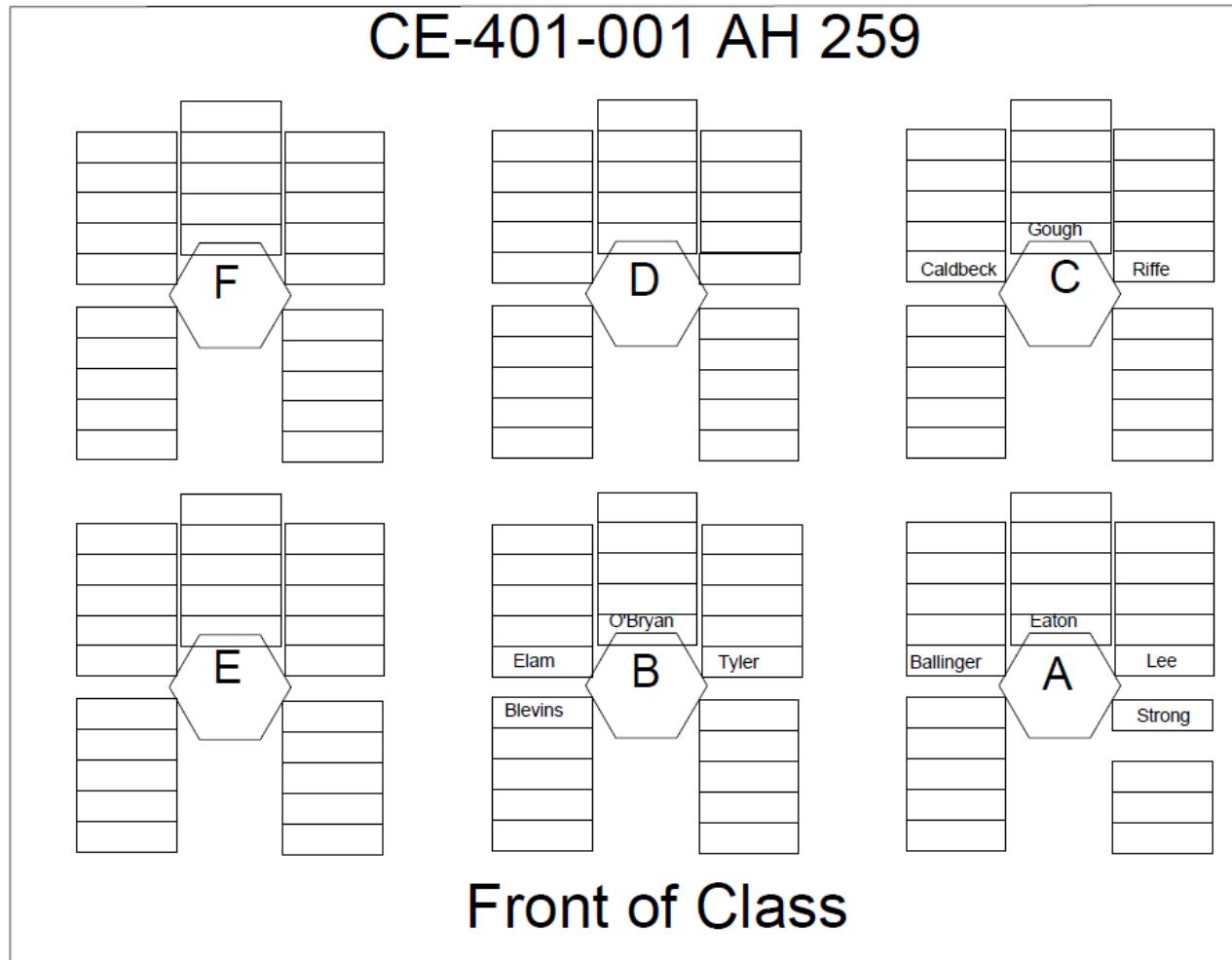




CE 401 Civil Engineering Seminar

Please Take Your Assigned Seat:





E 401 Civil Engineering Seminar

General Questions:



It's QUESTION TIME !!



CE 401 Civil Engineering Seminar

Seminar Procedures

CE-401 Information

- Please Ask Questions as Issues arise:

- All CE-401 issues to me; and
 - All CANVAS issues to buddy.hall@uky.edu, and me.

- How To Reach Me:

- Communications with me MUST be by email, ce-401@windstream.net, for:

- Discussion Group Formation
 - Essay Group Formation
 - Essay Submittal, and
 - Pin Number Requests

- For all other contacts, you may use email or CANVAS MESSAGING

- CE-401 Webpage:

- http://richardcheeks.com/professor/New%20Front%20Page%20Format/CE-401_Front_Page.htm



CE 401 Civil Engineering Seminar

Seminar Procedures

CE-401 Information

- **Class Schedule allocates 1:50 (110 Minutes) for each session**
 - **Most weeks will not require the full 110 minutes in class.**
 - The amount of time will depend on our ability to focus on the discussion questions and
 - how many rabbits we chase in the process
 - **Exceptions that will definitely require the full 2 hours:**
 - Today because of all the groundwork to establish, and
 - The 2 Conflict Resolution Workshop Weeks.
- **I am on Campus Fridays, Office is OHR 369 (Across from small break area)**
 - **Typical Friday Schedule:**
 - Office 7:15 to 7:45; 9:45 +/- to 10:45; After second section about 30 min
 - Class 7:50 am to 9:30 +/-; and 10:50 am to 12:30 +/- pm
 - **I will stay after last class as needed for course related purposes, and**
- **I will post the Weekly Power Points and update the CE-401 webpages each Friday before leaving campus**



CE 401 Civil Engineering Seminar

Important CE-401 Documents:

CE-401 Information Already Released via CANVAS

- **CE-401_IMPORTANT_INFORMATION_FOR_STUDENTS.pdf**
- **CE-401 Syllabus.pdf**
- **DISCUSSION GROUP PROCEDURES.pdf**
- **ESSAY.pdf**



CE 401 Civil Engineering Seminar

Important CE-401 Documents:

CE-401 Information Available via CANVAS

- **Important Information Document**
 - CE-401 Webpage and Access to GRADES area
 - Other resources available



CE 401 Civil Engineering Seminar

Important CE-401 Documents:

**CE-401 Information Available via CANVAS
CE-401 Webpage and Access to GRADES area**

The screenshot shows a website with a wooden plaque header that reads "Adjunct Professor University Of Kentucky". To the left is a vertical sidebar with links: "Home", "About J. Richard Cheeks", "Stokley & Cheeks & Associates", and "J. Richard Cheeks Attorney At Law, PLLC". The main content area displays the message "Week 01 Readings and Materials Have Been Released". Below this, a timestamp says "Last Refresh of Page Today at 11:09 AM".

The screenshot shows a website with a wooden plaque header that reads "FALL 2025". To the left is a vertical sidebar with links: "Home", "About J. Richard Cheeks", and "Stokley & Cheeks & Associates". The main content area displays the message "Booker T Washington". Below this, a link says "Grades".



CE 401 Civil Engineering Seminar

Important CE-401 Documents:

CE-401 Information Available via CANVAS

- **Important Information Document**

- CE-401 Webpage and Access to GRADES area
 - Other resources available

- **Syllabus – Go over entire Syllabus, and note these two points of emphasis:**

- Attendance and tardiness are major issues; Be Here! On time! and
 - NO USE of electronic devices in class without my prior approval



CE 401 Civil Engineering Seminar

Important CE-401 Documents:

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- **Procedures for Weekly Group Discussions**

- Become familiar with and follow the procedures and adhere to the timelines.
 - Establish your permanent discussion groups by Monday per the Procedures.
 - If I don't respond to your email, it is because I did not get your email.



CE 401 Civil Engineering Seminar

Important CE-401 Documents:

CE-401 Information Available via CANVAS

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- Become familiar with and follow the procedures and adhere to the timelines.
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 - If I don't respond to your email, it is because I did not get your email.

- **Essay Assignment - Due Date is March 13, 2026**

- Watershed event for final letter grade in CE 401
 - “Incident At Morales” – Essay Subject Material
 - Need to Understand the assignment before writing-Bring questions to me
 - Establish your essay teams by next Friday per the Assignment.
 - If I don't respond to your email, it is because I did not get your email.



CE 401 Civil Engineering Seminar

Weekly Discussion Questions:

- **Thoughtful responses to the weekly discussion questions should prepare you for the upcoming class meeting**
 - Questions are open ended to elicit a range of initial responses
 - A thoughtful response requires you to ID and connect dots, and
 - The more dots you can ID and connect, the better your response
- **The goal of Consensus Building is to identify the group's best response to the issues.**
 - Consensus building begins by identifying individual differences, followed by substantive probing of the issues to expand # of dots.
 - Even though initial individual views vary, there tends to be a best way to respond to these issues.
 - Therefore, when disagreement exists, some views are closer to the best response than others, and
 - A group's goal is to identify and agree to the best response to the questions.



