



2025 SIA Endowment Program Report

WE ARE COMMITTED TO GROWTH

Table of Contents

04	Endowment Projects: 2024
04	SIA-ASIS Market Research
05	Economic Impact Report
06	Security Talent Development
07	Guide to NERC/CIP Compliance
08	Endowment Projects: 2025
08	School Security Proposal
08	PIV/OSDP and SIA GitHub
09	Veterans Employment Exchange
10	WISF NavigateHER
11	FAST Website Redesign
11	Mexico Market Report
12	ASAP/AVS-01
12	Startup Community Event
13	SIA Endowment Committee
14	Endowment Program Funding Request Form

GROWTH. EXPANSION. INNOVATION.

12

Endowment projects
from SIA member
companies

Our Purpose

The Security Industry Association (SIA) Board of Directors established the endowment fund to serve as a long-term spending policy, derived from SIA investments, that will be a funding source biennially to projects that enhance the SIA member benefit and industry through industry reports, specialized training development and security talent development.

About the SIA Endowment Program

- Funds new, unbudgeted initiatives that provide value to SIA members
- Covers operating losses resulting from extraordinary events not anticipated in the budget
- Returns unneeded funds back into SIA reserves to continue to build the endowment

FULL PROGRAM DETAILS



WE ARE HERE TO EMPOWER

The Highest Standards

The SIA Endowment Program focuses on three core concepts: Growth, Expansion and Innovation. Growth—continue to expand SIA's brand and value to its members. Expansion—spread the impact of projects. Innovation—continue to bring tools and practices that will set industry professionals up for success.

ENDOWMENT PROJECTS: 2024



SIA-ASIS Market Research

ACCESS THIS BENEFIT



This global security research report—published in partnership with Omdia—provides members of both SIA and ASIS with 30+ pages of original research on the security industry, its market and employment size and its overall economic impact.

Goal: Provide members of both SIA and ASIS with a 30+ page report containing original research on the security industry, its market and employment size and its overall economic impact.

Deliverable: Since the launch of the market research report, over 500+ downloads have been completed, and the report has received 1,700+ page views, supported by data from Google analytics. SIA Liaison Ron Hawkins held presentations at ISC West and ISC East and targeted webinars. Additionally, the report was cited multiple times during the Imperial Capital Security Investor Conference.

“
We rely heavily on the
SIA research reports from
Omdia. High value
information.

Member of LiveView
Technologies executive team



Economic Impact Report



The SIA Economic Impact Report describes the direct and indirect impact of the security industry in the United States measured through wages, the number of industry jobs, GDP contributions and total U.S. tax revenue impact. This is an essential tool to support the industry's advocacy efforts.

Goal: Provide members of both SIA and ASIS with a 30+ page report containing original research on the security industry, its market and employment size and its overall economic impact.

Deliverable: Since the launch of the market research report, over 500+ downloads have been completed, and the report has received 1,700+ page views, supported by data from Google analytics. SIA Liaison Ron Hawkins held presentations at ISC West and ISC East and targeted webinars. Additionally, the report was cited multiple times during the Imperial Capital Security Investor Conference.





Security Talent Development



This continuous initiative focuses on increasing student engagement and developing partnerships with education institutions; targeting schools with relevant degree programs; establishing a 'talent pipeline' for SIA members to recruit and hire; creating an industry overview packet for career services centers at colleges/universities, trade/vocational schools and high schools to garner more interest in security as a career; and establishing a presence at career fairs and to student populations of other industry-related organizations.

Goals: Increase student engagement and developing partnerships with education institutions; target schools with relevant degree programs and establish a talent pipeline for SIA members to recruit and hire; create an industry overview packet for career services centers at colleges/universities, trade/vocational schools and high schools and establish a presence at career fairs and to student populations of other industry related organizations.

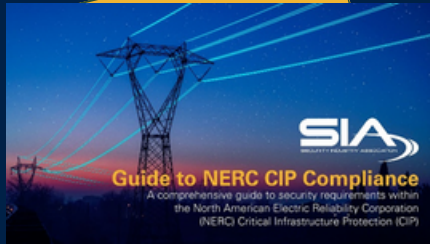
Deliverables:

- Developed new Security Industry Careers Guide (2024)
- Shared guide and SIA student member benefits with 100+ schools in 12 target cities
- Hosted an informational session at ISC East (2024) and a LinkedIn live event (2025) to promote release of the careers guide
- PSA TEC hosted six students from Pickens University as a result of direct outreach
- Ongoing follow-up meetings with colleges/universities from targeted outreach efforts
- Developed the Security Workforce Ambassador program, which connects industry professionals with local schools to raise awareness about career opportunities in the physical security industry

With support from PSA, SIA developed the Security Industry Careers Guide, which provides insight into the security ecosystem, including the types of organizations offering employment in the industry; jobs and career paths in security, including educational requirements, day-to-day responsibilities, compensation, work-life balance and opportunities for advancement; and programs and pathways for entering the industry, including degrees, internships, apprenticeships, certifications, scholarships, learning resources and alternative pathways. Using the Security Industry Careers Guide as tool, SIA liaison Elli Reges has met with 10+ colleges and universities to raise awareness. The careers guide was used in direct outreach to over 100+ colleges and universities in 12 target cities. As a result of direct outreach, PSA TEC hosted six students from Pickens University.



