

Item 9.1.3 Attachment

NSPE Membership Committee Delivery Systems, Communications and Technology Task Force Status Report 3/21/13

This status report is to summarize the work done to date by the Delivery Systems, Communications and Technology (“DCT”) Task Force to date. Members of the DCT are:

Tim Austin, PE, F.NSPE, Chairman (KS)	Stephen Loop, PE, F.NSPE (ID)
Kerry Cooley, PE (MN)	Fred Groth, PE (WI)
Roch Larochelle, PE (NH)	Kathryn Gray, PE, F.NSPE (IL)
Martha Darnton, PE (MI)	Lowell Dolney, PE (NE)
Gabriel Guzman, PE (PR)	Michel Sadaka, PE, F.NSPE (PA)
James Powell, PE (CA)	Steve Bassett, PE, F.NSPE (FL)
Dixon Tucker, PE (VA)	Alan Werner, PE, F.NSPE (WA)
David James, PE (NV)	Hardy Will, PE (NC)
Britt Smith, PE (MO)	Candy Toler, Exec Dir, Tennessee Society
Nancy McClain, Exec Dir, Michigan Society	

The mission of the DCT is to:

Review the relevancy of NSPE’s current communication program(s); develop recommendations for a tailored, customized communications campaign as a means to target the recruitment, retention, and education of the various generational members of NSPE, i.e. millennial younger engineers on licensure track; validate content and message of communications; determine the most cost effective means including the use of technology and social media; and investigate and develop recommendations for ways to track membership

The initial discussion of the DCT was to evaluate the various means and manners in which NSPE communicates with its membership including content, cost, etc. Several subcommittees were created in order to properly evaluate the various communication programs. Subcommittees were created to more closely study the following areas: Social Media, Emails, PE Magazine, NSPE Website, Meetings and Seminars. As result of this initial push, the DCT forwarded several previous recommendations at the past Winter Board meeting regarding NSPE communication platforms. The decision of the Board at that time was to remand the recommendations back to the DCT Task Force for further clarification and consultation with NSPE staff, to which, the necessary discussions were accomplished.

The discussions with NSPE staff illustrated that staff was already implementing many of the original recommendations such as working with one of the “owners” of the main LinkedIn NSPE discussion board to make it an “official” discussion board and developing a mobile web application. The DCT believes that further work remains to fully integrate the various communication platforms to promote the mission of NSPE, to clarify and brand NSPE, and to improve member engagement. Staff is doing a fabulous job pushing content out to the membership in various platforms; however, the “message” or content is often redundant and doesn’t do enough self-promotion to describe the activities and efforts that NSPE is doing on behalf the NSPE member. Additionally, further investigation is needed to see if advertising opportunities can be improved through the integration of communications. Accordingly, two recommendations are being forwarded to the Board for consideration at the Spring Board Meeting.

Lastly, the work on this Task Force illustrated a need for a better means of collaboration. The that end, the DCT will be evaluating a web-based collaboration platform that provide a more efficient and effective means to organize, schedule, collaborate and communicate our work on various committees and task forces. This evaluation process is anticipated to be complete prior to the Summer Board Meeting.

NSPE
Delivery Systems, Communications and Technology Task Force
Recommendation for NSPE Board of Directors Action
Spring Board Meeting - April 20, 2013

Recommendation #1: Complete transition to digital distribution of PE Magazine by 2015.

Background of Recommendation: This recommendation was previously made at the past Winter Board meeting. The decision of the Board at that time was to send this recommendation back to the Task Force to have further discussion and review and in consultation with NSPE staff. After discussions with staff and much contemplation, the DCT Task Force agreed to keep the original recommendation without further modification. The Task Force members believe that the benefits to the Society outweigh the possible negatives by moving to the digital delivery of the PE Magazine.

Actual Recommendation for Board Action:

1. Beginning with all new members, joining on or after January 1, 2014, send only the digital version of PE magazine.
2. Beginning with the Jan/Feb edition, remove the “Digital Rights Management” restrictions from the electronic magazine so that nonmembers may view the entire magazine; consider emailing the magazine as a PDF in-house (the DRM, as it is currently setup, restricts the ability of a non NSPE member to fully view the magazine, and prompts the viewer to join NSPE).
3. Make the assumption that everyone will receive *PE* magazine electronically beginning with the January/February 2015 issue – implementation recommendations:
 - Charge a nominal amount extra for those who want to opt in and receive a printed version of *PE* magazine (possibly \$5-\$25, to cover the cost of publication);
 - Continue to send complementary hard copies to state licensing boards, engineering deans, and overseas recipients;
 - Reduce the current staff time (5.5 FTEs) dedicated to production of *PE* magazine by half to allow a reallocation of resources to other methods of communication.

Estimated Impact on Budget for 2012-2013 Year.

Estimated annual savings of \$170,000.

NSPE TASK FORCE MEMBERS:

The DCT Task Force operated under the Membership Committee chaired by Tim Austin, PE

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NSPE
Delivery Systems, Communications and Technology Task Force
Recommendation for NSPE Board of Directors Action
Spring Board Meeting - April 20, 2013

Recommendation #2: Continue development of an integrated communications approach utilizing all available communication platforms, including but not limited to emails, LinkedIn, Twitter, Facebook, PE Magazine and the NSPE website to promote the mission of NSPE, to clarify and brand NSPE, to improve member engagement using an active rather than passive approach, and to promote the personal and professional benefits of membership.

Background of Recommendation: This recommendation was founded in several previous recommendations that were made at the past Winter Board meeting regarding NSPE communication platforms. The decision of the Board at that time was to remand the recommendations back to the DCT Task Force for further clarification and consultation with NSPE staff. After several discussions with staff, the DCT Task Force makes this modified recommendation.

During the discussions with NSPE staff, staff advised that they were already implementing many of the original recommendations such as working with one of the “owners” of the main LinkedIn NSPE discussion board and developing a mobile web application; however, the DCT believes that further work remains to fully integrate the various communication platforms to promote the mission of NSPE, to clarify and brand NSPE, and to improve member engagement. Staff is doing a fabulous job pushing content out to the membership in various platforms; however, the “message” or content is often redundant and much of the information can be obtained from various other sources. NSPE communications don’t do enough self-promotion to describe the activities and efforts that NSPE is doing on behalf the NSPE member in conjunction with the Mission Statement. Lastly, further investigation is needed to see if advertising opportunities can be improved through the integration of communications.

Actual Recommendation for Board Action:

1. Resolve to develop an integrated communications approach by the end of 2013 utilizing all available communication platforms, including but not limited to emails, LinkedIn, Twitter, Facebook, PE Magazine and the NSPE website that 1) promotes the mission of NSPE, 2) clarifies and brands NSPE, 3) improves member engagement using an active rather than passive approach, 4) clearly promotes the personal and professional benefits of membership and 5) increases advertising opportunities.
2. Request that staff provide a detailed implementation plan by the 2013 Summer Board Meeting describing the necessary steps to achieve the priorities as stated in the preceding paragraph.

Estimated Impact on Budget for 2012-2013 Year.

No financial impact, but there are positive intrinsic benefits through improved communications.

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