CE 401 Civil Engineering Seminar

Consensus Building:

- A leader's goal is to bring the group to Agreement (Consensus) prior to posting the group's final response for the question confronting the group:
 - Effective teams strive for consensus, and
 - Successful leaders can build consensus
- Leaders should work with group members to reconcile differences and find agreement on these questions regardless of the disparity of views at the start.
- Nevertheless, despite earnest efforts, leaders cannot always bring groups to agreement prior to making a final decision, and when the group does not reach agreement:
 - Leaders must decide the issue and act for the group, in the face of dissent, AND
 - Leaders should be able to explain the basis for acting in contradiction with the dissenting views
- The Consensus Post needs an identifier, like "CONSENSUS" at the top



CE 401 Civil Engineering Seminar

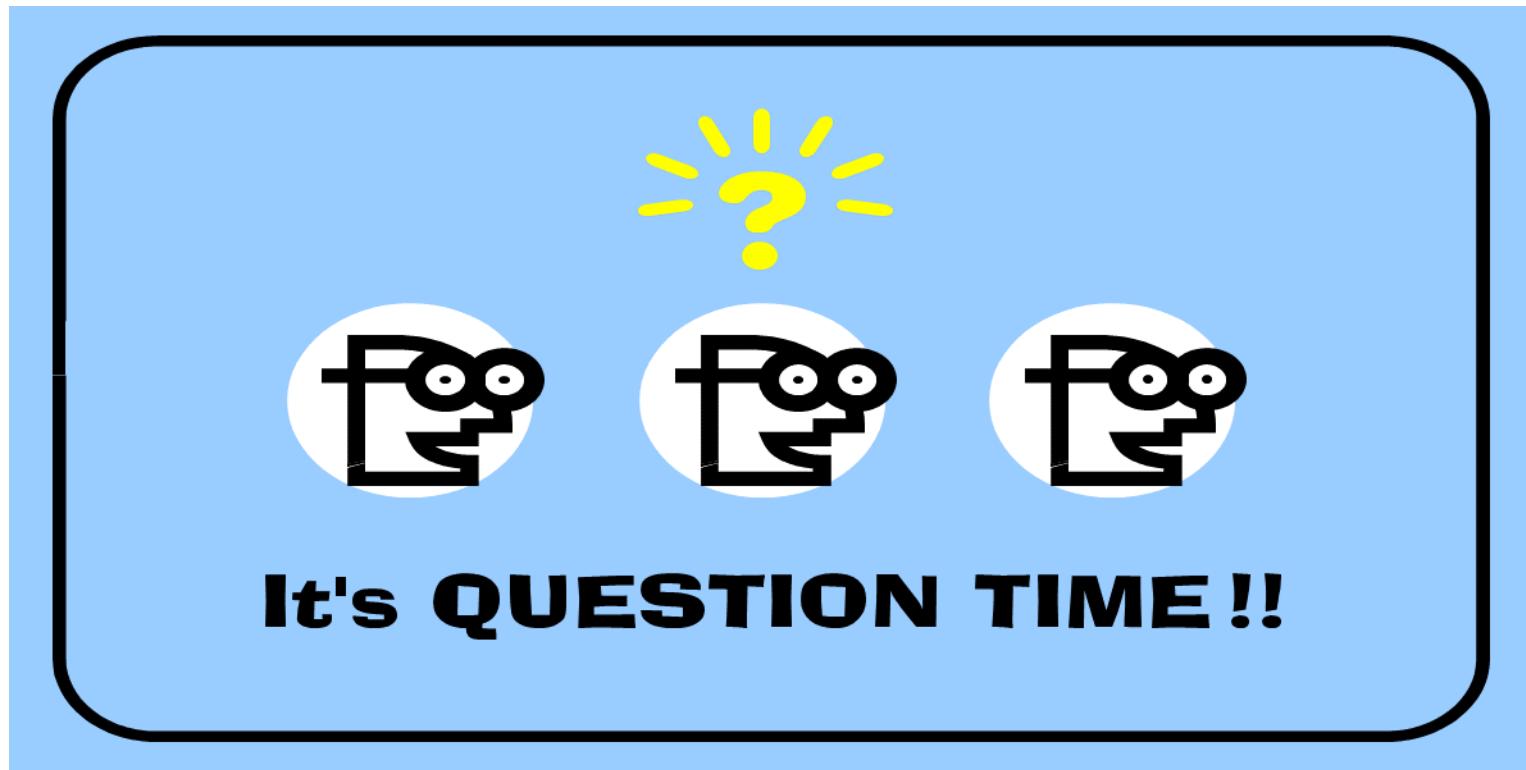
Consensus Building:

- This week's discussion question activities provide a "dry run" with the process, which is:
 - Each Group Member should post an initial response to questions by Wednesday Noon after reading and viewing material.
 - The Group leader should engage members to develop and then post the group's consensus by 10 PM Thursday
 - When a leader posts a consensus, the leader acts on behalf of and for the group.
 - Absent a consensus, the leader must decide how to best answer the question.
 - The Group Leader is primary spokesperson in class for the group on the assigned discussion question
- Points are deducted for late or no participation by members
- Points are deducted for no final CONSENSUS post by leader
- Points may be deducted for non-responsive member posts



CE 401 Civil Engineering Seminar

Consensus Building:





CE 401 Civil Engineering Seminar

High Expectations:

- You are senior civil engineering students
 - You did not get here with smoke and mirrors
 - You have prepared for a career of solving problems through analysis
 - I have high expectations for each of you.



CE 401 Civil Engineering Seminar

High Expectations:

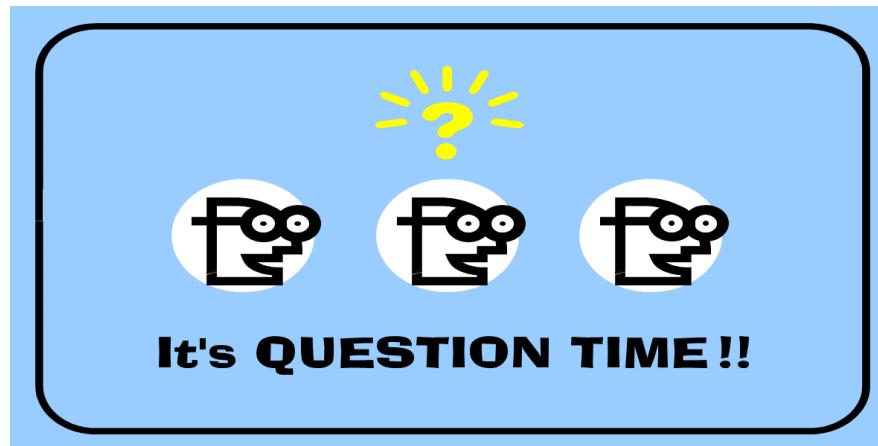
- You are senior civil engineering students
 - You did not get here with smoke and mirrors
 - You have prepared for a career of solving problems through analysis
 - I have high expectations for each of you.
- I may demonstrate my high expectations by:
 - Asking some uncomfortable questions
 - Giving you more time to formulate a response
 - Probing for additional information
- Expectations play a huge role in success



CE 401 Civil Engineering Seminar

Question Time:

- Please do not hesitate to ask questions, sooner not later.
 - Ask questions **when we are gathered** for class sessions.
 - Email questions **as they arise** between our sessions.

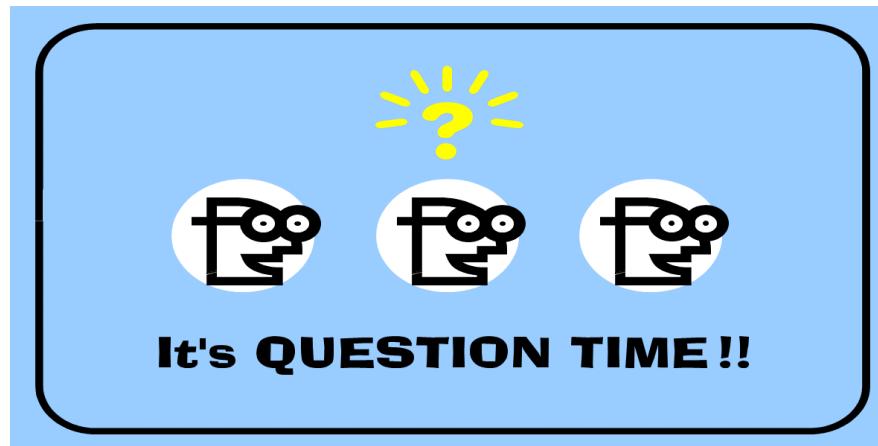




CE 401 Civil Engineering Seminar

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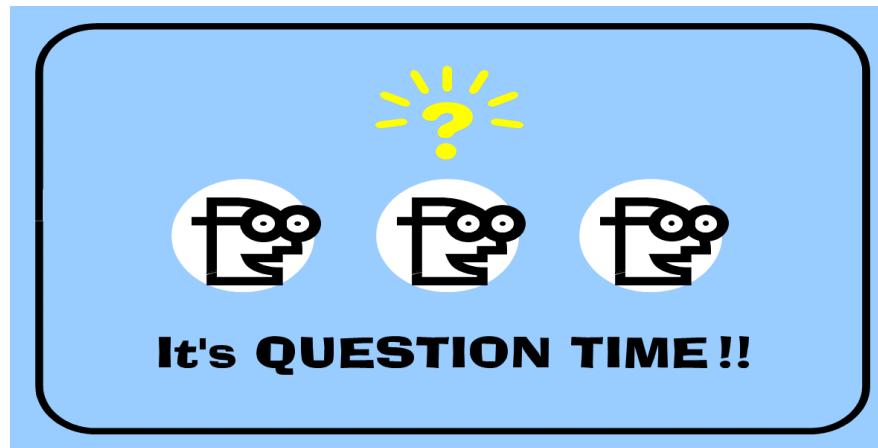
- Are there questions about my attendance/tardiness policy?



