


TO: NSPE Board of Directors

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

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

DATE: August 16, 2016

RE: Board Update: August 1-15, 2016

Author Sam Keen once commented that late summer is a time when laziness finds respectability. He obviously never met NSPE, where the level and intensity of activity never seems to let up.

Championing the PE License

As noted in my last update, NSPE formally notified NCEES leadership and NCEES Delegates from each state licensing boards of NSPE's opposition to proposed amendments to the *Model Law* and *Rules*, which will be considered at NCEES' August 24-27th meeting in Indianapolis. The changes were proposed by the NCEES Committee on Uniform Procedures and Legislative Guidelines (UPLG) and described as "non-substantive," merely conforming to language already in the model law. However, the amendments are extensive (running to 14 pages) and very substantive: establishing a separate, [discipline-specific license for structural engineers](#) as a model and best practice, and proposing that designated positions for specifically licensed structural engineers be added to the state PE licensure board, in addition to PE members (and land surveyor members as appropriate). NSPE successfully marshalled support to defeat a similar proposal at the NCEES General Assembly last year, and in our recent letter urged the organization to honor its membership's stated decision and not proceed again with an action that would fracture the PE license. Moreover, given that the practical effect of the proposed amendments would be to redefine the fundamental nature of the PE license, NSPE pointed out that the committee's recommendations go well beyond the UPLG's charge, which had been limited to addressing inconsistencies and conflicts in the existing language of the *Model Law* and *Rules*.

In addition to the letter sent to all NCEES Delegates, national has asked the state societies to contact their state licensing boards to make them aware of the proposal and urging them to oppose this motion. NCEES leadership has indicated that it is aware of concerns with this motion and there will be full and open discussion before the motion is taken up. NSPE President Kodi Verhalen will represent NSPE at the NCEES meeting and will be meeting with and addressing their board of directors. Although her remarks will specifically address

the separate structural licensing motion, they will also emphasize the strong, longstanding strategic partnership between NSPE and NCEES and the need for a unified effort to protect and promote the PE.

Our meeting at NSPE headquarters on August 1st with US Department of Agriculture/Rural Utility Services (RUS) was very productive. The Department asked for the meeting after NSPE [registered concerns](#) over language in a recent rulemaking dismissive of the role of the licensed PE. The RUS assistant administrator, senior engineer (a PE) and the director of engineering staff met with Kodi, myself and GR staff (past president Tim Austin participated by conference call) and demonstrated its strong support for the critical role of the professional engineer. In fact, RUS is interested in exploring several avenues of collaboration with NSPE including a possible webinar on USDA's unveiling of its new electronic Professional Engineering Report format, the possibility of a feature article in PE magazine about USDA/RUS and its programs/activities and the possibility of soliciting comments from NSPE members about working with USDA/RUS through NSPE Communities. This is an excellent example of utilizing advocacy to leverage NSPE's other components.

In another major victory for professional engineers, NSPE was able to successfully incorporate a provision requiring PEs to prepare and seal engineering reports as part of all permit applications for abandoned mine lands' cleanups into legislation, which has cleared the House Committee by unanimous consent on June 15th. Abandoned mine lands have been an issue for decades, but unaddressed liability issues have prevented proper cleanup until this point. The *Locatable Minerals Claim Location and Maintenance Fees Act of 2015* (H.R. 3843), finally addresses Good Samaritan remediation of abandoned mine lands and sets up a system that clears the way for work to begin on resolving this long-term public health, safety, and welfare issue. Although the initial version of this legislation did not require a PE, NSPE worked with the House Natural Resources Committee to include a requirement for PEs. The committee passed the bill with unanimous consent.

NSPE is now working to see if the legislation can be brought to the House floor for a vote before the end of the 114th Congress and is also working on companion Senate legislation, where unfortunately the prospects for action in this session are more limited. This victory builds upon NSPE's other recent successes to increase recognition, in both Congress and federal agencies, of the need for the licensed PE in federal projects. The Gold King Mine blowout disaster on August 5, 2015, propelled this issue to the forefront and NSPE's extensive efforts relating to the [Gold King Mine aftermath](#) are well documented online.

