NSPE House of Delegates Ideas Discussion  
Facilitator: Harry Clark  
July 19, 2010  

Categories consolidated

1) Improve Internal Function
   • Institutionalize the leadership development and member recruitment processes
     o Develop an NSPE User’s manual to help State leaders make the transition to national-level leaders more quickly – reduce the leadership learning curve!
     o Membership toolbox – product list needs to be packaged for quick use
     o Train members how to recruit (probably part of the NSPE User’s manual)
   • Focus on programs – have continuity and follow through – stop jumping around
   • Build State / National relationships
     o L&GA work (states?) not visible to members – What State X did today will probably be at State Y’s door tomorrow
   • Broaden the internal perspective of NSPE as an organization that embraces all Professional Engineers
     o Young folks / old folks – reconcile dichotomy of interests
     o Unsustainable demographic – actively recruit under 40
     o Work on the established / mature engineers to bring them into NSPE
   • Strengthen communications
     o Utilize social media – define the purpose for the web site and use accordingly but push communication to new methods
     o Get down to member opinions – See Nebraska – use quick polling for feedback
     o Poll of the week
     o Relevance – address hot button issues while they are hot
     o Social media = quick response
     o The House of Delegates is an excellent sounding board for the Board of Directors. BoD could bounce ideas to the HoD for a quick sense of the society or a finger on the pulse
     o Direct National to Chapter communications channels – offer chapters the opportunity once each year for their members to participate in a one-hour teleconference with one of the members of the Board of Directors. Format would be a brief presentation on recent NSPE activities followed by “open microphone” Q&A directly from the members.
   • Develop money making strategies for NSPE  Dues / Non-dues
     o LONG TERM Develop publications for sale to raise revenue

2) Improve Outreach (external relations and image)
   • Develop outreach to university students
     o Work with university faculty to encourage students to become licensed – push professionalism vs. the BS as a ticket to a job
     o LONG TERM Student chapters – establish State Society liasons with universities
   • Enhance and strengthen the value of seminars and conferences
     o Conference – make reason to attend greater than governance – add content / value – enlarge
     o Seminars – create a “pass” to a virtual group – 90 days of follow-up with communication opportunities between participants and presenter – build community
   • Design a public interface that attracts potential members and facilitates NSPE branding
     o Simplify membership processing
     o Improve the web site
   • NSPE must take the lead in branding the PE
- Communicate to the engineering community about problems that have been solved by NSPE members
- Use the main line press as advertising
- LONG TERM Work with state A&E Boards to define a path for engineers working under the Industrial Exemption (includes multiple fields such as construction engineers and engineers in industry) to demonstrate professional credentials so they may become licensed (Fix the Chicken/Egg problem)

- LONG TERM Do something different! – Look at business models of non-profits that have millions of members

**Raw data recorded in the session**
- Money making strategies for NSPE Dues / Non-dues
- Outreach to young folks (university students)
- Simplify membership processing
- Improve the web site
- Young folks / old folks – reconcile dichotomy of interests
- Conference – make reason to attend greater than governance – add content / value – enlarge
- NSPE User’s manual – reduce leadership learning curve – train members how to recruit!
- Seminars – create a “pass” to a virtual group – 90 days of follow-up with communication opportunities between participants and presenter – build community
- State / National relationships
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- Do something different! – Look at business models of non-profits that have millions of members
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- Student chapters – establish State Society liaisons with universities
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- Get down to member opinions – See Nebraska – use quick polling for feedback
- Membership toolbox – product list needs to be packaged for quick use
- Work with university faculty to encourage students to become licensed – push professionalism vs. the BS as a ticket to a job
- Poll of the week
- L&GA work (states?) not visible to members – What State X did today will probably be at State Y’s door tomorrow
- Work with state A&E Boards to define a path for engineers working under the Industrial Exemption to demonstrate professional credentials so they may become licensed (Fix the Chicken/Egg problem)
- Work on the established / mature engineers to bring them into NSPE
- Relevance – address hot button issues while they are hot
- Social media = quick response
- Communicate to the engineering community about problems that have been solved by NSPE members
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- NSPE must take the lead in branding the PE

Thought is to lump these into common themes and then place in two categories: 1) Improve Internal Function and 2) Improve Outreach (external relations and image)
NSPE House of Delegates Ideas Discussion
Facilitator: Ben Ross
July 19, 2010