CE 401 Civil Engineering Seminar

Question Time:

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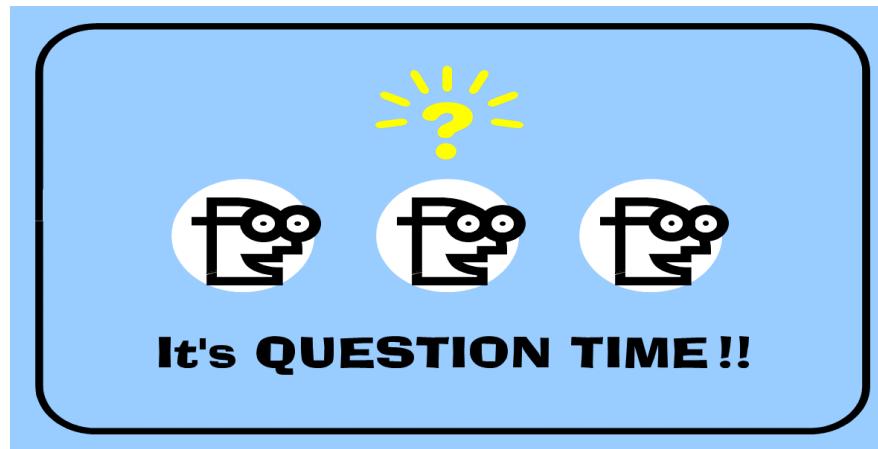
- Are there questions about my attendance/tardiness policy?
- Are there questions about the consensus building process?



CE 401 Civil Engineering Seminar

Question Time:

- Please do not hesitate to ask questions, sooner not later.
 - Ask questions **when we are gathered** for class sessions.
 - Email questions **as they arise** between our sessions.



- Are there questions about my attendance/tardiness policy?
- Are there questions about the consensus building process?
- Are there questions about my expectations in Seminar?



CE 401 Civil Engineering Seminar

QUIZZES:

Quizzes

- **10 Quizzes Worth Total 120 Points**
 - 1st and 10th quizzes worth 20 points each,
 - 2nd through 9th quizzes worth 10 points each
- **Quizzes are timed at 1 minute per point online**
 - Quizzes will occur each Friday class, starting next week
 - 20 Point quizzes will close at :25 min after the hour
 - 10 Point quizzes will close at :15 min after the hour
- **If you need more than 5 extra minutes, try to come a few minutes early to start.**



CE 401 Civil Engineering Seminar

QUIZZES:

Quiz Questions

- **Basis For Questions:**

- All in-class discussions, readings, videos, etc. prior to the quiz.
- Emphasis is given to most recent material, but some issues thread through the semester experience

- **Questions are Primarily Multiple Choice with some True-False**

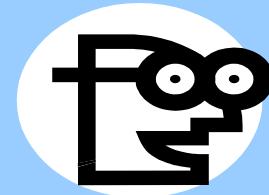
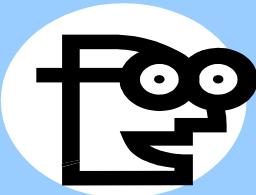
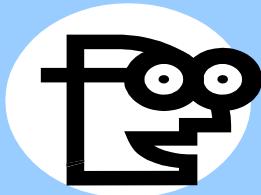
- Multiple Choice questions: 2 points each
- True-False questions: 1 point each

- **Quiz 1 will occur next Friday morning at 8:00 am.**



E 401 Civil Engineering Seminar

QUIZZES:



It's QUESTION TIME !!



CE 401 Civil Engineering Seminar

Discussion Groups:

Discussion Groups Week 01

Spring 2026 Teams For Section 01 For Week 01 Only

A	Ballinger	Eaton	Lee	Strong
B	Blevins	Elam	O'bryan	Tyler
C	Caldbeck	Gough	Riffe	
D				
E				
F				

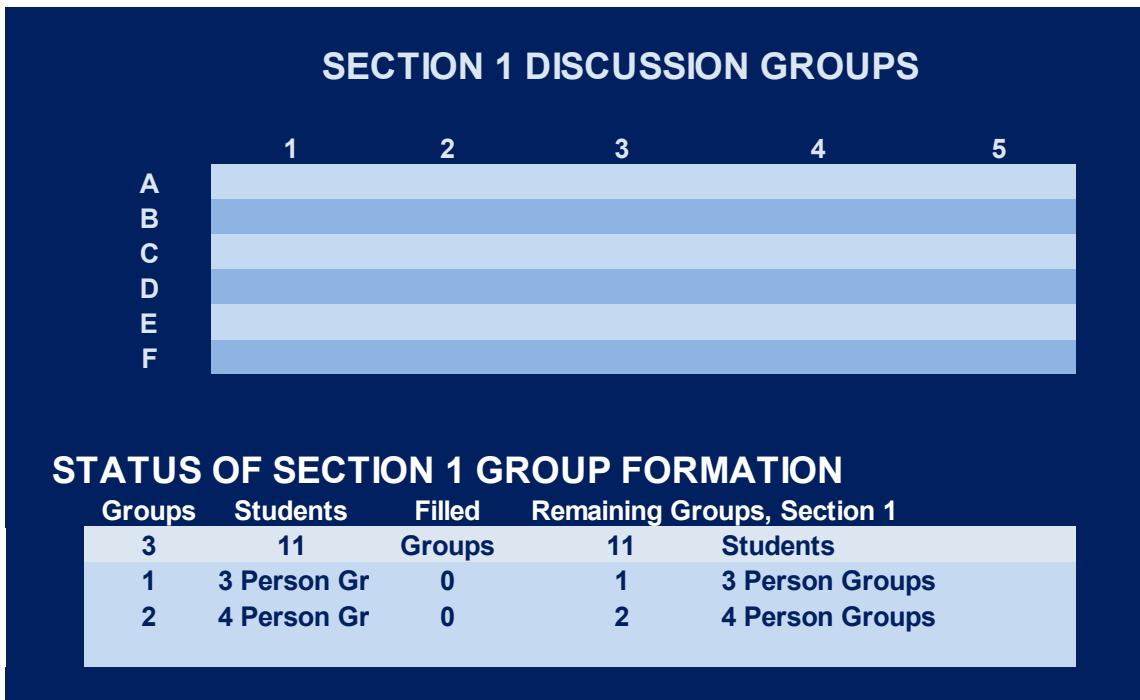
- **Need to submit your fixed groups for rest of the semester by email by Monday afternoon.**
- **There will be 1 group with 3 members and 2 groups with 4 members at 11 students.**



CE 401 Civil Engineering Seminar

Discussion Groups:

Permanent Discussion Group Formation Status



These Tables will populate and update on the CE-401 Webpage as group formation proceeds



CE 401 Civil Engineering Seminar

Discussion Group Week 01 Activity:

Discussion Question Assignments Week 01

Timely Initial Posts: 45.5%			Current Participation: 1 Week 1		Last Update 16-Jan-26		7:11 AM	
Section 1			Discussion Question Activity Report					
Question	Group	Leader	1	2	3	4	5	
1	A	Eaton	Ballinger	Eaton	Lee	Strong		
1	C	Caldbeck	Caldbeck	Gough	Riffe			
1	E							
2	B	Elam	Blevins	Elam	O'bryan	Tyler		
2	D							
2	F							
3	A	Ballinger	Ballinger	Eaton	Lee	Strong		
3	C	Gough	Caldbeck	Gough	Riffe			
3	F							
4	B	Blevins	Blevins	Elam	O'bryan	Tyler		
4	D							
4	E							
5	A	Lee	Ballinger	Eaton	Lee	Strong		
5	D							
5	F							
6	B	O'bryan	Blevins	Elam	O'bryan	Tyler		
6	C	Riffe	Caldbeck	Gough	Riffe			
6	E							

Font Legend

non-bold No post made, time for posting remains

Bold / Bold Post made within Time

Non-Bold Leader-No Consensus Posted, -5 Points

non-bold Late Post before consensus, 20% loss

Bold Post is made after consensus, 60% loss

Ital. non-bold No Post Made, 100% loss



CE 401 Civil Engineering Seminar

Discussion Questions:

Discussion Questions

- **These questions tend to be open ended and require you to connect dots,**
 - some dots may be based on the readings etc. and
 - some dots may be based on your own experience.
- **Be sure to answer the question I am asking, not some other question.**
- **The consensus building process should lead groups to their best response to each question.**



CE 401 Civil Engineering Seminar

Discussion Group Week 01 Activity:

Discussion Question Activities Week 01

- For the most part, this week was a good start with the discussion questions
- Some student responses did not seem to address the question I asked. Be sure to answer the specific question I am asking
- A few student responses indicate a lack of reading or reading comprehension.
 - If you need clarification about the readings or videos, email your questions to me.
 - Attempts to answer these questions without reading or without comprehending are obvious.



