




TO: NSPE Board of Directors

cc: NSPE Committee, Task Force, Council and Interest Group Chairs
State Society Leadership
State Society Executives Committee

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

DATE: 15 July 2016

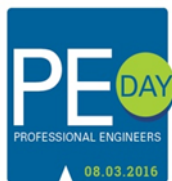
RE: Board Update: July 1-15, 2016

Championing the PE License

Over the past few months, NSPE GR/Advocacy staff has been working with Representative Tim Ryan's staff to include language in an engineering education bill that specifically underscores the value of licensure. Although there are many STEM bills, until now, none of them addressed the value of licensure as a PE. NSPE secured a major victory for its members by working with Ryan and his staff to draft and incorporate a provision explicitly emphasizing engineering education as a vital component in attaining licensure as a professional engineer into STEM legislation. On July 7th, Ryan and cosponsor Representative Tom Reed introduced H.R. 5679, the PreCollege Engineering Education Act. NSPE orchestrated public comment in support of the legislation (through a [member alert](#)) and in the first two days, which is the most important period for building support for advancing legislation, 168 members contacted 136 congressional offices. What's perhaps most notable is that two-thirds of the NSPE members who participated in this effort had not previously used an action alert, demonstrating the interest in these issues and the increased engagement of previously uninvolved members in advocacy.

Looking back at a year of increased activism and impact, the [NSPE Year in Review](#) document, released at the annual meeting, details 17 specific ways NSPE delivered for professional engineers.

Also highlighted in Dallas, NSPE has launched a new tool to keep members informed of legislative efforts to weaken or eliminate engineering licensure. The [interactive map](#) of the US provides details about the Society's actions to combat these challenges to licensure. Currently, the map contains information for 11 jurisdictions, including Delaware, Indiana, Maryland, and North Carolina.



The buildup is continuing for the inaugural licensed [Professional Engineers Day](#), taking place on August 3rd to commemorate the date when the first PE license in the country was granted to Charles Bellamy of Wyoming. This massive, virtual/social media event is

a day to raise awareness about what it means to be a PE and to show appreciation for the work you and your colleagues do each and every day. PE Day will be held annually.

To make this day a success, we need your help to spread the word. Please mention the event and the hashtag, **#LicensedPEDay**, to all of your fellow PEs, state societies, affiliated organizations, and employers over the next month. Include the [logo](#) and info in your newsletters, state websites, and member communications. And especially consider posting a photo or video of yourself explaining why you decided to become a PE using **#LicensedPEDay** on [Twitter](#), [Facebook](#) or [Instagram](#). You can see some excellent examples of your peers doing exactly that on any of those social platforms. The online resource [page](#) also includes “how to” instructions on what individual PEs can do to celebrate, as well as information explaining how **employers** can recognize PEs.

While this is primarily a virtual/social media event, a special shout out to the Kansas Society of Professional Engineers, which is working to encourage the governor to issue a proclamation recognizing the day.

Ethical Guide to the Profession

Development is underway of a three-part engineering ethics webinar series for fall 2016 (September, October, November). The three-part series will focus on 1) Conflicts of Interest and Confidentiality Questions, 2) Public Health and Safety and Communications Issues, and 3) Licensure and Professional Practice Concerns. The first one-hour program is scheduled for September 21st. More information on registering for the program will be available in the coming weeks.

NSPE General Counsel Art Schwartz was asked to write an article for National Academy of Engineering’s publication, *The Bridge*, which is expected to appear in early 2017. The article is entitled “Engineering Society Codes of Ethics: A Birdseye View.”

NSPE President-Elect Tom Roberts and Past President Tim Austin met with Order of the Engineer Board Governors Ken McGowan and Roch Larochelle during the annual conference, to further advance discussions on NSPE’s interests in promoting the Order of the Engineer.

Powering Professional Advancement

This week we posted an updated, state-by-state [summary](#) of the fees related to PE licensure: application fee, PE exam fee, renewal fee, and reinstatement fee. GR staff has been actively soliciting information from each state society and licensing board to ensure it is accurate and current. If your state has not already provided its information or you have any questions or comments, please do not hesitate to contact [Nick Cox](#). This new resource will be highlighted on the homepage and is posted in the [Licensure](#) section of the website, which also includes reference documents, such as state-by-state continuing education requirements, and other practical information on earning and maintaining the PE license.

The Engineers Joint Contract Documents Committee (EJCDC®)¹ has released the 2016 edition of the EJCDC® Design-Build Family of Documents. The series includes nine completely new documents that are the first of their kind in the design-build industry. Other series documents, last updated in 2009, have been moderately to extensively revised. NSPE members get a 50% discount on purchases of these and all other EJCDC documents, when purchased through the [NSPE online store](#).

