

# We asked, you answered,

After receiving and reviewing thousands of your responses from our two major research studies, we better understand what you need for your company to prosper and for you to grow professionally.

Your DHI has since been hard at work — with a new perspective and outlook — creating new initiatives to help ensure your future success.

# and we evolved.

## **EDUCATION EVOLUTION**

When it comes to your personal and career development, we're breaking down roadblocks and clearing obstacles to make our education more available, affordable, relevant and user-friendly. Our program is evolving to meet your diverse technical and business management needs. Our new constant improvement initiative is in place to ensure the currency and relevancy of DHI's curriculum, and we are expanding delivery methods to include more online and local offerings.

## **CERTIFICATION TRANSFORMATION**

DHI will soon introduce a targeted, three-tier certification program that recognizes the unique skill sets and industry knowledge you have attained at varying stages of your professional development, from basic competency through top-level, specialized expertise. Our goal is to develop consummate industry professionals — experts with competencies that are just as relevant today as they will be in the future.

Four new DHI credentials will soon be available, but we will also preserve the brand equity of our decades-old legacy certifications. Special emphasis will be placed on our testing and grading processes, modernized to address real world conditions, with comprehensive certification exams representing a true test of an individual's technical competency. These tests will be automated to enhance the student experience and improve both examination and grading efficiencies.

## **ADVOCACY ADVANCEMENT**

You will soon see a comprehensive PR strategy targeting industry stakeholders that demonstrates the value of our members' collective, specialized expertise. By heralding your vast knowledge of the complexities of industry products and in-depth understanding of the life safety aspects of building codes and unique expertise in balancing them with the security requirements of building users, this campaign will announce that nobody is better equipped than a DHI professional.

## **MEMBERSHIP MATTERS**

We are finalizing plans for a bold new DHI membership structure that replaces our existing "one size fits all" configuration with options for individual membership and enhanced corporate membership packaging. Broadening our reach further, we will revitalize our local chapter system to facilitate better member engagement and deliver education locally, creating offerings that outpace changing industry demographics and needs.

## **MEMBER EXPERIENCE**

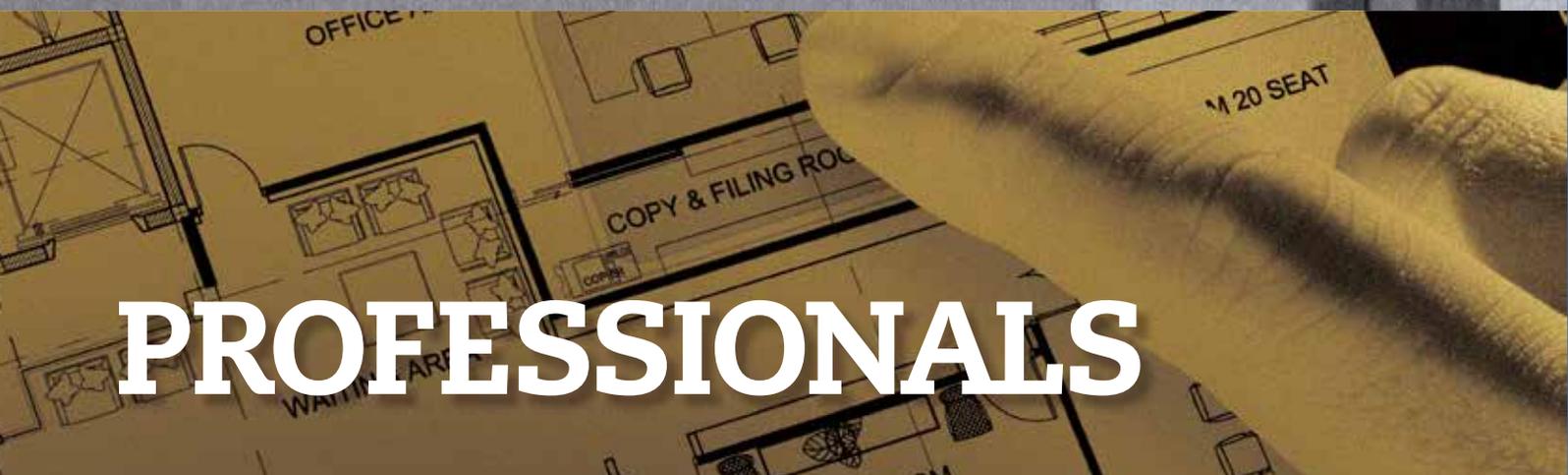
Our goal is to be present at your point-of-need with technologically advanced services delivered with an added personal touch. Continuous technology upgrades will ensure seamless online and mobile access to DHI. A new website with improved search engine capabilities and a more efficient and user-friendly e-commerce system will be online this spring, as another proof-point of our commitment to being the best, most relevant, member-centric industry organization.



**DOOR  
SECURITY+**



**SAFETY**



**PROFESSIONALS**



**THE FUTURE  
HINGES ON YOU.**

# THE NEW DAY OF DHI IS COMING.

**YOUR NEW DHI.** Our brand is evolving at a pace that matches your progression as a professional. We're no longer your dad's DHI, and as such, we want to engage with you to help further your career and enjoyment of this diverse and dynamic industry. We want you to feel a sense of belonging to something bigger and more meaningful; an organization that you can be proud of. DHI is not about an institute delivering education and certification; it is about you, our members — **door security and safety professionals.**

To punctuate our new attitude, we're adopting a new look as well. The organization's name and logo have been streamlined and simplified to DHI, an acronym that you've become comfortable using among colleagues and friends. Our new tagline, "Door Security + Safety Professionals," puts the emphasis where it belongs — on you and your contributions to the non-residential construction industry.

A bold new look, but one based on our rich heritage; a new perspective, mission and attitude; and enhanced tools, insight and vision — it truly is a brighter future for all of us. Welcome to the new day of DHI, door security and safety professionals!

