TO: NSPE Board of Directors  
FROM: Mark J. Golden, FASAE, CAE  
Executive Director  
DATE: 1 October 2013  
RE: Board Update: 15-30 September 2013

1. State-National Partnership

1.1. State/National Partnership Working Group: The working group met September 17th via conference call to move forward on a work plan to advance mutually supportive national/state initiatives and improvements in collaborative processes and systems. The group agreed to review the 2006-07 National-State Staff Partnership Task Force work; assess what has changed (positive and negative) since that work was put on hold; identify areas of focus that will deliver the maximum impact to all stakeholders; and create a work plan to establish just enough formal process to sustain continuity and productivity of the national/state collaboration. The working group will have proposed statements of guiding partnership principles; delineation of state, national and shared roles and accountabilities; and a work plan for board consideration on its October 12th conference call.

1.2. Outreach/Relationship Building: The Louisiana Society has approved the state/national affiliation agreement. This reduces to seven the number of states where we do not have a written agreement in place1.

NSPE Government Relations staff recently assisted the Michigan Society with an issue related to fire protection systems legislation. We also were able to make the Florida Society aware of a new ordinance in Orlando that would require an additional ASHRAE certification to perform certain engineering services2. NSPE has offered its full assistance to the state on this matter.

Staff met on September 16th with representatives of the DC Society of Professional Engineers to help them finalize plans for their 2013 Northeast Regional Conference in Washington DC, December 5-7th.

1 Arizona, Delaware, Missouri, North Dakota, South Dakota, Utah and Wyoming.

2 This was an indication of the success of NSPE’s state legislative and regulatory tracking services, which are available free of charge to all state societies. We got earlier warning and were able to provide notification to the state before the legislative proposal hit their radar screen.
On September 19th it was my honor to again participate in the Maryland Society of Professional Engineers’ PE Awards Night, held in the state senate office buildings in Annapolis, MD. 37 newly-licensed PEs were present and recognized. Another member was recognized for 50 years of continuous licensing, and a large group was inducted into the Order of the Engineer.

2. Value to Members

We conducted the first of the 2013 NSPE Engineering Ethics Webinars on September 18th. The focus is “A Conversation about Conflicts of Interest: Employers and Clients.” Over 30 sites participated in the webinar, reaching approximately 350 attendees. The program has been archived and will soon be available for purchase on the NSPE website under "Education" by clicking "On-Demand Courses."

On September 27th-30th, we met with our partners in the Engineers Joint Contract Documents Committee (EJCDC): ACEC and ASCE. Among the issues discussed were review and approval of the newly revised 2013 EJCDC Owner-Engineer Agreement (E-500) as well as work on the Construction, Procurement and Design-Build series of documents.

On September 25th, NSPE joined representatives from ACEC, AIA and a/e ProNet on a conference call to finalize plans for an upcoming education session panel discussion among engineers, architects, insurance agents and insurance brokers. The seminar will be offered in conjunction with the upcoming NSPE/ACEC/AIA Professional Liability Insurance meetings and will focus on professional liability and risk management concerns affecting the practice of engineering and architecture.

3. Membership:

Out of the nearly 50,000 marketing e-mails delivered on September 12th, just under 10,000 were opened (21%). More than 2,000 viewers clicked on at least one of the links to read more (4.8%), and 23 clicked on the “Join Now” link to at least look at membership requirements. The e-mail’s message (which went to non-members, former members and past purchasers) was: “NSPE – Making Your Voice Heard," highlighting recent NSPE advocacy at the national and state levels and encouraging non-members to join to make the collective voice louder.

These solicitations will go out monthly. The mid-October message will highlight ethics issues addressed in PE magazine. The theme for the November e-mail is to be determined.

This past month, NSPE partnered with the West Virginia Society to mail to 1,700 non-member, licensed engineers in the state.

We are also sending supplies of the new membership brochure to all state societies. The following states have requested additional quantities for distribution at their conferences: Maryland, Montana, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Virginia, Washington.
4. Advocacy

On September 19th, I participated in the National Institute of Building Sciences’ “Dialogue on National Resilience.” The meeting included leadership from the White House Council on Environmental Quality, Department of Homeland Security’s Resilience Policy Office, state and local government representatives, and a wide range of engineering societies. The group discussed what could be done to be better prepared for, better withstand and better recover from natural disaster, weather event, industrial accident or act of terrorism.