This August through October, the Ohio Society of Professional Engineers is offering review course webinars for the [PE Civil exam](#), the [PE Electrical Power exam](#) and the [PE Mechanical exam](#). In addition, the review courses are available on demand for the [FE Civil exam](#), [FE Mechanical exam](#) and other disciplines for the FE exam. For details on each course, contact [OSPE](#).

Registration is also open for the [Minnesota Society of Professional Engineers](#)' electrical power, civil, and mechanical PE exam prep courses prior to the October 2016 PE exam dates. (MnSPE offers a rebate of 25% of the net income to other NSPE state societies for registrations from those states.) For more information, contact [MnSPE](#).

And *all* state societies are reminded that you can promote your state's seminar program availability (not limited to PE exam prep) at no charge in the [PE Institute](#) on NSPE's site.

Uniting the PE Community

NSPE's new-look logo, publicly launched at the annual meeting, has been well received. In fact, 19 state societies have already contacted NSPE, asking how it can be incorporated into their state association branding. A consistent style and format for state and chapter logos has been developed and shared with all state societies. While adoption of the state versions of the new logo is entirely voluntary, NSPE communications staff will work with any interested state society to provide them all the tools and graphics they need. Contact [Dave Siegel](#) for more information.

Social media efforts to extend the experience of the annual meeting beyond those who actually attended were very successful. Twitter stats from the just concluded meeting in Dallas are impressive, and show real gains, even on last year's highly successful social media campaigns:

Measurement tool	2016 (#NSPETX16)	2015 (#NSPE15)	Percent Increase
Total tweets	755	566	33%
Unique contributors	128	112	14%
Total impressions	1.25 million	902,000	38%
Total audience	136,000	103,000	32%
Original tweets	368	329	12%
Retweets	354	228	55%
Images/links shared	408	253	61%

Detailed analytics on the other social media platforms are more difficult to generate, however even though our Instagram account is fairly new (launched immediately prior to PE Conference 2016), we established a beachhead to expand upon, with 10 unique accounts and 61 entries generated by conference attendees, using the conference hashtag.

¹ EJCDC is a joint venture of NSPE, with ASCE and ACEC.

It is even more difficult (and expensive) to find analytics for Facebook, but a simple search on that platform of #NSPETX16 registered a significant string of posts from a variety of attendees. “Significant” for NSPE means at least 60+ posts. Facebook analytics make it nearly impossible to pull data retroactively, for comparison purposes.

The third edition of the NSPE Speaks podcast has been released and is available on iTunes and at www.nspe.org/podcasts. This episode, “Hard at Networking,” features a roundup of the 2016 Professional Engineers Conference in Dallas, a report on the Society’s new online networking and collaboration platform NSPE Communities, and the surprising results of episode two’s MATHCOUNTS challenge.



The National Engineers Week Foundation (DiscoverE) Future City program will receive the 2017 Henry C. Turner Prize for Construction Innovation, administered by the National Building Museum. This is a \$25,000 prize to help support the program. DiscoverE will be at Turner’s November Innovation Summit in Philadelphia to receive the award, and will also present a Future City panel at this prestigious event.

And finally, a general call to action: As the Strategic Plan lays out, NSPE accomplishes its mission through the combined actions of its integrated network of national, state, and territorial components. We are all in this together and the totality of member value and mission success for all of the partners is much greater than the sum of the individual parts. Creating member value and communicating that value to current and potential members is a shared effort. And the efficacy of our tireless efforts to communicate value is, in large part, an effort to achieve a trickle-down effect: from those already actively engaged, aware, and involved to those we seek to make aware, engage, and involve. Such a trickle-down effect is only possible if ***all*** of us, individually and organizationally, amplify our messages persistently and repeatedly. NSPE (local, state, and national) has a great story to tell. Do your part to spread the word.

And remember, you always have access to NSPE leadership resources in the Leadership Toolbox at www.nspe.org/toolbox. This includes [talking point](#) scripts² 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 collaboration site, [BoardBookIt](#).

If you want to review NSPE’s history and how it has been translated into current plans with a future-focus, visit “[Who We Are and What We Do](#).” This section of the website includes NSPE’s purpose, mission, and vision, as well as a history of the Race for Relevance initiative and the resulting Strategic Plan.

² The NSPE Talking Points/Leader Presentation PowerPoint available on line remains current (having been updated just last month), but a totally new version, marking the start of a new program year, is in the works and should be posted soon.