Race for Relevance
Update 2013
Today's Session

Introduction

Implementation

Progress
July 2012 NSPE Annual Meeting

- Kickoff presentation by co-author Harrison Coerver on *Race for Relevance*
• Challenges Facing All Associations
  – Time Pressures
  – Value Expectations
  – Member Market Structure
  – Generational Differences
  – Competition
  – Technology

• Changes Needed
  – Overhaul the Governance Model
  – Empower the CEO and Enhance Staff Expertise
  – Rigorously Define the Member Market
  – Rationalize Programs and Services
  – Bridge the Technology Gap
Strategies for Relevance

• Build on Strength
• Concentrate Resources
• Integrate Programs and Services
• Align People and Processes for Efficiency
• Abandon Services and Activities When Necessary
Why Does NSPE Need to Change?

- To remain relevant to its members;
- To successfully carry out its missions;
- To engage with members in meaningful and effective ways;
- To provide real and tangible value;
- To make a difference for members and create opportunities for members to make a difference; and
- To have an impact on the profession and society.
Rapid Schedule

• Leader Surveys (BOD, HOD, States, Execs) November 2011 through March 2012
• Kickoff in July 2012
• Multiple conference calls
• Large number of volunteers providing input
• Interim reports to Board in October 2012
• Final reports and recommendations to Board in January 2013
• Followup and revised reports to April 2013 BOD
• ACTION
Who was Involved?

• Seven task forces
• Over 96 dedicated NSPE members from 41 states
• Over 3,000 hours of volunteer time on conference calls and doing research
1. Program Evaluation - Validation
2. Program Prioritization
3. Strategic Partnerships
4. Self Assessment/Introspective and Annual Convention
5. Membership Marketing, Market Segmentation & Incentives
6. Membership Retention
7. Membership Delivery Systems, Communications & Technology
NSPE’s New Course
Relevance at ALL Levels

• Enhance Programs, Products, and Services
• Enhance Marketing
• Enhance the Membership Process
• Enhance Collaboration
• Reassert NSPE’s Relevance
• The Whole is Greater than the Sum of its Parts
Reviewed all NSPE programs for fit with the stated NSPE goals and objectives, relevancy, and resource allocation.

A few of the recommendations:

• Increase the effectiveness of NSPE Interest Groups
• Reevaluate international activities and coalitions
• Collaborate with states on continuing education (e.g., the iTunes approach)
Reassert: NSPE is the recognized voice and advocate of licensed professional engineers

- An organization for and of leaders of our profession
- Chapter, state, and national together striving for a common vision and mission
- Review current Memoranda of Understanding
- Find champions for partnerships
- Utilize grassroots relationships
- Establish common goals and objectives
• Marketing is a shared responsibility between NSPE and state societies.
• Develop a national marketing plan to recruit new 3-tier members in ALL states.
• Suggested focus on newly licensed engineers.
• Develop and track retention rate goals.

• Modify NSPE retention process to include phone calls to members prior to drop.
Continue developing an integrated communications approach e-mails, LinkedIn, Twitter, Facebook, *PE* magazine, and the NSPE Web site, that

1. Promotes the mission of NSPE;
2. Clarifies and brands NSPE;
3. Improves member engagement using an active rather than a passive approach; and
4. Clearly promotes the personal and professional benefits of membership.
• Promote availability of and migration to digital PE
• Enhanced retention process now includes phone calls, magazine outsert, and exit data.
• Annual Meeting format changes.
• Use of YouTube for Federal Engineer of the Year Award highlights and promoting the NSPE Annual Meeting.
• Digital PE to student members.
• In discussions with AWMA, SWE, and ASPE regarding greater collaboration.
• A 3-tier nationwide membership campaign
• Enhance mobile version of nspe.org
• Enable Interest Groups to better serve members
• Determine viability of program that would allow members to sign up for auto-renewal
• Enhance collaboration with state societies: marketing, continuing education, and government relations
NSPE STATE SOCIETY by Member Totals (as of 5/31/2013)
*3-tier members only

Map showing member totals by state.
NSPE STATE SOCIETY Membership Goal 2017
39,190 Members
*3-tier members only

[Map showing state membership counts]
States Visited NSPE Leadership in 2012-13
Race for Relevance Update 2013

- Questions
- Contact Information
  - Dan Wittliff
  - Dan.Wittliff@gdsassociates.com
  - 512.680.3506 (cell)