FRIEDMAN FAMILY VISITING PROFESIONALS PROGRAM

Visit to University of Southern California: March 06, 2025

This report summarizes the visit of **David Cocke** from Structural Focus that took place at the University of Southern California on March 06, 2025,

ITINERARY OF VISIT

TIME:	**ACTIVITY:**
10:00 AM - 10:15 AM	Student Chapter President meets & welcomes David to campus
10:15 AM – 11:00 AM	Student members lead tour of campus with David, including the Structures and Materials Research Lab
11:00 AM – 12:00 AM	Student members review SDC model in the Baum Family Maker Space
12:00 AM – 2:00 PM	Lunch with David, Chair of the CEE Department, Faculty Advisor, student members
2:00 PM – 3:30 PM	Guest lecture by David
3:30 PM – 4:00 PM	Career Advice for interested undergraduate and graduate student members.

STUDENT CHAPTER VISIT PLANNING COMMITTEE

LEAD ORGANIZER(S): Becca Henig, USC EERI-SEAOSC President, henig@usc.edu

- Navid Nastar, USC EERI-SEAOSC Faculty Advisor, nastar@usc.edu
- Natalia Higuera, USC EERI-SEAOSC Vice President, nhiguera@usc.edu
- Alex Geschwill, USC EERI-SEAOSC Structural Captain, geschwil@usc.edu
- Mitch Kirby, USC EERI-SEAOSC Treasurer, mekirby@usc.edu
- Stefan Popescu, USC EERI-SEAOSC Graduate Student Advisor, spopescu@usc.edu

VISITING PROFESSIONAL LECTURE OVERVIEW

Lecture Abstract

Structural Engineers have an increasingly important role in sustainability due to the significant amounts of embodied carbon that is involved in construction and our control over the the materials and methods. With our commitment to SE2050, the structural engineering profession has committed to ultimately eliminating embodied carbon in our projects by 2050. With the use of alternate materials and construction methods, and even more significantly through the adaptive reuse of existing buildings, that goal is possible. We will discuss the SE2050 efforts and methods for conducting life cycle analyses of new construction versus reuse of existing structures. In addition, we will present a case study of the rehabilitation of the historic Netflix Egyptian Theater in Hollywood. In closing, some career advice will be offered to aspiring structural engineers as they look toward taking their place in the structural engineering profession.

Professional Bio

David W, Cocke, S.E., F.SEAOC, F.SEI, F.ASCE, has been practicing Structural Engineering in California since 1981. He founded Structural Focus in 2001 after 20 years with another firm. David is a licensed structural engineer in California and 15 other states with expertise in seismic evaluation, historic preservation, retrofits and new design. His many years of dedicated service to the engineering community have earned him fellowships in the Structural Engineers Institute, the American Society of Structural Engineers, and the Structural Engineers Association of California. In 2017, David was inducted into Virginia Tech's Charles E. Via Jr. Department of Civil and Environmental Engineering Academy of Distinguished Alumni. He is a past President of the Earthquake Engineering Research Institute (EERI) and of the Structural Engineering Institute of ASCE. David is currently on the NIST Advisory Committee on Earthquake Hazard Reduction, the Board of Directors of the Applied Technology Council and the U.C. Seismic Advisory Board and has served as SEAOC-appointed alternate member of the state Historical Building Safety Board for the past 17 years. David has evaluated and designed seismic retrofits and adaptive reuse of hundreds of buildings in his career including the Annenberg Center for Performing Arts in Beverly Hills, Red Bull North American Headquarters, Wilshire Boulevard Temple, Masonic Temple in Glendale, Google Los Angeles, Netflix Egyptian Theater and many more. His list of new construction projects include the Amazon Studios in Culver City, numerous new buildings at Warner Bros. Studios, Sony Pictures and Dreamworks Animation, Specialty Laboratories, Pitzer College, and more.