Guide to NERC/CIP Compliance



The Guide to NERC/CIP Compliance, presented as an exclusive benefit to SIA members, offers analysis of existing NERC-CIP standards, describes how technology trends may impact the development of future standards, recommends how security technologies could be used to comply with such standards and offers vendor/product-neutral case studies and recommended practices for meeting the standards.

Goal: Complete report that offers analysis of existing NERC-CIP Standards, describes how technology trends may impact the development of future standards, recommends how security technologies could be used to comply with such standards and offers vendor/product-neutral case studies and recommended practices for meeting the standards.

Deliverable: Including a 150-page e-book, this comprehensive report and the guidance included are the authoritative guide to complying with physical security and cybersecurity requirements of NERC CIP rules. Since its release in winter 2024, there have been 990 views. The guide was the focal point in a presentation held at the Critical Infrastructure Security Lunch at ISC East and was used as a reference point in a presentation at the Imperial Capital Security Investor Conference. This report is provided for free exclusively to SIA members. To access the report, please visit



ENDOWMENT PROJECTS: 2025



School Security Proposal

SIA is partnering with Texas State University to conduct a study assessing the effectiveness of door locks in school-based active shooter events. This includes a comprehensive analysis of historical incidents to assess when and how door security influenced safety outcomes. The goal is to identify patterns and produce actionable recommendations that enhance school safety protocols and inform decision-makers at the federal, state, and local levels.

Goals: Create awareness of the danger associated with temporary, non-code-compliant locking devices and provide SIA members with a report containing original research on the effectiveness of locked doors in school security incidents.

Deliverable: Report currently in progress to be completed and available for SIA members in Q4 2025.



PIV/OSDP and SIA GitHub

The project will enhance the SIA Open Supervise Device Protocol (OSDP) standard and the SIA OSDP Verified Program by providing SIA members (manufacturers) with clear guidelines for creating interoperable products and enabling members to access lucrative government contracts and commercial markets.

Goal: Provide SIA members (manufacturers) with clear guidelines for creating interoperable products and enabling members to access lucrative government contracts and commercial markets.

Deliverable: Update to documentation, profiles, test cases and conformance toolset (code) in the SIA Github complete. These updates will reinforce the success of OSDP verified and support the further adoption and proper use of OSDP. PIV project is currently in progress with research completed, and development and testing are underway, with documentation to support currently being prepared.



Veterans Employment Exchange

SIA Veterans Employment Exchange tool focuses on helping veterans find positions with SIA member companies. Leveraging a unique platform offered through Oplign, the Veterans Exchange matches candidate qualifications with the job requirements of open positions. The platform could be used for the purpose of also matching qualified civilian candidates with job opportunities .

Goal: Create platform that allows SIA to assist its members with finding jobs and professional development.

Deliverable: The SIA Veterans Employment Exchange specializes in matching veterans and separating military members with open positions in the security industry. There have been over 970+ page visits, 470+ job seekers have viewed the open positions available and there are demos on how best to utilize the Veterans Employment Exchange held the last Thursday of every month. SIA is also actively making companies aware of the Veterans Employment Exchange with demos held with over 25 companies since its launch.

“ This platform, developed by U.S. Special Operations veterans, is considered one of the most robust platforms of its type, with the ability to uniquely translate and correlate their MOS and AFSC military job codes directly to open job descriptions within the security field.

Jeff Huggins, vice president, government programs and national accounts at ASSA ABLOY Door Security Solutions



WISF NavigateHER



The NavigateHER initiative, led by SIA's Women in Security Forum, provides funding for a variety of professional development purposes for women in the security industry, initiatives related to training and registrations and local networking events .

Goals: Provide funding for a variety of professional development purposes for women in the security industry; initiatives related to training, registrations, and to create local networking events

Deliverables:

- 11 event grants awarded for members to attend the Security LeadHER conference
 - Up to \$1,500 in value each
- Four WISF networking events held (St. Louis, Philadelphia, Mexico and Atlanta)
 - \$2500 devoted to each region to hold in person networking event
- One professional development training (male allyship conference attendance)

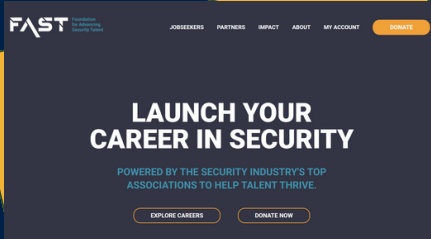
Through the WISF NavigateHER Grant program, WISF also completed the Women's Career Perception survey. Open to all, men and women, the goal of the survey is to provide insight into perceived perceptions that exists within the security industry. With over 300 responses from industry professionals, the survey shines light on how the industry is viewed from multiple perspectives.