As reported in the August 2 Board Report, NSPE advised ISPE on how to best leverage an opportunity with the Indiana Chamber of Commerce to increase awareness of the value of the licensed PE to the economy and to the public health, safety and welfare of Indiana. NSPE reviewed and provided talking points to emphasize the unique role of the PE. ISPE attended and reported it was an important first step in a larger discussion. The ISPE Executive Board will address this on its agenda later this month, and NSPE has offered any further assistance it can provide.

NSPE continues to compile legislation and regulation in states that protect licensed professional engineers. Currently, we are assembling information concerning what states have regulatory language that protects professional engineers' judgement or covenants of the Code of Ethics from being overruled under circumstances where the health, safety, and welfare of the public is endangered.

Ethical Guide to the Profession

The *Denver Post* offered an interesting coda to the Gold King Mine story, with an [editorial](#) that in no way absolves the EPA for its failure to adequately protect public health, safety and welfare, but emphasizes that the problem goes far deeper.

Next month NSPE offers new, live seminars on engineering ethics and professional practice:

- Wednesday, September 14: [EJCDC Design Build Documents](#)
- Wednesday, September 21: [Engineering Ethics: Conflicts of Interest and Confidentiality Questions](#)
- Wednesday, September 28: [Ethics of Autonomous Vehicles](#)

These seminars all start at 2:00 pm Eastern Time.

NSPE staff has reached out to provide counsel and assistance to the Washington Society of Professional Engineers in its development of a proposal to advise the Washington Department of Licensing on autonomous vehicle regulations.

Powering Professional Advancement

The American Association of Engineering Societies (AAES, of which NSPE is a founding member) has earned a 2016 American Society of Association Executives (ASAE) Power of A Gold Award for its [Engineering Competency Model](#), a guide for the development of professionals in the engineering workforce which promotes an understanding of the skill sets and competencies that are essential to educate and train a globally competitive engineering workforce.

ASAE honored AAES for its model, which is vital to informing discussions among industry leaders, employers, human resource professionals, educators, and workforce professionals as they collaborate to identify specific employer skill needs, develop competency-based curricula and training models, and develop industry-defined performance indicators, skill standards, and certifications.

“I congratulate AAES for developing a model that is helping to make the world a better and more skilled place,” said Sharon J. Swan, FASAE, CAE, chief executive officer of the American Society for Clinical Pharmacology and Therapeutics and chair of the Power of A Awards judging committee. “Their initiative exemplifies how associations are a positive force in our everyday lives – not just to the profession or industry they represent, but to society at large.”

Funded by a grant from the United Engineering Foundation, the model was developed by AAES in collaboration with the U.S. Department of Labor’s Employment and Training Administration and AAES subject matter experts from education, industry, and private practice. Over a period of about 15 months, the model was created via a thorough development process engaging stakeholders within the engineering community. NSPE was active in the AAES development effort, which incorporates NSPE’s [Engineering Body of Knowledge](#) content.

In response to a question that has come up on a regional director’s recent call with his states, we have reached out to all state society execs and state leaders to remind them that state societies can publicize their conferences and seminars on the NSPE calendar of events and these can also be included in NSPE’s online PE Institute.

In the past 30 days, [the calendar](#) has received 471 page views. Live events that are posted on the calendar are also cross-posted in the [PE Institute](#). In the past 30 days, this page has received 3,600 page views. Additionally, in the past 30 days, the [Live Educational Events](#) page received 326 page views, with 688 click-throughs to specific events¹.