1. NSPE should vigorously advocate a policy that all PhDs need to pass the PE test in order to become licensed.
2. NSPE should create an “activity database” to allow states to share information on their programs and activities.
3. NSPE should help create more Student Chapters.
4. NSPE should sponsor and fund service projects similar to Engineers without Borders or Habitat for Humanity to attract younger members.
5. NSPE should develop and promote a program to industries and government to eliminate the industrial exemption.
6. The NSPE House of Delegates should communicate by the list serve, Facebook, etc. more frequently.
7. NSPE should develop a program defining a “Learned Profession.”
8. NSPE should get more media and public relations attention.
9. NSPE should update its website frequently.
10. NSPE should promote the PE license similar to medical doctors.
11. NSPE should look into promoting legislative changes to force Qualifications Based Selection to flow down to subconsultants (Texas example).
12. NSPE should advocate a fundamental change to the PE licensure model law and transform the current system into a model similar to the Attorney’s Bar Association where all practicing attorneys are members of the Bar (state PE license and membership in the State PE Society would be the same thing).
13. NSPE should be more state centric, for example:
    a. State Execs should report to the HOD at the annual assembly and provide minutes from meetings that are held throughout the year. These should be distributed via email as an attachment, or made available on the NSPE website.
    b. NSPE should assist small states with website creation and updates. Assistance should be provided to make sure all states/territories have a Facebook page.
14. NSPE regions should meet more often (ex. twice a year) and use these meetings as a communication tool between national/state/local members.
15. NSPE should train members of the HOD on selling NSPE to potential members (this can be incorporated into the annual meeting).
16. NSPE should develop talking points for grass roots.
17. NSPE should offer training (user’s manual, reports, schedules, timeframes, etc.) for state officers similar to the Boy Scouts on line training.
18. NSPE should work with Boy Scouts on their merit badges.
NSPE House of Delegates Ideas Discussion
Facilitator: Kodi Jean Church
July 19, 2010

- Communicate the value of NSPE to members & non-members while also providing a method of feedback so NSPE is able to evaluate what the members/non-members know are the benefits & values.

- Integrate engineering into the K-12 programs in public & non-public schools in the states.

- Increase and expand student member involvement and value.

- Explore reducing/minimizing the industry exemption for a PE license.

- Require a “PE” if the term “engineer” is used (including for government organizations).

- Is there anything NSPE can do to give the member an advantage over a non-member through some sort of additional designation (similar to “LEED”, “CHMMS”)
NSPE House of Delegates Ideas Discussion
Facilitator: Matt Purcell
July 19, 2010

1. NSPE needs to improve its “branding”. Stronger branding and logo/name recognition is needed.
2. NSPE needs to create a “golden handcuff” program that includes a LOGO that can be used only by members on their business cards, e-mail signatures, etc. This logo should be tied into the “branding” discussed above.
3. NSPE needs to sign up and retain members who are under 40 years old. To do so, the importance of membership to younger engineers needs to either be communicated better or improved and then communicated better.
4. NPSE’s current Mission Statement is not truly a Mission Statement. It does not identify what we do. A new Mission Statement is needed.
5. NSPE training of State (and Chapter) leaders needs to be upgraded. Participation at this year’s Conference seemed “off”.
6. Cement the value of NSPE membership by stating that a minimum of four (4) free PDH’s can be attained EVERY YEAR by members only. Archive courses so that members can continuously get 4 free PDH’s and pay for additional ones.
7. NSPE should provide a “clearing house” on its website that gives members information of all continuing education opportunities that are available from State Societies.
8. NSPE needs to better utilize the “brain trust” that is its House of Delegates. The Saturday afternoon breakout sessions were a great start to doing this. Perhaps this can be done via blogs or e-mail over the coming year leading up to Las Vegas.
9. Specifically orient membership development strategies for different practices, interest groups, etc. One size may not fit all…target EEs, MEs, industrial engineers, construction folks, etc. with different approaches.
10. Improve the visibility of engineers and our organization on an ongoing basis. Encourage all state and local chapters to do the same. Recognize state societies and/or chapters that excel at this with new award(s).
11. Survey all members to better understand what services from NSPE are most important.
12. Strategize ways in which to recruit recent engineering grads to bring them into the membership process as they work toward gaining experience needed for getting their PE licenses.
13. Finalize development of a community elevator speech…perhaps through member surveys.
14. NSPE should analyze member benefits that are provided with respect to the “return on investment”…the “value proposition” from the NSPE angle: Are we spending too much time doing things that don’t bring value to our members?
15. The web site needs to be improved…specifically so that new members can sign up as easily as possible.
16. NSPE needs to collect and distribute “best practices” for the organizational aspects of what we do to all State Societies. Case studies…e.g., a certain state did this and achieved that. Also, NSPE needs to provide best practices input from other organizations perhaps through increased involvement with ASAE (the American Society of Association Executives). NOTE: Do our Presidents or President-Elects go to ASAE’s “CEO Symposium”?
17. Licensure issues that are being addressed by the States should be communicated to all members. If overarching strategies/best practices/recommendations can be developed and communicated to State Societies, this could be valuable.
18. More activity of NSPE in state/local issues
19. NSPE needs to improve its influence on the process of getting government entities to promote and support licensure as a requirement for supervisory positions. NSPE should publicize all success stories.
20. NSPE needs to be more proactive in stopping the erosion of the requirements for PE Licensure for supervisory positions throughout our nation. This may be more of a state and local Government Issue, but any successes at the federal level should be communicated to the states. And the states could be asking for national support/intervention when needed.

21. NSPE’s L&GA Committee needs to work with the State Societies on how to best interact with State Legislatures.

22. NSPE should develop a PowerPoint presentation that presents the value of membership.

23. NSPE needs to continue to improve DIRECT communication to its members.

24. Recruiting and engaging of young engineers is paramount to our long-term success. Creating more mentoring programs is important in this area.