CE 401 Civil Engineering Seminar

Discussion Group Week 01 Activity:

Discussion Question Activities Week 01

- This Semester's participation rates for initial posting by the Wednesday deadline and initial posting at any time was consistent with historical data for Week 01 activities.

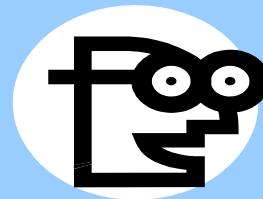
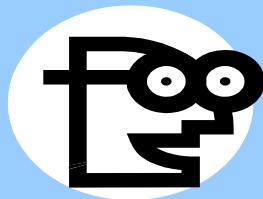
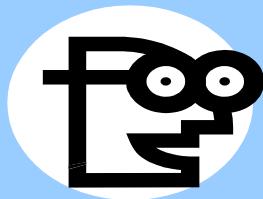
	WEEK 01 PARTICIPATION RATES				WEEK 02 PARTICIPATION RATES			
	Week-Sect	1-1	Week-Sect	1-2	Week-Sect	2-1	Week-Sect	2-2
	Initial Posts	Posts	Initial Posts	Posts	Initial Posts	Posts	Initial Posts	Posts
Spring 26	45.5%	100.0%	80.0%	95.0%				
Fall 25	81.3%	100.0%	64.7%	100.0%	93.8%	100.0%	100.0%	100.0%
Spring 25	64.6%	100.0%	47.1%	100.0%	100.0%	100.0%	100.0%	100.0%
Fall 24			60.6%	100.0%			87.9%	98.5%
Spring 24	58.8%	100.0%	85.0%	100.0%	74.5%	98.0%	95.0%	100.0%
Fall 23	42.9%	85.7%	25.0%	96.7%	87.5%	100.0%	93.3%	100.0%
Spring 23	47.2%	100.0%	65.0%	100.0%	98.6%	100.0%	93.8%	97.5%
Fall 22	52.2%	91.3%	65.0%	100.0%	87.0%	100.0%	100.0%	100.0%
Spring 22	50.8%	90.5%	65.3%	93.1%	85.7%	100.0%	95.8%	100.0%
Fall 21	42.2%	95.6%	47.8%	89.9%	93.3%	100.0%	100.0%	100.0%
Spring 21	27.8%	77.8%	53.0%	95.5%	94.4%	100.0%	100.0%	100.0%
Fall 20	64.7%	100.0%	45.5%	100.0%	90.9%	100.0%	98.3%	100.0%
Avg. Prior 5 Years	52.0%	92.6%	57.8%	97.5%	90.5%	99.8%	96.6%	99.6%
	This Semester		Prior 5 Years		This Semester		Prior 5 Years	
Combined Sections	63.3%	97.4%	54.8%	96.0%			93.6%	99.5%

- Participation rates moving forward need to increase as they have in the past.



E 401 Civil Engineering Seminar

DISCUSSION GROUP ACTIVITY:



It's QUESTION TIME !!



CE 401 Civil Engineering Seminar

Basic Definitions

When I write and talk about design professionals, and design professional firms, what services (type of work) do design professionals and design professional firms perform and for whom?



CE 401 Civil Engineering Seminar

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When I write and talk about design professionals, and design professional firms, what services (type of work) do design professionals and design professional firms perform and for whom?

They design projects for clients.



CE 401 Civil Engineering Seminar

Basic Definitions

When I write and talk about design professionals, and design professional firms, what services (type of work) do design professionals and design professional firms perform and for whom?

They design projects for clients.

This is a different activity than building projects for owners.



CE 401 Civil Engineering Seminar

Basic Definitions

When I write and talk about design professionals, and design professional firms, what services (type of work) do design professionals and design professional firms perform and for whom?

They design projects for clients.

This is a different activity than building projects for owners.

The construction industry has owners, designers, and builders. Civil Engineers work in all three groups. Our focus this semester will be on the designers, but we will talk about all three.



CE 401 Civil Engineering Seminar

Basic Definitions

When I write and talk about design professionals, and design professional firms, what services (type of work) do design professionals and design professional firms perform and for whom?

Engineering and Architecture are professions.

Civil Engineers can function as owners, builders, or designers for projects.

Design Professionals are a subset of all engineers of various disciplines and architects.

The key distinction is Design Professionals provide design services to the public!



CE 401 Civil Engineering Seminar

Discussion Questions:

Discussion Question 1

Ernest Greenwood wrote over 60 years ago that a profession is distinguished from non-professional occupations by five attributes, all of which exist within the professions while non-professional occupations may satisfy some, but not all of these professional attributes. In addition, Society grants Professional Status to a certain few occupations to protect important public interests; however, society does NOT grant professional status to most occupations because of the absence of these important public interests. The Professional Status designation provides certain market protections that are tantamount to a government-sanctioned monopoly in exchange for the protection of these important public interests, presumably because the government cannot protect those public interests unilaterally. These public interest protections in exchange for market protections form a social contract between a society and the occupation granted a professional status by a State government.

- a) What are Greenwood's Five (5) attributes of a Profession?
- b) Which of the five Greenwood attributes provides public assurance that the profession and its members can and will protect important public interests?
- c) Identify at least 3 reasons why non-professional occupations seek this government sanctioned Professional Status.
- d) Identify whether Journalism is a profession or a non-professional occupation by determining whether Journalism satisfies or fails to satisfy each of the five (5) Greenwood attributes.

**A
C
E**



CE 401 Civil Engineering Seminar

Discussion Questions:

Discussion Question 1

a) What are Greenwood's Five (5) attributes of a Profession?

1. A Body of Theory
2. Professional Authority
3. Community Sanction
4. A Regulative Code of Ethics, and
5. A Professional Culture

b) Which of the five Greenwood attributes provides public assurance that the profession and its members can and will protect important public interests?

Each of the Engineering Regulative Codes of Ethics requires an engineer to place the public's health, safety, and welfare above all other concerns including personal gain or profit. By "Regulative," the profession promises to enforce the Code of Ethics.

Community Sanction requires a profession to establish the minimum training and experience required to offer engineering services to the public. (e.g., Licensure).



CE 401 Civil Engineering Seminar

Discussion Questions:

Discussion Question 1

c) Identify at least 3 reasons why non-professional occupations seek this government-sanctioned Professional Status.

- 1) To increase income (compensation)
- 2) To restrict competition
- 3) To gain prestige and recognition



CE 401 Civil Engineering Seminar

Discussion Questions:

Discussion Question 1

d) Identify whether Journalism is a profession or a non-professional occupation by determining whether Journalism satisfies or fails to satisfy each of the five (5) Greenwood attributes.

Journalism does NOT satisfy Greenwood's definition of a Profession

- 1) **No regulative code of ethics!**
- 2) **No Licensing (No Community Sanction)!**

The Society of Professional Journalists addresses its code of ethics (not regulative) as follows:

<https://www.spj.org/spj-code-of-ethics/>

The SPJ Code of Ethics is a statement of abiding principles ... that address changing journalistic practices. It is not a set of rules, rather a guide that encourages all who engage in journalism to take responsibility for the information they provide, regardless of medium. ... It is not, nor can it be under the First Amendment, legally enforceable.

However, ethics codes are enforced by the Profession, not the legal system, e.g., in this case Journalists making sure other Journalists comply with minimal standards of conduct to protect an important public interest. No Act of Congress! How can that ever be the government infringing on the freedom of the press?

