

MASONRY WEEK AN EDUCATIONAL PROGRAM FOR A/E/C STUDENTS



IN PARTNERSHIP WITH



CONCRETE MASONRY
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**#masonry
matters**

Building a sustainable future
with Masonry...

Executive Summary “Masonry Week”

Purpose + Approach + Objective

CMC is proud to present a long-term and ongoing Educational Program for AEC Students promoting masonry architecture and construction, with learning opportunities about masonry features, overlooked topics, and breaking paradigms from the traditional perception of masonry.

Through a comprehensive approach, we advocate for, and undoing the many presumptions owners, architects, and contractors may have about masonry and its viability for their projects. Another important aspect our program brings forth is to inspire the new generation of design professionals with exceptional masonry case studies presented by the architects and teams who designed and built them, as well as providing students with the technical resources to successfully incorporate masonry into their projects.

Masonry Week ‘s Key Components:

Learning Presentations

- ❖ 5 Sessions, one each day of the week. (60 to 90 Minutes) Presented by CMC Experts, Award-winning Architects, and top AEC Presenters. One session per day, trying not to disrupt school schedules, making it easier to fit into student’s schedules.

Architecture Exhibition

- ❖ Masonry Design Exhibition all week. With displays and posters from CMC’s 2025 Masonry Architecture Design Awards, and 2026 Masonry Architecture Student’s Design Competition.

Student Scholarships

- ❖ 3 to 5 Scholarships (\$1,500 each) for students on each campus selected. Scholarships have a “pre-requisite” of attending at least 3 sessions and will be selected from an essay about what they learned during Masonry Week, and how their perception of Masonry has changed, or not.

Access to Jobs & Internships

- ❖ Point of Contact for Joining California’s Workforce; an opportunity for students to enroll in a Job Listing for internships and job openings with Masonry Contractors, Material Manufacturers, Architecture and Engineering Firms, General Contractors, Trades Apprenticeship Programs and other AEC related. (*platform under construction)

Connecting the A/E/C Community in California with the Masonry Trade

Many programs have incredible amounts of technical information, but AEC professionals are not necessarily excited by masonry's potential upon first read. Masonry programs tend toward "typical" conditions and traditional technical features to capture their audience.

CMC is changing the narrative with inspiring Architecture & Construction Case Studies that illustrate creative applications of masonry to show its depth, beauty, and breadth as a material, making it "exciting" for the audience to adopt masonry as their preferred building material while offering access to technical resources and experts.

We focus the content of the program to those topics that are high-priorities to owners and AEC professionals (e.g., design, constructability, sustainability, energy efficiency, cost & schedule, resiliency, decarbonization).

One-Week Program at Colleges and Universities in CA, for Architecture, Structural Engineering, Civil Engineering, and Construction Management Students and Professors.

Masonry Week aims to become an annual program, circulating through different campuses across Southern and Northern California.



Our inaugural Masonry Week is set to be at USC Campus, with participation of the following groups:

USC Architecture. CMAA USC, DBIA USC, ASCE USC, students & professors.

Proposed Date: September 14 to 18 2026. (to be confirmed)

USC Venue: To be confirmed depending on availability and audience size.



Program Content & Schedule can be selected from the following, depending on presenters' availability. Our team will work on building a tailored program that aligns with student and professors' goals.

Masonry Week Program Options:

Opening Remarks.

Presentation:

- A. Concrete Block Architecture** – Case Study; Presented by Award-Winning Architect.

Day 1

Presentation Options (one session only):

- B. Design-Build - Case Study;** Presented by GC and Architect. Structural Engineer and Mason Contractor subject to availability.
- C. CMU Fire and Resiliency;** Building Resilient Structures in CA.

Day 2

Presentation:

- D. Brick Architecture – Case Study,** Presented by Award-Winning Architect.

Day 3

Presentation Options (one session only):

- E. CalGreen & Title 24;** Meeting CBC with Thermal Mass, Energy Efficiency and other CMU high-performing features.
- F. LEED v5 – A Whole New Approach:** Achieving Sustainable and Resilient Designs with Masonry. (maximizing LEED points with masonry).
- G. Climate-Responsive Design;** Balancing Resilience, Thermal Performance, and Embodied Carbon with Concrete Masonry.

Day 4

Closing Remarks.

Presentation Options (one session only):

- H. Student Design Awards – Case Study;** Analyzing Design, Engineering, and Constructability. Presented by Award-Winning Student and Masonry Expert.
- I. Introduction to Concrete Masonry;** Debunking CMU Myths, everything you need to know about CMU as a Building Material.

Day 5