

Helping
Owners
Improve
the Project
Delivery
Process
and
Experience

coaa.org





THE COAA WAY[®]

You know it when you see it. You walk into a Project Meeting and you can feel it. A Project Team is working together toward a common goal, sharing the load, the effort, and the outcomes. When you walk the site, you see it and hear it. It is well organized and efficient. There is a calm sense of urgency and purpose. There are challenges there, but you are not worried. You know the team will solve them together and be successful. **This is The COAA Way.**

VALUE PROPOSITION

1. A generalist approach to education, encompassing every aspect of the project delivery process.
2. Meaningful events that allow a safe haven for sharing successes and failures with peers and partners.
3. People who believe that being a "good Owner" matters and who understand that includes a sense of humility ... knowing what you don't know or need to improve.

For more information, visit [this page](#) of the COAA website.

"In addition to a tremendous education from industry peers on project delivery methods, technological advances in the industry, and project-specific advice and guidance, I have made life-long professional relationships that afford me the opportunity to pick up the phone and call a friend for advice on literally any industry-related subject."

Kevin Lewis
Chief Operations Officer
Loudoun County
Public Schools



IT'S ALL ABOUT THE PEOPLE

COAA members are connected to a national, local, and virtual community of peers, subject matter experts, business partners, and thought leaders. Leverage the wisdom and experience of this community by networking, collaborating, and sharing best project delivery practices.

Owner members of COAA share many things in common, even though the projects they lead may be wildly different in terms of scope, type, cost, and location. One common thread is a belief that project success or failure ultimately comes down to human beings and their ability to communicate, collaborate, and resolve issues. This – and the idea that there is such a thing as a "good Owner" – are pillars of **The COAA Way**. The COAA Way isn't a recipe or a methodology. It's a mindset and an approach that a team of PEOPLE – sharing BEST PRACTICES in a CULTURE built on trust & respect – will complete BETTER PROJECTS.

If you and your organization believe in that sort of approach to project leadership, welcome home ... COAA is exactly what you've been looking for.



WHY COAA?

The Construction Owners Association of America (COAA), founded in 1994, supports facility/project Owners and their improvement of the planning, design, and construction process through formal and peer-to-peer education. COAA exists to help Owners be better Owners and improve the project delivery process and experience. We're less about WHAT is being designed and built and all about HOW it's being done.



Align budgets with project needs and user expectations



Deliver design and construction projects to meet deadlines



Strengthen leadership, team-building, and soft skills



Share risks among all project participants



Attain a clear understanding of industry trends



Achieve best project value

HOW IS THAT DONE?



Owner-centric in-person and virtual events



Chapters and unique training courses



Direct access to a community of peers experiencing the same challenges



COAA helps protect Owners' interests in contract documents



Relevant and useful content, programs, and resources



Professional development and community support opportunities

"COAA is a great place to come together with other owners. The camaraderie and the shared lessons learned and shared tips can't be beat. We're all struggling with the same things."

Megan Hohnholt
Project Manager
Banner Health

EDUCATION AND PROFESSIONAL DEVELOPMENT

Through events and peer-to-peer learning opportunities encompassing all aspects of project delivery, COAA provides Owner-centric educational and leadership development programs to:

- Impart knowledge, ideas, and best practices
- Increase the likelihood of project success
- Improve project delivery processes
- Enhance the project delivery experience

COAA’s educational offerings and content are typically focused on the HOW (best to deliver projects), not the WHAT (is being designed and built).

CONFERENCES

COAA’s national “COAA Connect” conferences provide Owners and their partners with the opportunity to learn, connect, and grow professionally in an intimate and welcoming environment. Some conferences are themed; others are not ... but the common threads are relevant, useful content and attendees who truly care about improving how they plan, lead, and deliver construction and renovation projects.



OWNER TRAINING INSTITUTE®

COAA’s Owner Training Institute (OTI) includes in-person and virtual workshop-like classes designed to help Owners deliver projects better. OTI courses, created by Owners for Owners, are led by a unique 3-person instructor team usually consisting of an Owner, a design professional, and a builder.



COAA Owner Training Institute®
TRAINING FOR OWNERS. BY OWNERS

Review the entire OTI curriculum in [this digital catalog](#), which also outlines pricing and the various ways the classes can be delivered ... including an option that brings the training to an Owner’s location.

CHAPTER EVENTS

COAA’s state or regional chapters offer another outlet for networking and learning – either in-person or virtually – with content geared toward Owners in that region. From workshops to hardhat tours, happy hours, and joint programs with other industry organizations ... chapter events offer “something for everyone” AND provide opportunities for professional development for members interested in helping lead the chapter.