See Also:

<https://www.graphicdesigndegreehub.com/faq/do-you-need-a-license-to-be-a-journalist/>

https://oda.oslomet.no/oda-xmlui/bitstream/handle/10642/8250/Theory%20in%20Journalism%20Studies_postprint.pdf?sequence=1



CE 401 Civil Engineering Seminar

Discussion Questions:

Discussion Question 1 (Parts b & d)

SECTION 1

DOES THE GREENWOOD ATTRIBUTE PROVIDE PUBLIC ASSURANCE/JOURNALISM?

	A	A	C	C	E	E
A Body of Theory	No	Yes	Yes	No		
Professional Authority	No	No	Yes	No		
Community Sanction	Yes	No	Yes	No		
Regulative Code of Ethics	Yes	Yes	Yes	Yes		
A Professional Culture	No	Yes	Yes	Yes		

Public Journalism Public Journalism Public Journalism

SECTION 2

DOES THE GREENWOOD ATTRIBUTE PROVIDE PUBLIC ASSURANCE/JOURNALISM?

	A	A	C	C	E	E
A Body of Theory	No	Yes	Yes	No		
Professional Authority	Yes	No	No	No		
Community Sanction	Yes	No	Yes	No		
Regulative Code of Ethics	Yes	No	Yes	No		
A Professional Culture	No	Yes	Yes	Yes		

Public Journalism Public Journalism Public Journalism



CE 401 Civil Engineering Seminar

Discussion Questions:

Discussion Question 2

ASCE's Aspirational vision says that the Civil Engineering profession and Civil Engineers should be in a leadership role in the public debate on environmental policy and infrastructure policy.

- a) Explain in 2 to 3 sentences why ASCE has adopted this aspirational vision of the leadership role that the Civil Engineering Profession should hold in the nation's public policy debates on the environment and infrastructure.**
- b) Explain in 2 or 3 sentences why you either agree or disagree with ASCE's vision of the leadership role that the Civil Engineering Profession should have in the U. S. public policy debates on the environment and infrastructure.**
- c) Based on recent infrastructure report cards, explain whether ASCE's vision is an aspirational call for change or a call for the continuation of the status quo with regard to the role the Civil Engineering Profession has had in the public policy debate on the environment and infrastructure over the last 3 decades.**
 - i) If you conclude ASCE's vision is an aspirational call for change, please explain what role the Civil Engineering Profession has held over the last 3 decades, or**
 - ii) If you conclude ASCE's vision is a call for the continuation of the status quo, please reconcile ASCE's Infrastructure grades with the Civil Engineering Profession's leadership role in the public policy debates on Infrastructure.**

B	Elam
D	
F	



CE 401 Civil Engineering Seminar

Discussion Questions:

ASCE Updated Its Report Card in 2021

How Have Things Changed?

COMPARISON OF ASCE INFRASTRUCTURE GRADES									
2021 From 2021 and 2017									
INFRASTRUCTURE CATEGORIES	2025 GRADE	1.61 C-	2021 GRADE	1.56 C-	2021-25		2017 GRADE	1.46 D+	2017-21 0.11 Change
					Change	2017 GRADE			
Aviation	D+	1.33	D+	1.33	0.00	D	1.00	0.33	
Bridges	C	2.00	C	2.00	0.00	C+	2.33	-0.33	
Broadband	C+	2.33							
Dams	D+	1.33	D	1.00	0.33	D	1.00	0.00	
Drinking Water	C-	1.67	C-	1.67	0.00	D	1.00	0.67	
Energy	D+	1.33	C-	1.67	-0.34	D+	1.33	0.34	
Hazardous Waste	C	1.00	D+	1.33	-0.33	D+	1.33	0.00	
Inland Waterways	C-	1.67	D+	1.33	0.34	D	1.00	0.33	
Levees	D+	1.33	D	1.00	0.33	D	1.00	0.00	
Ports	B	3.00	B-	2.67	0.33	C+	2.33	0.34	
Public Parks	C-	1.67	D+	1.33	0.34	D+	1.33	0.00	
Rail	B-	2.67	B	3.00	-0.33	B	3.00	0.00	
Roads	D+	1.33	D	1.00	0.33	D	1.00	0.00	
Schools	D+	1.33	D+	1.33	0.00	D+	1.33	0.00	
Solid Waste	C+	2.33	C+	2.33	0.00	C+	2.33	0.00	
Stormwater	D	1.00	D	1.00	0.00				
Transit	D	1.00	D-	0.67	0.33	D-	0.67	0.00	
Wastewater	D+	1.33	D+	1.33	0.00	D+	1.33	0.00	



CE 401 Civil Engineering Seminar

Introduction & Incident At Morales

Discussion Question 3

Some engineers have noted that they can work "fast, good and cheap" and their "clients can pick any two". This assertion stands for the proposition that engineers cannot simultaneously excel in all 3 attributes, e.g.:

- Engineers can work fast and good, but the work won't be cheap;
- Engineers can work fast and cheap, but the work won't be good; or
- Engineers can work good and cheap, but the work won't be delivered fast.

a) Define the terms "fast," "good," and "cheap" when used in the context of an engineer's proposal submitted to a client for engineering design services. For example, your response should take the form: "A client will conclude your design will be completed **"Fast (or Good or Cheap)"** if the proposal promises **[BLANK]**" (Fill in the BLANK to complete each of the 3 definitions)

b) Is the assertion that engineers cannot work "fast, good and cheap" simultaneously right or wrong?

c) In 2 or 3 sentences, explain the basis for your conclusion in b).

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Discussion Questions:

Discussion Question 3 a

1. A client will conclude your design will be completed **"Fast"** if the proposal promises to complete the design much quicker than usually required for the client's type of project
2. A client will conclude your design will be completed **"Good"** if the proposal promises to provide high quality design that will result in lower construction and life cycle costs than usually experienced for the client's type of project
3. A client will conclude your design will be completed **"Cheap"** if the proposal promises to perform the design for a fee that is significantly lower than the fee usually required to design the client's type of project.



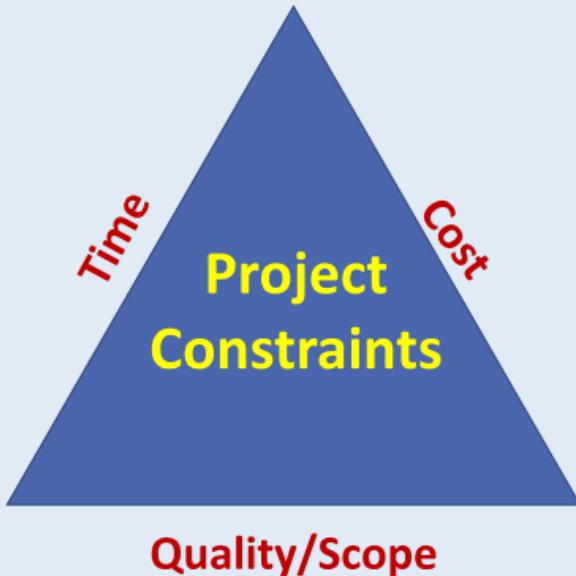
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Discussion Questions:

Agaiby, Sherif W. and Ahmed, Sayed M., Learning From Failure, A Geotechnical Perspective, International Conference on forensic Civil Engineering, Nagpur, India, 23-23 January 2016, Slide 29

International Conference on Forensic Civil Engineering, Nagpur, India, 21-23 January 2016

- Failure may also be identified from a contractual point of view.
- It is well-acknowledged that the largest source of claims and disputes in the civil engineering field is in the ground.
- In projects such as tunnels or dams, the predicted costs and time schedules are often exceeded due to the revealed differing ground conditions/unforeseen.
- Consequently, project managers and contract administrators may consider the resulting overruns as failures from their perspective especially if they substantially exceed the planned budget and/or schedule.





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Discussion Questions:

Discussion Question 3

Some engineers have noted that they work "fast, good and cheap" and their "client may choose any two". This assertion means engineers can work fast and good, but not cheap, fast and cheap, but not good, or good and cheap, but not fast, but it also means engineers cannot achieve all 3 attributes in their work simultaneously.

Is the assertion that engineers cannot work "fast, good and cheap" simultaneously either right or wrong, and in 2 or 3 sentences, explain why?

- 1. What is the most important component required to give clients high quality (work good) engineering design?**



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Discussion Questions:

Discussion Question 3

Some engineers have noted that they work "fast, good and cheap" and their "client may choose any two". This assertion means engineers can work fast and good, but not cheap, fast and cheap, but not good, or good and cheap, but not fast, but it also means engineers cannot achieve all 3 attributes in their work simultaneously.

Is the assertion that engineers cannot work "fast, good and cheap" simultaneously either right or wrong, and in 2 or 3 sentences, explain why?

1. What is the most important component required to give clients high quality (work good) engineering design?
Experienced, talented engineers!
2. Since an engineering company spends more for labor than all other expenses added together, what is the most effective way for that company to provide services at a low cost (work cheap)?