On September 27th, NSPE participated in the American Association of Engineering Societies’ (AAES) Licensure Task Force Meeting to discuss and finalize the AAES “White Paper on Engineering Licensure and Certification.”

A week earlier, Art Schwartz and I met via conference call with AAES President Kathryn Gray and President-elect Victoria Rockwell to discuss NSPE's proposal to convene a seminar at the National Academy of Engineering’s annual convocation on "The Future of America’s Engineering Workforce.” Agreement was reached for NSPE to organize a panel at the upcoming AAES Board of Directors meeting, to start the process of developing the convocation program. At the October AAES Board meeting we plan to include a keynote speaker from industry and a panel to examine and discuss demographic shifts in the US, including the “graying” American workforce, the need for greater gender, ethnic and racial diversity within the engineering profession, and profession-wide efforts to attract and retain qualified engineers that are affecting our nation’s engineering pipeline and our ability to compete globally, now and in the future.

On September 24th, NSPE’s Government Relations Manager Arielle Eiser, on behalf of NSPE-PAC, attended a political action committee event for Senator Tim Kaine. NSPE's top legislative issues were discussed, including veterans' licensure and certification and the need to strengthen the American engineering workforce. (Senator Kaine is the primary sponsor of the Troop Talent Act of 2013 (S. 700/H.R. 1796) in the Senate, which NSPE endorsed earlier this month.) The Troop Talent Act would facilitate improved alignment of specialty skills acquired in military service with civilian certifications or licenses required for post-service employment.

On September 25th, NSPE endorsed the Water Resources Reform and Development Act of 2013 (H.R. 3080) (WRRDA). Introduced by House Transportation and Infrastructure Committee Chairman Bill Shuster (R-PA) and Ranking Member Nick Rahall (D-W.Va.), this legislation would streamline the infrastructure project delivery process and strengthen our nation’s water transportation networks. The Water Resources Reform and Development Act would be the first authorization for the U.S. Army Corps of Engineers in six years. WRRDA would ensure that the Corps can carry out its mission to develop, maintain, and support the nation’s port and waterways infrastructure needs, as well as targeted flood protection and environmental needs.

The Legislative and Government Affairs Committee and the PAC Board of Trustees held their monthly teleconference meetings on September 26th.
5. **Infrastructure/Capacity Building**

**Staff Alignment:** More than 100 resumes were received for the Director of Human Resources position, and senior staff has interviewed six highly qualified candidates. I am hopeful that we will have this position filled very shortly.

Kristal Shavers will be joining NSPE staff in mid-October in the position of Manager, Education and Meetings. She comes to NSPE from the Associated General Contractors of America, and will focus on development of our continuing education webinars as well as annual meeting program content.

Senior management is in the process of soliciting proposals from three candidate firms to provide meeting logistics and site selection services on an outsourced basis.

6. **Governance**

Copies of *Race for Relevance* have been provided to all NSPE directors. (The full House of Delegates and Board got copies of the book last year.) The same authors’ follow-up book, *Road to Relevance*, has been provided to the Executive Committee. In addition, on their website and in their newsletters, the books’ authors have cited NSPE’s work as a model for other associations to emulate.

The National Engineers Week Foundation Steering Committee held a web conference call on September 18th, outlining their future plans, which include a major re-branding and marketing effort. NEWF Executive Director Leslie Collins will participate on the NSPE Board’s October 12th conference call meeting to brief them on eWeek Foundation plans.

The NICET Board of Governors met on September 26-27th in Anchorage, Alaska. In addition to a full agenda addressing careful management, maintenance and development of the NICET certification assets and review of financial performance and business plans, the board had an opportunity to meet with the state fire marshal, state materials engineering chief and commissioner of the Department of Transportation and Public Facilities, as well as representatives of industry, state affiliates, other engineering technician interests in the state. We had a robust dialogue on coordinating services and future opportunities.

Finally, please remember that access to NSPE leadership resources is always available to you in the Leadership Toolbox at [www.nspe.org/toolbox](http://www.nspe.org/toolbox). You will need to log in with your user name and password.

You can also review a detailed calendar of NSPE and state society events on the Web site at: [www.nspe.org/AboutNSPE/Events/index.html](http://www.nspe.org/AboutNSPE/Events/index.html).