


TO: NSPE Board of Directors

cc: NSPE House of Delegates
NSPE Committee, Task Force, Council and Interest Group Chairs
State Society Presidents and Presidents-elect
State Society Executives Council
NSPE Past Presidents

FROM: Mark J. Golden, FASAE, CAE 
Executive Director

DATE: December 2, 2016

RE: Board Update: November 15-30, 2016

Championing the PE License

Increasingly, state legislators and regulators are considering changes to the rules governing state procurement of engineering services. [NSPE believes](#) that all engineering services should be performed by qualified professional engineers based on design ability, experience, integrity, and judgment. To implement this principle, NSPE supports a qualifications-based selection (QBS) procedure for all engineering services procurement. As noted in earlier updates, eight states have introduced legislation or proposed rule changes in just the last few months that would impact QBS requirements. In an effort to be responsive to state society needs and foster coordinated action by and among the states in this important area, NSPE has launched an [online map](#) that provides a state-by-state summary of recent developments.

Over the last few weeks we have seen positive and important developments pertaining to mandatory continuing education requirements for licensed professional engineers. The Hawaii Society of Professional Engineers is considering an advocacy campaign to require continuing education in that state. NSPE advocacy staff has provided them with information and other tools to assist in these efforts. Vermont is close to finalizing continuing education requirements, an effort years in the making. The District of Columbia is also developing a proposal for mandatory continuing education. All these states are benefiting from utilizing NSPE's State-By-State Summary of Continuing Education Requirements for Professional Engineers, which can be found [online](#).

On November 30th, President Kodi Verhalen gave a keynote speech at the Florida Automated Vehicles Summit presenting NSPE's critical work on this subject and promoting the key role of the professional engineer in the development and deployment of autonomous vehicles. The Florida Automated Vehicles Summit brings together leading figures in government, industry and other sectors from across the country to address this very important policy issue.

Ethical Guide to the Profession

The NSPE Board of Ethical Review (BER) will be meeting at NSPE headquarters on December 12-13th. Among the issues to be discussed are: the development of the twelve 2016 Board of Ethical Review cases; results of a survey on the NSPE Milton F. Lunch Ethics Essay

NSPE encourages states to use the information in this report in newsletters or other updates to their membership to inform members on the activities of NSPE. As a suggestion, it may be most useful to take the bullets of most interest from the transmittal email. The full report (and past reports) can always be found [online](#).

Contest (and possible changes to the Ethics Essay Contest); BER Committee Charges; and other business.

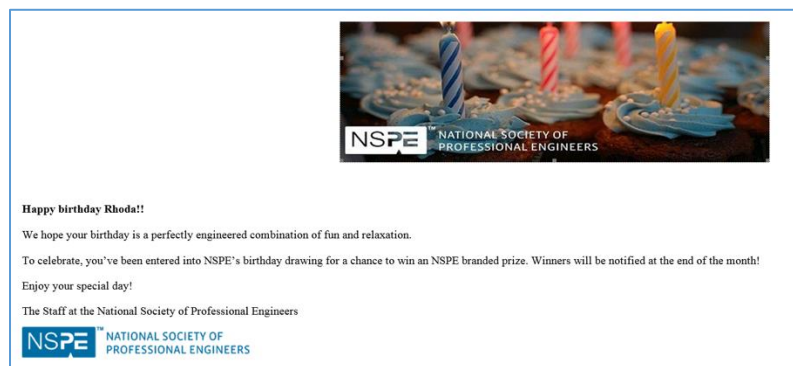
The National Academy of Engineering (NAE) has invited NSPE to participate in a collaborative workshop from January 10-12, 2017 on incorporating ethics into the curriculum and culture of engineering education. The workshop will focus on addressing obstacles, identifying solutions, and developing institutional plans for infusing ethics into engineering. Forty-three teams of 2-5 faculty and administrators applied to participate and 16 teams were selected to attend and share their research and experiences, discuss strategies for overcoming the challenges, and develop plans for their institutions. There will be three panel discussions on specific challenges and time for teams to discuss and advance their plans. NSPE was invited because of its long-standing work in the field of engineering ethics, including its development of engineering ethics case studies through the NSPE Board of Ethical Review. We are working on identifying appropriate representatives for this conference.

Uniting the PE Community

NSPE is currently in its heaviest renewal period. Over 7,700 members have expiration dates of December 31st, and 5,000 of these have been invoiced by NSPE either through the regular dues renewal process or the Enterprise renewal process. The remaining 2,700 are the responsibility of self-billing, state societies to invoice and remit to NSPE. 20% of those invoiced by NSPE have already paid.