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Discussion Questions:

Discussion Question 3

Some engineers have noted that they work "fast, good and cheap" and their "client may choose any two". This assertion means engineers can work fast and good, but not cheap, fast and cheap, but not good, or good and cheap, but not fast, but it also means engineers cannot achieve all 3 attributes in their work simultaneously.

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1. What is the most important component required to give clients high quality (work good) engineering design?
Experienced, talented engineers!
2. Since an engineering company spends more for labor than all other expenses added together, what is the most effective way for that company to provide services at a low cost (work cheap)? **Cheap Labor**
3. **How does working fast, i.e., to finish a final design in 5 weeks instead of the usual 5 months (work fast) affect the company's operating cost and work quality?**



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Discussion Questions:

Discussion Question 3

Some engineers have noted that they work "fast, good and cheap" and their "client may choose any two". This assertion means engineers can work fast and good, but not cheap, fast and cheap, but not good, or good and cheap, but not fast, but it also means engineers cannot achieve all 3 attributes in their work simultaneously.

Is the assertion that engineers cannot work "fast, good and cheap" simultaneously either right or wrong, and in 2 or 3 sentences, explain why?

1. What is the most important component required to give clients high quality (work good) in engineering design?
Experienced, talented engineers!
2. Since an engineering company spends more for labor than all other expenses added together, what is the most effective way for that company to provide services at a low cost (work cheap)? **Cheap Labor**
3. How does working fast, i.e., to finish a final design in 5 weeks instead of the usual 5 months (work fast) affect the company's operating cost and work quality? **Cost tend to rise, and quality tends to fall; AND risk of mistake rises!!! Then there are the opportunity risks.**



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Discussion Questions:

Discussion Question 3

- **Design Professionals and Clients must work together to define a scope of service that can achieve the client's needs (Project functionality, Project cost, and Project schedule) while protecting the public health, safety, and welfare.**
- **There is no “Standard Scope of Service,” and each client/design professional combination should result in a scope of work unique to the specific relationship and project.**
- **Design Fees are directly related to the SCOPE!!**



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Discussion Questions:

Discussion Question 4

Mark Zweig observes, "The only strategy that really makes sense for a professional services firm is one of high quality and high price." Zweig then concludes that "Engineering firms that are trying to be the lowest-cost providers in the market sectors are destined for failure."

- a) In the first statement, do you believe that Zweig is asserting that a professional services firm that strives to be a "low cost" provider in the market sectors cannot maintain "high quality"? Explain the basis for your response in 2 to 3 sentences.
- b) Do you believe an engineering firm can routinely deliver the highest quality services for the lowest cost in the market sectors? In 2 to 3 sentences, explain why you reached this conclusion. (Routinely means consistently doing so in the usual course of business rather than merely possible under certain limited circumstances.)
- c) With respect to Zweig's second statement, define what you think Zweig means by "failure" and explain whether and why you agree with Zweig that an engineering firm that strives to be the "lowest cost" provider in the market sectors is destined for failure.

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Discussion Questions:

Discussion Question 4

Zweig is clearly talking about Engineers and engineering businesses.

Are the answers to part a and b the same for other professional service providers such as:

- **Architects**
- **Doctors**
- **Lawyers**
- **Nurses**
- **Certified Public Accountants?**

Why?



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Discussion Questions:

Discussion Question 4

- Zweig contends that “firms that are trying to be the lowest-cost providers in their market sectors are destined for failure.”
- In this case, Zweig uses “failure” as business failure rather than project failure, which could also contribute to business failure.



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Discussion Questions:

Discussion Question 4

- Zweig contends that “firms that are trying to be the lowest-cost providers in their market sectors are destined for failure.”
- In this case, Zweig uses “failure” as business failure rather than project failure, which could also contribute to business failure.
- Does this argument mean that an engineering firm that provides a low-cost service is destined to fail?



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Discussion Questions:

Discussion Question 4

- **Of course not. Engineering companies that want to respond to a clientele that prefers to pay less for engineering design services can be successful in meeting its business objectives without failing.**



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Discussion Questions:

Discussion Question 4

- Of course not. Engineering companies that want to respond to a clientele that prefers to pay less for engineering design services can be successful in meeting its business objectives without failing.
- There is nothing wrong with those engineering companies doing so unless the client's demands or the engineering company's response to those demands violate professional or legal duties.
- But that is true of all engineers and firms.



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Discussion Questions:

Discussion Question 4

Mark Zweig observes, 'The only strategy that really makes sense for a professional services firm is one of high quality and high price. ... Firms that are trying to be the lowest-cost providers in the market sectors are destined for failure.' In 2 or 3 sentences, why is Zweig right or wrong that 'lowest cost' and 'high quality' are incompatible.

3. Consider an engineering company with 10 total employees and costs on \$2,000,000 Gross Revenue.

<i>Payroll (including all payroll burden cost):</i>	\$1,000,000
<i>Insurance (Facilities, CGL, PLI, Key Man, Autos):</i>	\$240,000
<i>Supplies (Office and Field):</i>	\$160,000
<i>Facilities (Rent, Utilities, Repair/Maintenance):</i>	\$120,000
<i>Equipment (Purchase, Repair/Maintenance):</i>	\$100,000
<i>Training and Recruiting:</i>	\$50,000
<i>Business Development, Marketing:</i>	\$30,000
<i>Project Direct Costs (travel, equipment, etc.):</i>	\$100,000 to \$200,000
<i>Profit (Is Not A Dirty Word):</i>	\$100,000 to \$200,000

To be lowest-cost provider, it must cut prices to reduce its gross revenue by \$200,000 while executing the same amount of work.

What is the most effective way for this company to cut its cost to be competitive as the lowest cost engineering company in its market?



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Discussion Questions:

Discussion Question 4

Mark Zweig observes, 'The only strategy that really makes sense for a professional services firm is one of high quality and high price. ... Firms that are trying to be the lowest-cost providers in the market sectors are destined for failure.' In 2 or 3 sentences, why is Zweig right or wrong that 'lowest cost' and 'high quality' are incompatible.

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<i>Training and Recruiting:</i>	\$50,000
<i>Business Development, Marketing:</i>	\$30,000
<i>Project Direct Costs (travel, equipment, etc.):</i>	\$200,000 to \$100,000
<i>Profit (Is Not A Dirty Word):</i>	\$100,000 to \$200,000

To be highest-cost provider, it must raise its fees to increase its gross revenue by \$200,000 while executing the same amount of work.

What is the most effective way for this company to use the additional revenue it generates from this fee increase, and why?