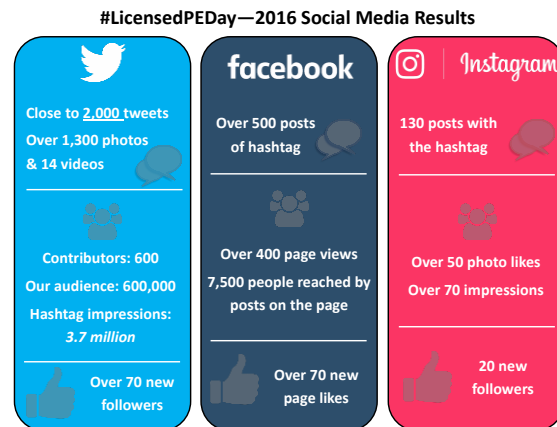
That is just a single month’s statistics. So in your interactions with state society leaders, please remind them of this *free* and powerful opportunity to promote their events, a resource that too few of our state partners take advantage of.

State societies can simply e-mail the event details to webmaster@nspe.org and national staff will post them to the site. Or you can enter event details directly online [here](#).

Uniting the PE Community

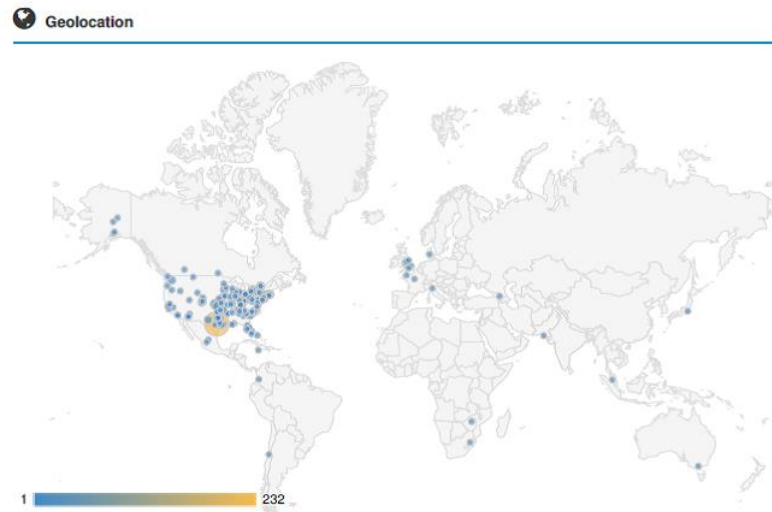
On August 3rd, PEs across the globe came together to celebrate the first annual Professional Engineers Day. Designed to increase awareness and appreciation of the role of *licensed* engineers, this mostly virtual event saw NSPE members, partner organizations, engineering firms, engineering schools, and even the general public recognizing the event and posting the #LicensedPEDay hashtag across Facebook, Twitter, and Instagram. The interactions on these platforms were impressive.

A collage of just some of the 1,300+ photos shared on Twitter on August 3rd is attached to this report.



¹ Among the most popular: 2016 FES/FICE 100th Annual Summer Conference (199 clicks), NYSSPE’s Human Factors in Ergonomics Design Operations (72 clicks) and VSPE’s 2016 Virginia Engineers Conference (49 clicks).

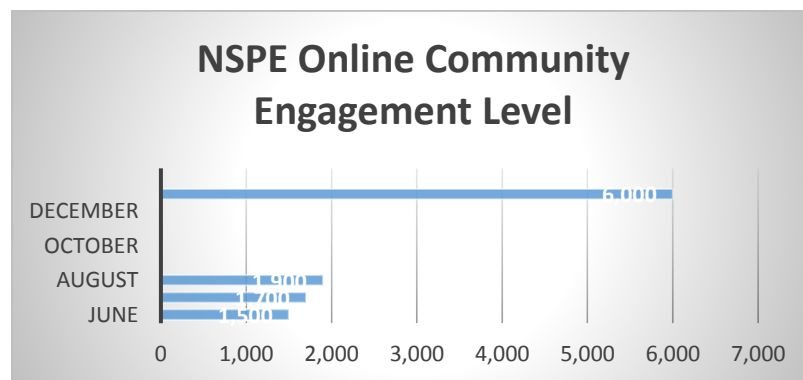
One of the surprises of this campaign was the level of attention it got *internationally*. Tweets were posted from around the globe, as indicated on this map.



