

**DATE:** September 10, 2012

**TO:** House of Delegate Members and State Leaders

**FROM:** Dan Wittliff, President 2012-2013

**SUBJECT:** Status Update of Implementing the Race for Relevance Path Forward

Colleagues, as I promised, here is an interim report on where the task forces and committees are in implementing the initiatives approved by the Board of Directors in San Diego. The committee and task forces assure me that they are on target to have draft reports ready for review by September 27.

As you can see below, these dedicated volunteers have tackled their charges with great zeal. Thanks to all of the volunteers and volunteer leaders involved in this very important work for the society. Also, a number of these Task Forces overlap (i.e., messaging, communications delivery, marketing, retention, etc.), we will focus on bringing the various elements together into one coordinated package.

If you have questions or suggestions regarding these efforts, please let me or the appropriate chair know. Thank you for your continued support.

Dan

**Dues and Billing Standardization Task Force:**

Harve Hnatiuk, PE, F.NSPE - Chair

The DBSTF will hold its first teleconference of the 2012-13 year on Tuesday, September 11. Our goal is to organize the three new task forces so that follow-up work from last year's efforts can be completed this year. The TF will provide an interim report to the BoD for the October meeting.

**Strategic Partnerships Task Force:**

Warren Maddox, PE, F.NSPE - Chair

- The TF has had two teleconferences.
- The existing agreements (MOU's and PA's) and what organizations we are working with actively were discussed.
- A survey was developed to send to the State Organizations to see what groups they are working with and what program(s) they are working on with these organizations.

- A list of the current partnerships is being developed. This list will categorize these current partnerships into different groups (e.g., Trade Organizations, Affiliates, Student Organizations/Activities, etc.). These categories are viewed as being different focus areas for NSPE.
- For each of these groups, the TF will look at the following: 1) Is NSPE active with this group? 2) If not can we get active? 3) What additional activities can we participate in?
- The TF has a list of "other" organizations and are going to select a group of potential key partnerships that NSPE could develop from this list.
- If the time and manpower are available, plans are to contact these organizations to see if they have an interest in forming a partnership, what activities they are interested in and if they are interested who is the contact person(s) that we should be communicating with.

#### **Program Evaluation/Validation Task Force:**

Alan Werner, PE, F.NSPE - Chair

The task force has had one teleconference to create assignments for evaluation of parts of the NSPE Product Summary, which will be the basis of the evaluation process.

- The criteria that will be used will be: Use, Cost, Perceived Value, and Staff Time/Revenue generated. Generational considerations will be factored in to create further evaluation a specific item.
- Each member will make the initial assessment followed by a review by the task force as a whole.
- Each item (goods/services and staff results) will get a retain, an elimination, or a promote recommendation.

A second overall task force teleconference will occur in approximately two weeks. So far, no adverse comments have been received.

#### **Self-Assessment/Introspective Task Force:**

Dave McCullough, PE - Chair

The Self-Assessment/Introspective TF members participated in a conference call in late August and will meet by phone again next week. Some of the team members have also posted comments on the NSPE drop box. The discussions are centered around three questions that make up TF's charge.

- The first is the relevancy of the PE license in today's world; second is how NSPE should address the PE relevancy; and third, what improvements should be made to the NSPE annual conference. Concerning relevancy, the TF is studying how recent trends of specialized certifications could dilute the standing of PE's.

- The TF believes that NSPE should communicate the significance of the PE license and partner at the state and local levels to educate clients, legislators and the public. Acting as partners should help build stronger links between NSPE and state societies.
- Ideas about the Annual Conference are filed in the NSPE drop box. The consensus regarding the Annual Conference was that more education and less governance was needed. Also, the TF believes that an effort should be made to attract local state members to the conference, possibly by offering additional education tracts. Comments about involving HoD members in more roles were also made.

By mid September the TF will work on summarizing their discussion issues and forming an outline of the draft report to the NSPE BoD for its October meeting and then to work toward finalizing the report for the January BoD meeting

### **Membership Committee**

Tim Austin, P.E., F.NSPE, Chair

The Membership Committee as a whole has had two conference calls to date to direct assignments and to coordinate discussions between the three main Task Forces under the Membership Committee “flag”. Our next MC conference call is scheduled for September 25<sup>th</sup>.

Here are the updates for the Membership Committee Task Forces:

### **Marketing, Membership Segmentation Task Force**

Frank Stanton, PE, F.NSPE – Chair

The TF has had two conference calls to date with a third scheduled next week.

- A survey is being developed to help develop marketing messages.
- Two test markets, Georgia and Pennsylvania, have been identified. Letters have been sent out and results are being determined, reviewed, etc.
- They are considering the resources that are available to NSPE staff and will be drafting recommendations about how to prioritize requests.
- They are working on messaging for 3 initial market segments, Young Engineers, Mid-Career Engineers and Senior Engineers; both members and non-members.

## **Delivery Systems, Communications & Technology Task Force**

Tim Austin, PE, F.NSPE – Chair

The TF was broken into various sub-groups to give further study to Social Media, Emails, NSPE Website, NSPE Conferences/Seminars, Email, and PE Magazine.

- **Social Media.** This group has been studying the use of social media opportunities including Twitter, Facebook, LinkedIn, and other. A survey is being developed to see what communication platforms are most effective and for what purposes. They are researching the use of smartphone applications and whether or not they can be effectively utilized. They are also looking at how advertising could be enhanced or improved. They are looking at how the use of social media can be integrated with the NSPE website and other programs within NSPE.
- **Emails.** This group has been reviewing the content, use, and frequency of the various emails the NSPE sends out including the Daily Designs, Engineering Press Review, and practice division emails.
- **PE Magazine.** This group has been reviewing the use of the PE Magazine including production cost, content, advertising, distribution, etc. A survey of membership was done earlier this year by staff regarding the use of the magazine and was reviewed.
- **NSPE Website.** This group reviewed the website and is in the process of drafting recommendations for how the website can be improved upon.
- **NSPE Conferences/Seminars.** This group reviewed the annual conference survey and the meeting structures. They are in the process of drafting recommendations.

## **Retention and Reclamation Task Force**

Julia Harrod, PE – Chair

- This TF has had two conference calls and several other “individual” calls.
- They are continuing to develop research and information data on drops.
- Ideas for the group in regards to data gathering from dropped members to answer the “expectations” and “why are folks dropping” questions are in the development process.
- NSPE staff sent some retention data breakdowns by state.