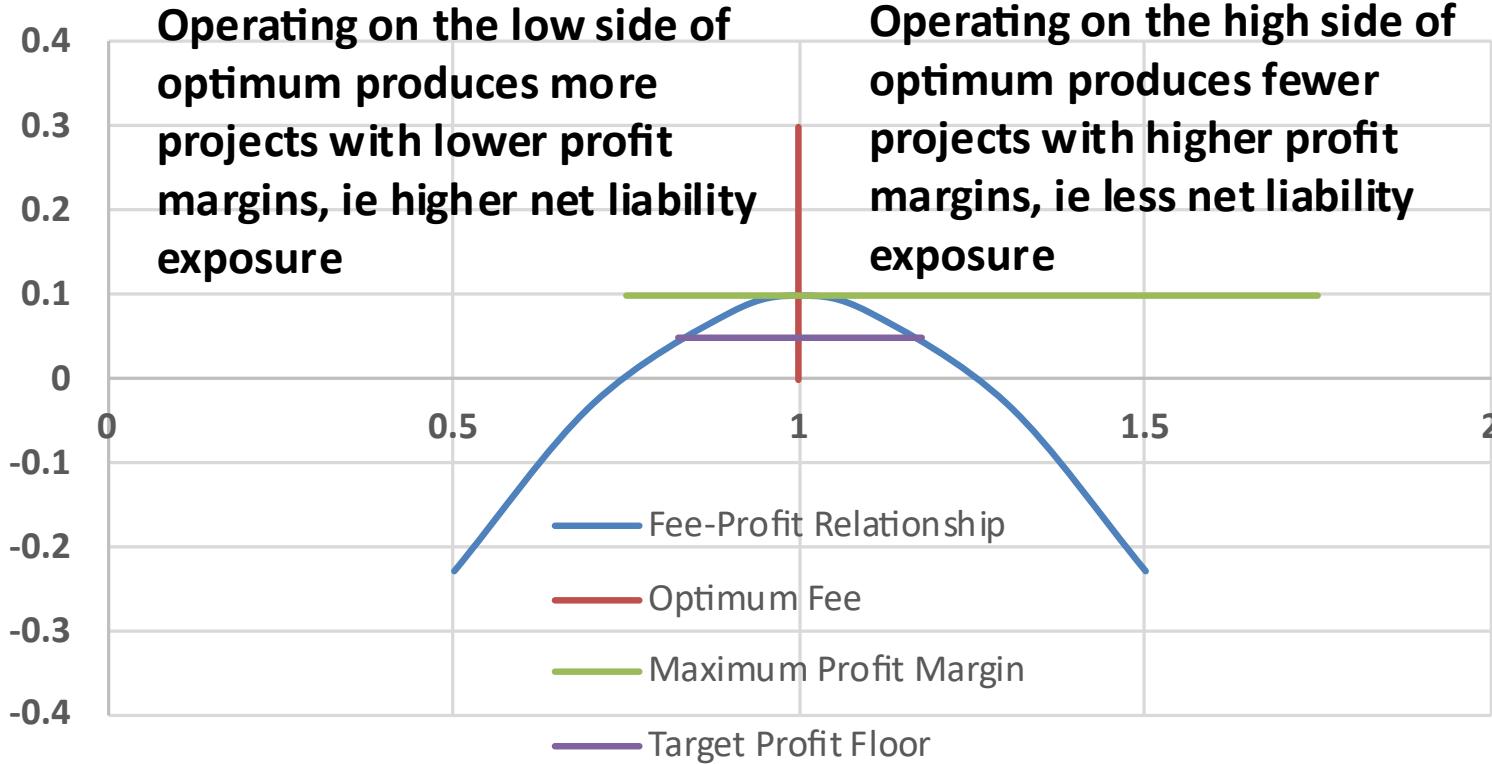


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Discussion Questions:

Discussion Question 4

Typical Fee-Profit Curve for Business

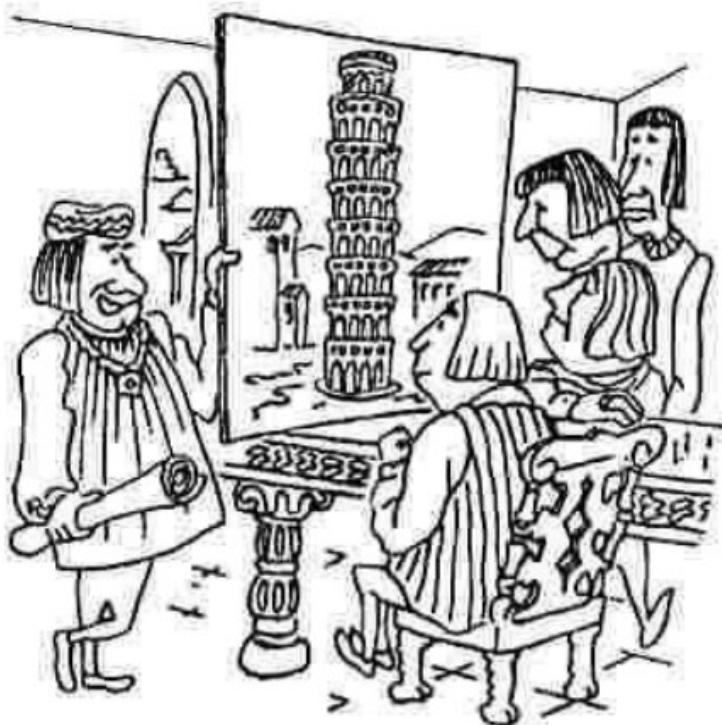




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Discussion Questions:

Discussion Question 4



However, we can save 700 liras and two months by not doing a geotechnical investigation



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Discussion Questions:

Discussion Question 5

When a client procures (purchases) design professional services, the client can select the design professional based on the design professional's experience and qualifications (Qualification Based Selection, QBS), or the client can select the design professional based on the fee that the design professional bids to provide the requested scope of services (Competitive Bidding).

- a) Which of these two methods (QBS or Competitive Bidding) does the engineering profession support for the procurement of design professional services?
- b) Please explain in 2 to 3 sentences why the profession has adopted this position.
- c) Rank each of the following types of clients, on a sliding scale of 1 (Absolutely Uses Competitive Bidding) to 10 (Absolutely Uses QBS), regarding the likelihood that the client will procure engineering services using either Competitive Bidding or QBS, and for each situation, explain your ranking in 1 to 2 sentences each.

1. A national, publicly traded business, with facilities at many locations, needs design professional services to design a new facility in Kentucky.
2. The Kentucky Transportation Cabinet needs design professional services to design a new highway in Kentucky
3. A locally owned private business owner, with one business facility located in his Kentucky hometown, needs design professional services to design a new facility to replace the existing facility in the same Kentucky town.

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Discussion Questions:

Discussion Question 5

1. What does QBS stand for?



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Discussion Questions:

Discussion Question 5

1. What does QBS stand for? **Qualifications Based Selection**
2. Whose interest does QBS protect?



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Discussion Questions:

Discussion Question 5

1. What does QBS stand for? **Qualifications Based Selection**
2. Whose interest does QBS protect? **The Client's Interest**
3. With QBS, who determines what defines the “most qualified” engineer during the selection process?



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Discussion Questions:

Discussion Question 5

1. What does QBS stand for? **Qualifications Based Selection**
2. Whose interest does QBS protect? **The Client's Interest**
3. With QBS, who determines what defines the “most qualified” engineer during the selection process? **The Client makes this and all other decisions about who to hire and then negotiates the scope of services and the fee with the “most qualified” design professional.**



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Discussion Questions:

Discussion Question 5

When a client hires an engineer to perform services, the client can do so based on the experience and qualifications of the engineers he considers (Qualification Based Selection, QBS), or the client can do so based on the fee these engineers charge for their services (Competitive Bidding).

Which type of client is most likely, more likely, and least likely to use QBS to hire a design professionals, and why?

Client Type	Least	More	Must
	1-5	5-9	10
Sophisticated Private Sector Owners	—	—	—
Unsophisticated Private Sector Owners	—	—	—
A Governmental Agency	—	—	—



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Discussion Questions:

Discussion Question 5

When a client hires an engineer to perform services, the client can do so based on the experience and qualifications of the engineers he considers (Qualification Based Selection, QBS), or the client can do so based on the fee these engineers charge for their services (Competitive Bidding).

Which type of client is most likely, more likely, and least likely to use QBS to hire a design professionals, and why?

Client Type	Least	<u>More</u>	Must
	1-5	5-9	10
Sophisticated Private Sector Owners	—	<u>X</u>	—
Unsophisticated Private Sector Owners	<u>X</u>	—	—
A Governmental Agency	—	—	<u>X</u>



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Discussion Questions:

Discussion Question 6

Competitive Bidding vs. Qualification Based Selection.

The Federal Government adopted the Brooks Act (PL 92-582) which says, "The Congress hereby declares it to be the policy of the Federal Government to publicly announce all requirements for architectural and engineering services, and to negotiate contracts for architectural and engineering services on the basis of demonstrated competence and qualification for the type of professional services required and at fair and reasonable prices." A majority of the states have adopted state versions of the Brooks Act. In contrast, the government almost always uses competitive bidding to hire its construction contractors.

a) Which factor, Fee or Qualifications, will be most important to the purchaser when the purchaser:

Uses QBS to select the provider?

Uses Competitive bidding to select the provider?

b) When a client procures design professional services using competitive bidding, explain in 2 or 3 sentences the role that the design professional's qualifications play in the competitive bidding process.

c) When a client procures design professional services using QBS, explain in 2 or 3 sentences the role that the design professional's fee plays in the QBS process.

d) In 3 to 4 sentences, please identify the differences between design professional services and construction services that explain why the government has a policy that mandates QBS to purchase design professional services, but the government uses competitive bidding to purchase construction services **for the same project**.

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Discussion Questions:

Discussion Question 6

d) In 3 to 4 sentences, please identify the differences between design professional services and construction services that explain why the government has a policy that mandates QBS to purchase design professional services, but the government uses competitive bidding to purchase construction services.

- Federal statutes mandate QBS for A/E services because the quality of the A/E services has great impact on construction and life cycle costs, and QBS forces the Federal Government to focus first on quality factors in selecting the A/E and before negotiating the detailed scope, deliverables, schedule, and fee.
- Federal Statutes do not mandate QBS for Construction work because the construction work must be accomplished in accordance with plans and specifications prepared during design, and the contractor who offers to complete the specified work for the least cost is the Government's best choice.

Why does the government mandate the use of QBS to hire A/E firms but not to hire law firms or other professional contractors?