Student members review SDC model in the Baum Family Maker Space

After a campus tour led by two USC EERI-SEAOSC members, David met with three different members to tour the Baum Family Maker Space. The goal of this activity was to show David where the team fabricates the SDC model and recieve feedback on our construction methodology, model design, and SDC presentation. Additionally, this activity allowed students to converse with David in a casual setting, and for him to get to know our team. He was impressed by the interdisciplinary background of our members and suggested we highlight that in our SDC presentation.

Career Advice for interested undergraduate and graduate student members.

Following the guest lecture, attendees including the undergraduate and graduate student members and non-members asked David further questions for career advice. This activity was intended to allow a wider range of students to connect with a successful industry professional, outside of the USC CEE Department. David was very receptive to all questions which created a welcoming space for students to engage.

RESULTS, FEEDBACK AND LESSONS LEARNED

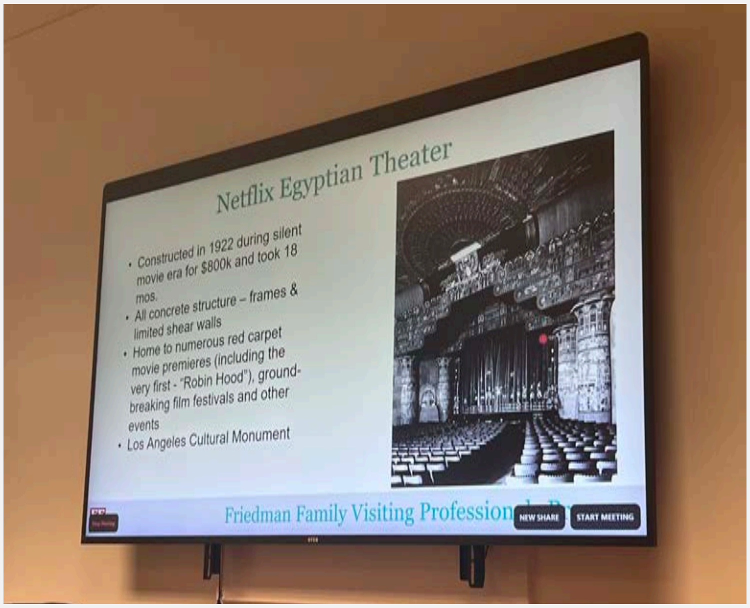
Involved students and faculty were very receptive to the Friedman Family Visiting Professional Program. As this was the first year USC participated, some lessons learned for future years are to smooth-out transportation logitiscs and to make the lecture time more fitting with students' class schedules and the department schedule.

