.

Supported **41** education and instructor development programs through training and curriculum engagement efforts.

Expanded masonry education through **10** new NCCER curriculum programs implemented during Q1.

Increased NCCER student credential participation by **150** through continued industry engagement initiatives.

Q1 CONCRETE MASONRY OUTREACH: WORKFORCE DEVELOPMENT & NATIONAL MOMENTUM

Expanding workforce awareness through national outreach & education

NATIONAL INDUSTRY ENGAGEMENT

- Continued preparation for the 2026 rollout of the “Masonry Foundations for Educators” program.
- Ongoing collaboration with NCCER on Masonry Level 3 curriculum development.
- Continued support for masonry competitions, career expos and workforce engagement events.

CURRICULUM EXPANSION

- Continued support for states implementing standalone masonry curriculum programs.
- Expansion of educator and instructor engagement efforts nationwide.
- Sharing of “best practices” resources for new masonry training programs.

INDUSTRY PARTNERSHIPS

- Collaboration continued with state masonry associations, educators and workforce partners.
- Ongoing development of the MCAA Masonry Instructor Resource Center.
- National partnerships continued strengthening masonry workforce infrastructure.

Q1 CONCRETE MASONRY OUTREACH: REGIONAL OUTREACH & STUDENT ENGAGEMENT

Regional outreach programs continued building student & community engagement

Mobile outreach programs continued expanding masonry exposure across multiple states.

- Coordination continued for upcoming spring and fall outreach events.
- Program engagement expanded across regional education and workforce initiatives.
- Mobile outreach efforts continued bringing hands-on masonry education directly to students.

Hands-on competitions and career events continued driving student engagement.

- National outreach teams continued supporting masonry competitions and career expos.
- Programs introduced students to masonry career opportunities and skilled trades pathways.
- Continued focus on experiential learning and workforce awareness.

Instructor development efforts continued strengthening long-term masonry education capacity.

- 41 educator and instructor development programs supported during Q1.
- Ongoing efforts focused on expanding teaching capacity and curriculum adoption.
- National educator initiatives continued building long-term program sustainability.

CONCRETE MASONRY OUTREACH YEAR 2 KPIs

Year 2 of 5 Progress



Year 2 Goals

Current Standing

GOAL – 60,000 STUDENTS REACHED

STUDENTS REACHED



8,875

GOAL – 85 OUTREACH EVENTS

OUTREACH EVENTS



73

GOAL – 8 INSTRUCTOR DEVELOPMENT PROGRAM DELIVERED

PROGRAMS DELIVERED



41

GOAL – 8 NEW PROGRAMS IMPLEMENTING NCCER MASONRY CURRICULUM



10

GOAL – 1,000 NCCER STUDENT CREDENTIAL & PROGRAM PARTICIPATION GROWTH



150

CONCRETE MASONRY OUTREACH YEAR 5 GOALS

Current Standing

Year 5 Goals

47,458 STUDENTS REACHED

STUDENTS REACHED



340,000

140 OUTREACH EVENTS

OUTREACH EVENTS



435

41 INSTRUCTOR DEVELOPMENT PROGRAM DELIVERED

PROGRAMS DELIVERED



41

10 NEW PROGRAMS IMPLEMENTING NCCER MASONRY CURRICULUM



45

150 NCCER STUDENT CREDENTIAL & PROGRAM PARTICIPATION GROWTH



7,700