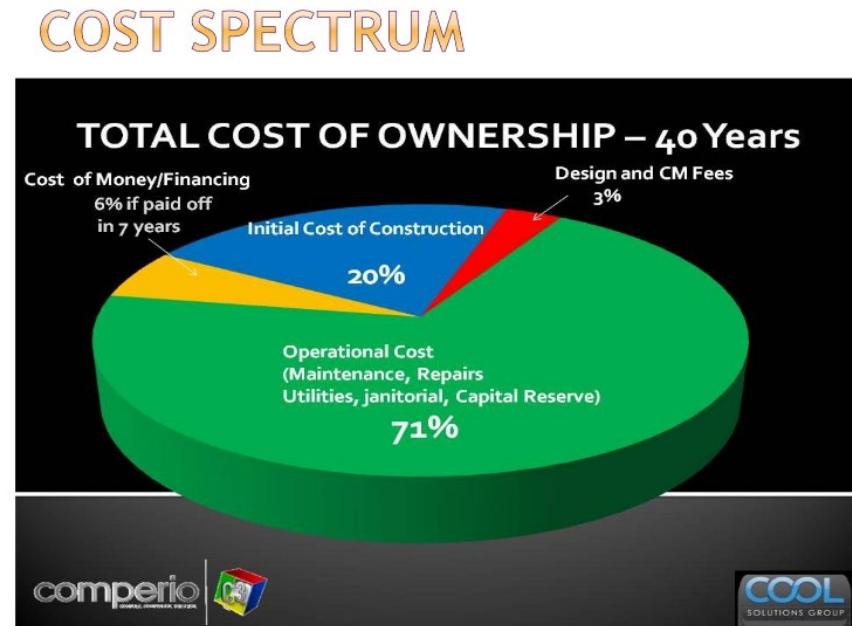


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Discussion Question 6:

Expressed As % of Construction Cost:

Design:	6%
CM:	9%
Construction:	100%
Financing:	30%
O&M:	355%



<http://www.buildersassociation.com/docs/Education/Estimating%20Academy/Mark%20Gardner%20Total%20Cost%20of%20Ownership.pdf>



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Discussion Question 6:

Consider a \$3,000,000 project

**Assume the owner asks Engineers A and B
for Proposals With the following Fee Proposals
Assume Construction, Financing and O&M Costs
Are Otherwise the Same**

Function	Engineer A, 5%	Engineer B, 7%	\$ Difference	% Difference
Design Fee	\$150,000	\$210,000	\$60,000	40.0%
Construction, CM, and Financing Cost	\$4,170,000	\$4,170,000	\$0	0.0%
O&M Costs	\$10,650,000	\$10,650,000	\$0	0.0%
Total Life Cycle Costs	\$14,970,000	\$15,030,000	\$60,000	0.4%

How does the Owner Evaluate These Engineers?



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Discussion Questions:

Discussion Question #6

If a client uses QBS, can the client consider fee before hiring the engineer, and in 2 to 3 sentences, explain why?

If a client uses competitive bidding, can the client consider experience and qualifications before hiring the engineer, and in 2 to 3 sentences, explain why?

- 1. (a) You are an owner who needs to hire an engineering company to design your project. Engineer A will design your project for 5% of construction cost, and Engineer B will design your project for 7% of construction cost. How will these fee factors affect your decision?**



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Discussion Questions:

Discussion Question #6

If a client uses QBS, can the client consider fee before hiring the engineer, and in 2 to 3 sentences, explain why?

If a client uses competitive bidding, can the client consider experience and qualifications before hiring the engineer, and in 2 to 3 sentences, explain why?

- 1. (b) You are an owner who needs to hire an engineering company to design your project. Engineer X has never completed a similar project and Engineer Z has successfully completed several similar projects. How will these experience factors affect your decision?**



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Discussion Questions:

Discussion Question #6

If a client uses QBS, can the client consider fee before hiring the engineer, and in 2 to 3 sentences, explain why?

If a client uses competitive bidding, can the client consider experience and qualifications before hiring the engineer, and in 2 to 3 sentences, explain why?

1. **(c) You are an owner who needs to hire an engineering company to design your project. Engineer M has never completed a similar project and requests a fee of 5% of construction cost. Engineer P has successfully completed several similar projects and requests a fee of 7% of construction costs. How will you balance the fee and experience factors in making your decision?**



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Discussion Questions:

Discussion Question #6

If a client uses QBS, can the client consider fee before hiring the engineer, and in 2 to 3 sentences, explain why?

If a client uses competitive bidding, can the client consider experience and qualifications before hiring the engineer, and in 2 to 3 sentences, explain why?

1. (c) You are the owner who needs to hire an engineering company to design your project. Engineer M has never completed a similar project and requests a fee of 5% of construction cost. Engineer P has successfully completed several similar projects and requests a fee of 7% of construction costs. How will you balance the fee and experience factors in making your decision?
2. **How does an engineer's experience with a type of project affect construction and life cycle costs for the project?**



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Discussion Questions:

Discussion Question #6

If a client uses QBS, can the client consider fee before hiring the engineer, and in 2 to 3 sentences, explain why?

If a client uses competitive bidding, can the client consider experience and qualifications before hiring the engineer, and in 2 to 3 sentences, explain why?

1. (c) You are the owner who needs to hire an engineering company to design your project. Engineer M has never completed a similar project and requests a fee of 5% of construction cost. Engineer P has successfully completed several similar projects and requests a fee of 7% of construction costs. How will you balance the fee and experience factors in making your decision?
2. How does an engineer's experience with a type of project affect construction and life cycle costs for the project?
3. If Design costs 5% to 7% of construction cost, and life cycle costs (operation and maintenance) are 3 to 4 times construction cost, how does an owner decide which engineer's design proposal will be least expensive? Note: At the extreme, Life Cycle Costs can be as high as 50 times construction costs.

See

<https://www.wbdg.org/resources/life-cycle-cost-analysis-lcca>



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Discussion Question 6:

Let's add:

**Engineer B is more experienced than Engineer A
with the specific type of project
planned by this owner, and
Engineer B's experience can produce
a more efficient design.**

**How much do you think a more efficient design can
reduce the owner's Construction Cost?**

1% 3% 5% 10%



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Discussion Question 6:

**How Does The Picture Change,
if Engineer B's Design Will reduce Construction Cost?**

Assume Engineer B's Design Reduces Construction Cost 3.0%

**The Fees for Engineers A and B
As well as Financing and O&M Costs
Are Otherwise the Same**

Function	Engineer A, 5%	Engineer B, 7%	\$ Difference	% Difference
Design Fee	\$150,000	\$210,000	\$60,000	40.0%
Construction, CM, and Financing Cost	\$4,170,000	\$4,044,900	-\$125,100	-3.0%
O&M Costs	\$10,650,000	\$10,650,000	\$0	0.0%
Total Life Cycle Costs	\$14,970,000	\$14,904,900	-\$65,100	-0.4%

**Should This Impact The Owner's Evaluation of
Engineer's A and B?**



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Discussion Question 6:

Let's add:

**Engineer B is more experienced than Engineer A
with the specific type of project
planned by this owner, and
Engineer B's experience can produce
a more efficient design.**

**How much do you think a more efficient design can
reduce the owner's O&M Cost?**

1% 3% 5% 10%



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Discussion Question 6:

**How Does The Picture Change,
if Engineer B's Design Will reduce O&M Cost?**

Assume Engineer B's Design Reduces O&M Cost **3.0%**

**The Fees for Engineers A and B
As well as Financing Costs
Are Otherwise the Same**

Function	Engineer A, 5%	Engineer B, 7%	\$ Difference	% Difference
Design Fee	\$150,000	\$210,000	\$60,000	40.0%
Construction, CM, and Financing Cost	\$4,170,000	\$4,044,900	-\$125,100	-3.0%
O&M Costs	\$10,650,000	\$10,330,500	-\$319,500	-3.0%
Total Life Cycle Costs	\$14,970,000	\$14,585,400	-\$384,600	-2.6%

**Should This Impact The Owner's Evaluation of
Engineer's A and B?**



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Discussion Questions:

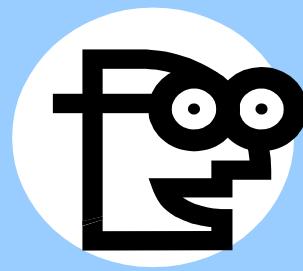
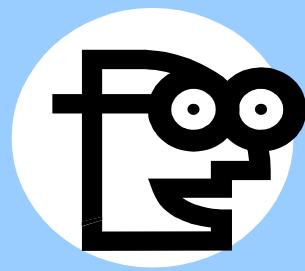
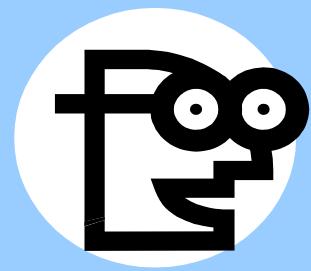
Discussion Question #6

- **QBS protects the financial interests of the owner by allowing the owner to focus first on the experience and qualifications of the potential designers before considering the design professionals' fees.**
- **Quality during design usually translates into lower construction and life cycle costs.**
- **The design cost is highly leveraged against construction and life cycle costs, which minimizes the significance of most if not all design fee differences.**
- **Therefore, engineers should emphasize during selection process how their clients saved money on their projects due to designs that reduced construction and life cycle costs.**



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Question Time:



It's QUESTION TIME !!