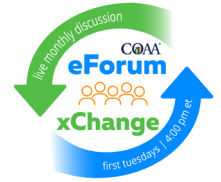
COAA chapters exist in these locations as of summer 2023, but new chapters may be considered in New York, the Carolinas, and elsewhere:

- California
- Florida
- Georgia
- Illinois
- Maryland/DC
- Michigan
- Pennsylvania
- Texas
- Virginia
- Wisconsin



eFORUM xCHANGE

An offshoot of the [eForum](#), the eForum xChange is a virtual “town hall” gathering of COAA members on the first Tuesday of each month. No slide decks, lectures, or CEUs – just an informal facilitated discussion of relevant and timely issues. This is peer-to-peer learning at its absolute best since you can choose to participate or just sit back and listen.



WEBINARS

Live webinars – which are FREE to both members and non-members – are held live 6-8 times each year to deliver Owner-focused education right to your desktop. COAA's “Brain Food” series offers interactive education on fundamentals of particular interest to Emerging Professionals and others new to the industry or the role of Owner project manager.

OWNER-CENTRIC CONTENT

COAA and its members provide a body of knowledge and experience to facilitate process improvement, project success, and professional growth.

- The **Owners Perspective** digital magazine provides news, thoughtful insights, and member features in a twice-yearly form delivered straight to your desktop or phone.
- The Teams-based **eForum** is a “fingers & thumbs” online community just for COAA members who opt in. It offers an easy and real-time means for posing a question, benchmarking with peers, exchanging ideas, or helping a fellow member.
- COAA's **e-Catalog** offers content galore and answers the question, “Why reinvent the wheel?” This digital repository includes 18 separate libraries with documents, templates, articles, reports, and other resources for Owners and their partners. From programming and consultant selection to closeout, technology, and risk management ... the eCatalog covers the entire planning-design-construction-turnover cycle.
- **COAA's website** provides a wealth of additional content, including member-authored articles; the member-only Knowledge Center; registration links for upcoming events; information regarding COAA's history and current leadership; and much more.

GIVING BACK

We're all busy but “doing for others” adds a dose of perspective and a chance to contribute to the greater good. COAA Cares does this by **Connecting Attendees with Rewarding Experience & Service**.

COAA Cares was created in early 2020 on the heels of a wildly successful event during COAA's fall (2019) conference in Atlanta. Conference attendees constructed wooden rocking chairs for children in support of CHRIS 180, an Atlanta organization that supports at-risk families with small children.

The popularity of this – and the broader sense that COAA and its events ought to incorporate similar “give back” activities – led to the creation of COAA Cares.

COAA Cares aspires to:

- Provide rewarding, fun, and well-organized opportunities for attendees of COAA events to “give back” via tangible, hands-on activities
- Support and raise awareness of charitable organizations within the AEC industry
- Increase COAA's visibility and footprint by cultivating long-term relationships with such organizations
Develop a legacy of meaningful interaction that inspires COAA members to engage and become involved within their own community



MEMBERSHIP MATTERS

The project delivery process is complex and stressful, demanding that project leaders are armed with both hard and soft skills. From market fluctuations and supply chain issues to risk management, scheduling & budgeting concerns, and the “cat herding” often involved with managing internal clients ... the work is often overwhelming. What if you could be part of community of other project leaders who earnestly care about improving the HOW of project delivery, regardless of what’s being built?

Such a community has existed since 1994 for Owners and their partners. It’s called COAA and we invite you to join. As a COAA member, you will find comfort within a community of fellow professionals who believe being a “good Owner” matters and who have similar goals, challenges, and responsibilities. You’ll have access to formal and informal training; relevant and useful content and other resources; and a peer group across the country leading the design and construction of every imaginable type & size of project.

To get a better sense of the quality and diversity of the Owner membership, please visit [our website](#).

MEMBER BENEFITS

- Discounted registration fees for:
 - “COAA Connect” national conferences
 - Owner Training Institute® courses
 - Chapter workshops & events
- AIA-approved learning units / CEUs
- eForum online community
- eForum xChange live “town hall” gatherings each month
- eCatalog document repository
- FREE webinars
- “Brain Food” virtual courses for EPs
- *Owners Perspective* digital magazine
- Online member directory
- ConsensusDocs contract documents:
 - 20% discount
 - “Gold Standard” comments for Owners
- Career Center
- Eligibility for scholarships and awards

MEMBERSHIP TYPES

- Owner Organization
- Owner Individual
- Owner Emerging Professional (35 or younger)
- Associate (1st person at a product/service provider)
- Associate Emerging Professional (35 or younger)
- Student (fulltime undergraduate student)
- Educator (full-time faculty member at higher education facility)



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Construction Owners Association of America - COAA Group
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