In addition to all of the virtual activity, many state societies and members took the initiative to secure [official proclamations](#) for Professional Engineers Day from their governors, mayors, and county officials. Others celebrated with in-person events, like the Travis County Chapter of the Texas Society of Professional Engineers which hosted a PE Day-themed happy hour for their members, and the numerous engineering firms and organizations that included mentions and articles about the day on their websites.

Mark your calendars - next year's event will be even bigger and better, and will be held on Wednesday, August 2, 2017.

The NSPE online [Community](#) continues to grow, with 1,500 members having some interaction with the platform in the launch month (June) and adding 200 additional members per month in July and August. Our goal is to reach the industry-standard benchmark of 20% participation "successful communities." For NSPE, that makes the goal 6,000.



The most encouraging factor behind these numbers is the high percentage of participants being rank-and-file members who are not otherwise actively engaged with the association.

A variety of lively (and sometimes provocative) discussions have been conducted in the open forum. The next stage in accelerating promotion of the communities is to move and engage key interest groups and committees to the communities platform. As with the launch of the open community forum, the tactics to build engagement include:

Developing a list of seed questions/champions;

- On the day of launch, having chair post a “Welcome” and assuming moderation mode;
- In week of launch, sending an introduction email to everyone in the database who has an identified interest in the area;
- Promoting availability of the new community on the open forum page, website and in social media; and
- Setting up automation rules and other “back of house” logistics.

The timeline is:

August 2016

- All **Interest Group Executive Board Communities** launched
- Develop seed questions/list of champions for All Member Communities

September 2016

- (Week of Sept. 5) Launch **PEHE** all member community
- (Week of Sept. 12) Launch **PEI**
- (Week of Sept. 19) Launch **PEC**
- (Week of Sept. 26) Launch **PEG**

October.

- (Week of Oct. 3) Launch **Honor Awards Committee & YEAC Communities**

One of the tricky balances we are trying to maintain is accelerating the introduction of new and more specialized forums (allowing members to target content to areas they are most interested in) and the need to avoid splintering the total volume of engaged users so quickly that we end up with a multitude of separate communities, too small to sustain adequate traffic and engagement.

Congratulations to the Florida Engineering Society (FES), which celebrated its centennial August 4-6th in Ponte Verdra Beach FL. NSPE immediate past president Tim Austin represented national at the event. The July issue of the FES magazine included profiles of Florida engineering projects of the century:

- NASA’s Kennedy Space Center
- The TECO Polk Power Station Regional Reclaimed Water Partnership Initiative (to reclaim, treat and reuse water to generate power)
- Florida’s turnpike system
- Tampa Bay Water Reservoir renovation
- L-8 Flow Equalization Basin project

- Herbert Hoover Dike
- Delivering water to the Florida Keys
- Upper St. John's River Basin

FES historian Donald W. Ditzenberger, PE provided an in-depth history of the society, highlighting the three major milestones for FES:

- 1916: Formation
- 1917: Engineering licensure law
- 1954: consolidation of FES and FSPE

FSPE affiliated with NSPE in 1948



The Verhalen family (particularly Emily) was the hit of the Professional Engineers Conference in Dallas with their NSPE-logoed attire. NSPE has teamed up with Lands' End to launch [PE Outfitters](#), a one stop shop making NSPE branded products available to all. Professional engineers can now shop PE Outfitters' extensive catalogue of fully customizable items to highlight their NSPE membership as well as their pride in the profession. PEs have the option to have the new NSPE logo placed on any Lands' End product, including tee shirts, jackets, ties, caps, mugs, and even safety gloves!

Eight NSPE state societies have now adopted NSPE's new logo as their own and have been provided state-specific art work for incorporation into their print and electronic materials. new: Arkansas, California, Idaho, Michigan, Nebraska, New Jersey, New Mexico, and Wisconsin.

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 at least quarterly.. 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](#)."