We continue to work to revise the Enterprise process to include less manual processing, and will be piloting that online program with two firms (MWM and Rowe) in the coming week. All other companies have been contacted and are in the process of finalizing invoices or paying invoices.

The NSPE Membership Department is going to start sending birthday e-mails to members. The Communications Committee has reviewed and approved the communication. As noted, NSPE will be doing a drawing each month from among those celebrating a birthday



sending some item of NSPE logo merchandise. In the first month, it was an umbrella, and the recipient was thrilled.

SSEC Working Group 1 continues to meet and refine the rubric that

would be used by states to assess their capacity level under the uniform price point/integrated membership model, supported by our outside consultants, McKinley Advisers. The working group is also reviewing the expected offerings and support from national to be given to each tier. The next “sprint” for the working group (to be accomplished in December) is to review the financial feasibility and ramifications. The group will:

- review updated financial models and win/loss analysis from the refreshed data set,
- discuss budget implications for the model on a state-by-state basis, as well as related to the national, state, and local NSPE membership tiers,
- discuss, refine, and optimize pricing scenarios,
- discuss the role of the Enterprise program and the process for any future dues increases.

Regional Directors who have not yet provided it, are reminded that the working group needs any aggregated, state-only data they have received from the states in their portfolio, as well as a sense of how each of their states is leaning in regards to the unified price point/integrated membership model proposal.

NSPE membership and communications staff attended a two-day forum of power users and administrators of Higher Logic online communities in November. NSPE is doing very well in its use of the community platform to support closed working groups (such as committees) and while the number of participants¹, followers and topics on the Open Forum continues to grow, we have not been satisfied with the scope and depth of engagement by the general membership. Through discussions with Higher Logic staff and other attendees, participants came back with a long list of ideas and best practices to apply to our online community goals, as well as reassurance that what NSPE (in its early stages, introducing online communities into a membership space where no such platform existed before) is experiencing is pretty typical. (Every open forum has trolls, and every open forum experiences plateaus.)

One message that came through loud and clear from the forum was the danger of rolling out additional topic-based communities too quickly, balkanizing the total population of users into isolated discussion islands that are too small to support healthy dialogue and creating challenges for individual users in finding, following and keeping up on topics of interest to them. We were also cautioned against defining communities along structural lines (e.g.; by membership sections or committees), as this isolates and insulates discussion, rather than actively engaging all members who might have an interest in a topic (and some knowledge to contribute). In response to this input, the Professional Engineers in Private Practice Executive Board has agreed to utilize their seed questions and resources to bolster discussions in the Open Forum for another three months rather than immediately launch a separate PEPP community.

Among other takeaways from the training seminar, which are now being incorporated into community-building plans: identifying a corps of “digital natives” (individuals already comfortable and conversant in online community involvement) to help expand content and activity; mining content from the print magazine and newsletters to generate discussion in the online communities, and vice versa²; possible “gamification” of the communities, so users can earn elite status based on the volume and helpfulness of their contributions; and

¹ Unique logins, our metric for growth, was 2,900 in November, up from 2,700 in October.

² For example, the traditional (and old school) “letters to the editor” page in the magazine will be updated to include not only letters reacting to magazine content, but quoting content relevant to topics covered in the magazine from the online community and social media feeds.

direct, customer service outreach to individual posters to assist them in making their online behavior more productive and less disruptive.

Higher Logic consultants and users were very positive about NSPE's approach to piloting roll out of component-specific communities to interested state societies and local chapters. Currently local chapters in Kansas and Virginia have launched their pilot communities and the Indiana Society is in the process of developing a launch date. States and chapters interested in launching a community for discussion, member engagement, and member notification purposes should contact [Kim Granados](#). Additional launches will happen on a first-come, first-serve basis after January 1st.

And remember, you always have access to NSPE leadership resources in the [Leadership Toolbox](#). This includes [talking point](#) scripts and presentations for use by NSPE officers, board members, and other leaders during state visits, chapter meetings, or other venues to promote NSPE and its activities, updated on an at least quarterly basis. Current board members can access an online library of board meeting materials (past, current and future) through the online board book site, ([BoardBookIt](#)).

If you want to review NSPE's history and how that has been translated into current plans with a future-focus, NSPE's purpose, mission, vision and a history of the *Race for Relevance* and the resulting Strategic Plan is summarized in a section called "[Who We Are and What We Do](#)."