“
This is my first year attending
Security LeadHER, and I'm thrilled
to connect with more women in the
industry. I'm excited to learn, grow,
and discover how I can contribute
to this amazing community!

Jessica Waddle, Marketing Specialist,
Gallagher Security



FAST Website Redesign



Co-owned and managed by SIA, PSA and the Electronic Security Association (ESA), the Foundation for Advancing Security Talent (FAST) is responsible for helping to promote the industry as a compelling source of employment. As a startup foundation, FAST's resources are limited, and this project provided a website redesign investment.

Goal: One-time donation to enhance website and improve user interface.

Deliverable: Led by Lee Odess, CEO of Access Control Executive Brief, and Hilary Gallagher, chief operating and marketing officer at Access Control Executive Brief, this initiative relaunched the FAST website to be a one-stop-shop for job seekers, continuing education, and certification information.

The new FAST jobs board will allow career seekers to filter open positions by type and location, search by keyword and create a tool to have open jobs automated to send to your email. The Career Planning Portal provides interview and professional coaching, tips for writing a resume and cover letter and the ability for career seekers to upload their resume for potential employers to view and reach out directly. ESA and SIA members can list jobs on the FAST Jobs Board for free. Since its relaunch, there have been over 200,000 job impressions, over 20,000 job reviews and 130+ job applications.



Mexico Market Report

This report offers comprehensive market insights, clear data projections and strong regional analysis, distinguishing opportunities across both government and private sectors.

Jason de Souza, managing director, Latin America and the Caribbean at Genetec

The Mexican Physical Market Assessment report provides a needed tool for business to evaluate entering the Mexico market. The report development was guided by the SIA International Relations Committee, comprised of individuals with knowledge of the Mexico security market.

Goal: Provide an assessment of the equipment, technologies and economic significance of the security industry in Mexico.

Deliverable: The Mexican Physical Security Market Assessment report, created in partnership with Omdia, is designed for practitioners in corporate, organizational and private security roles, as well as security solutions providers and equipment manufacturers, and is also relevant for others interested in the security market, including investors, academics and government officials. Since its launch in early 2025, there have been over 1,200 page visits and 100+ downloads, and the report was used in a direct outreach campaign.

ASAP/AVS-01



As an investment in the ASAP-PSAP program, SIA's endowment support helps to expand the ability of SIA member security services and product providers to deploy additional technology to enhance their capabilities for end users through the ASAP-PSAP program .

Goal: Expand the ability of SIA member security services and product providers to deploy additional technology to enhance their capabilities for end users through the ASAP-PSAP program.

Deliverable: In the last 12 months, The Monitoring Association (TMA) has onboarded three new alarm monitoring centers and has four monitoring centers signed up and in the onboarding phase. These customers represent well over 3 million new monitored alarm systems in the United States joining the ASAP service. Between the ECC onboarding efforts and the alarm monitoring center growth, TMA is on track to hit their 2025 growth goals.

ACCESS THIS BENEFIT



Startup Community Event



This project is intended to develop workshops that will provide selected SIA member startup businesses with advice and strategic guidance to help advance their businesses . It is envisioned for the workshops to be collocated with industry events such as SNG, ISC West and ISC East. Additionally, the Startups in Security community is planning mentoring sessions for its member participants and resources to help guide startups when it comes to accepting funding, investments and debt equity.

Goal: Develop workshops that will provide selected SIA member startup businesses with advice and strategic guidance to help advance their businesses

Deliverable: SIA established the new- Startups in Security community. Since its launch, meetups have been held at Expo Seguridad Mexico 2025 and ISC West 2025. This year at ISC East, SIA will hold a Start Ups in Security event that will gather innovative startups, scale-ups and industry leaders and give startup companies the opportunity to participate in strategy reviews with successful industry founders, investors and visionaries.

SIA Endowment Committee

John Mack, Raymond James

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James Rothstein, Lee Equity Partner

SIA Board

Dakota Mackie, Northland Controls

RISE Chair

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SPARC Chair, SIA Board

Tia Eskandari, Allied Universal

WISF Vice Chair

John Nemerofsky, SAGE Integration

SIA Board

Bobby Parmiter

Gov. Relations Committee

Endowment Program Funding Request Form



Background description of the proposal

SIA program and/or member benefit to be established/enahanced:

Work to be done:

Business Case:

Document Owner	Version 1.0
Created	Last Changed



SIA Strategic Framework:

Describe how the proposal reflects the principles and objectives of the [SIA Strategic Framework](#).

Planning: Milestones

Benefits, Results, Deliverables (planned or actual)

Amount Requested:

SIA Committee Support/Staff Liaison:

Follow up - Progress reporting date:

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