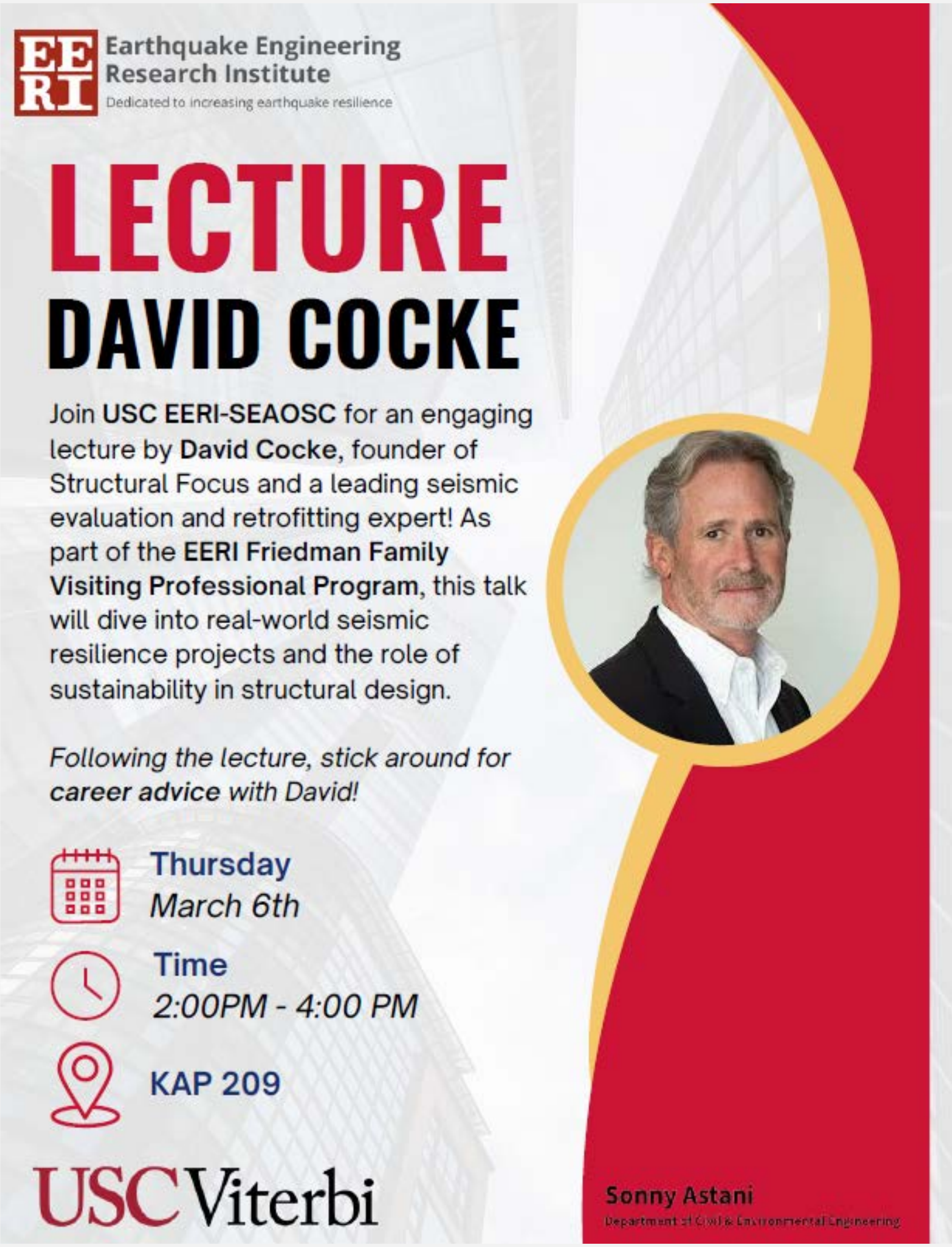
- Student Chapter President meets & welcomes David to campus: Though logistics for David to enter campus were ironed-out prior to the visit, parking was an unxpected time-loss. This is an easy fix for the following years, but important to note.
- Student members lead tour of campus with David, including the Structures and Materials Research Lab: Two members, Alex and Mitch, led David in a tour around campus which allowed him to see the buildings and spaces that the team's students frequently spend time. The Structures and Materials Research Lab was concurrently showcasing a test, so David was able to see the lab in action.
- Guest lecture by David: The lecture had a decent turnout of both undergraduate and graduate students. The small-group setting allowed for students to freely ask questions and recieve valuable career advice. For future years, it would be better (if possible) to schedule the lecture at a time when more students and faculty are available. Many members not in attendance were interested in coming but had a class or midterm at the same time.
- Future activities could include: mock-interview, resume review, conduct the SDC model shake-table test during the visit for real-time feedback.

ACKNOWLEDGEMENTS

The University of Southern California EERI Student Chapter gratefully acknowledges the support of the Friedman Family for sponsoring the travel of David Cocke through their Friedman Family Visiting Professional Program endowment.

LIST OF ATTACHMENTS




EERI
Earthquake Engineering
Research Institute
Dedicated to increasing earthquake resilience
LECTURE
DAVID COCKE
Join USC EERI-SEAOSC for an engaging lecture by David Cocke, founder of Structural Focus and a leading seismic evaluation and retrofitting expert! As part of the EERI Friedman Family Visiting Professional Program, this talk will dive into real-world seismic resilience projects and the role of sustainability in structural design.
Following the lecture, stick around for career advice with David!
Thursday
March 6th
Time
2:00PM - 4:00 PM
KAP 209
USC Viterbi
Sonny Astani
Department of Civil & Environmental Engineering