




**TO:** NSPE Board of Directors

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

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

**DATE:** 16 October 2015

**RE:** Board Update: October 1-15, 2015

With the Board's approval late last month (during its regular, monthly conference call), NSPE is moving forward immediately with its aggressive, two-pronged strategy to fuel growth and long-term sustainability in NSPE membership. Letters of agreement have been signed with [McKinley Advisers](#)<sup>1</sup> to start immediately to execute plans for:

1. **Short Term Membership Stimulus:** An intensive six-month sales effort will be rolling out in the days ahead to conduct two to three membership marketing promotions within the established three-tiered membership model. Throughout this project, NSPE will augment its staff and volunteer Membership Committee resources with skilled and proven membership marketing expertise from McKinley, which will help NSPE identify the highest potential pilot programs, then create and implement specific marketing plans (including audience-specific messages, media and channels to targeted audiences, design of collateral materials, timing, tracking and success metrics). While plan execution will rely heavily upon hands-on tactical support and project management from McKinley, constant coordination with internal NSPE membership resources (staff and volunteer) will be applied, specifically on projections and tracking performance of each pilot in achieving desired outcomes.
2. **Engineering a Sustainable Future for Integrated Membership.** This project responds to the increasingly recognized need for fundamental reform of NSPE's membership business and dues model in a manner that reduces barriers to three-tier (fully integrated) membership. This project will allow NSPE and its state partners to collect reliable data and apply sound business principles to creating a new business plan and dues model that supports membership at all levels into the future. Broadly described, the components and timing of the plan include:

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<sup>1</sup> Helping associations create appropriate dues models, categories and pricing is an area of specialty for McKinley Advisers, a nationally recognized firm, with deep roots within the volunteer membership association community and an unparalleled record of accomplishment when it comes to delivering effective models, tailored to its clients' unique and varying needs. In addition, McKinley Advisers provides tactical support at all levels of expertise to provide effective outsourcing of membership marketing activities.

- **October (Immersion and Planning):** Rigorous independent analysis of membership data, metrics and revenues.
- **November (Internal Assessment):** Interviews with NSPE's Board of Directors, state executives and volunteer leaders.
- **December (Market Analysis):** Benchmark data on other associations' dues models and effective practices.
- **January-February (Marketing Study):** Design and execution of a survey of members to capture data providing a clear and actionable picture of the current membership experience at the national, state and local chapter levels. Additionally, we will assess members' expectations and areas of unmet need in order to allow NSPE to identify areas of opportunity to enhance member value and satisfaction. We will also measure pricing tolerances related to dues and perceptions around dues paid versus value received.

From this point forward, the effort will be focused on translating findings into paths forward:

- **February:** Preliminary review of findings with the Membership Committee, followed by presentation of findings and model options to the NSPE Board of Directors at its February 27-28, 2016 face-to-face meeting.
- **March/April:** Refine options and advance to financial forecasting.
- **May/June:** Synthesize findings and report recommendations in time for consideration and action by the NSPE Board and House of Delegates.

In addition to the specific read outs or reports noted above, the project plan is predicated upon ongoing engagement of NSPE's volunteer leadership, and particularly the Membership Committee. This will include regular updates and briefings during Membership Committee conference calls and an in-person meeting to review preliminary findings and craft initial recommendations.

## 1. Advocacy

NSPE has taken a leadership role in [generating awareness](#) of the American Legislative Exchange Council's role in promoting model legislation at the state level, including [The Occupational Licensing Relief and Job Creation Act](#), which has fueled numerous state-level initiatives that threaten engineering licensure. While it does not directly reference this model act, Bill Moyer recently offered a [webcast](#) on ALEC and its modus operandi.

NSPE submitted a letter of support for Ohio House Bill 236, a bill to require professional engineers to complete CPC hours in professional ethics or rules relevant to engineering practice. The proposed bill aligns with NSPE policy on mandatory continuing professional competency for professional engineers and is being actively promoted by our Ohio state affiliate.

As reported last [month](#), NSPE took the initiative of alerting our strategic partners of the danger in a draft model code on climate change that will be considered by the World Federation of Engineering Organizations' General Assembly in Kyoto later this fall. Although a thoughtful document on an important issue, its tone and structure could create a new and untenable standard of care that far exceeds the existing duties and responsibilities of the professional engineer. In a

meeting October 9<sup>th</sup> with the American Association of Engineering Societies, NSPE secured agreement to rework the draft to ameliorate these concerns and ensure they are addressed by the WFEO.

Members of the Minnesota Society of Professional Engineers joined Governor Mark Dayton on September 28<sup>th</sup> for the signing of a new law recognizing the education and experience requirements of the PE license as the gold standard of the engineering profession and eliminating



the automatic application of requirements for additional licenses or certifications to licensed PEs. The legislation, one of only 80 bills signed into law by the Governor during the 2015 legislative session, was the culmination of a five-year effort by MnSPE. Pictured are: Front Row L to R – Wayne Stark, PE, Member of Board of Directors; David Martini, PE; HoD Rep. from MN, BoD member and MnSPE past president; Fred King, Legislative Relations Comm. member; Rep. Brian Daniels (R-24B), co-author

of the bill (and, interestingly enough, brother of Rep. Marion O'Neill); Rep. Marion O'Neill (R-29B), chief House author of the legislation; Rep. Barb Yarusso (D-42A), former PE (she let her license lapse when she became a teacher), co-author of the bill who testified on its behalf at several hearings; Kathryn Sarnecki, PE, current MnSPE president; Mary Detloff, CAE, executive director; Dan Boyum, PE, MnSPE past president and Legislative Relations Committee member.

Back Row L to R – Josh Pope, PE, Legislative Relations Comm. member; Cameron Klos, PE, Member of Board of Directors; Darin Mielke, PE, Legislative Relations Comm. member; Chuck Clanton, PE, Legislative Relations Comm. member; Brandon James, PE, MnSPE VP/President-Elect; John Dunlop, PE, Legislative Relations Comm. member; Dan Peterson, PE, Liaison to MnSPE Board of Directors from the MN Federation of Engineering, Science and Technology Societies; Don Mathews, PE, Member of Board of Directors and Legislative Relations Comm. member; David Morrill, PE, immediate MnSPE past president; Randy Morris, Randy Morris Government Relations, MnSPE lobbyist.

NSPE continues to increase its profile as a go-to source for expertise on professional engineering policy matters. In the past two weeks alone we have been contacted by:

- The FEMA Administrator's National Advisory Council seeking subject matter experts to review ways to improve flood insurance accountability in the wake of the Hurricane Sandy experience;
- NCEES for a licensed architectural engineer to participate in a professional activities and knowledge study (in support of development of the PE Architectural Engineer exam); and
- Representative Paul Tonko to participate in a roundtable on Capitol Hill to discuss drinking water infrastructure in the United States. We are surveying COPA and relevant interest groups and contacts to help identify subject matter experts to meet these needs.

## 2. Content

Please make note, the event you are used to referring to as the “NSPE Annual Meeting” is now the “Professional Engineers Conference.” This change reflects the *Race for Relevance*-driven transformation of this annual event over the past three years from purely NSPE internal governance purposes to a conference with much to offer to NSPE rank-and-file members, and a premier forum for licensed engineers to meet, network, learn and develop. The Professional Engineers Conference Planning Task Force is hard at work not only developing the coming year’s program (a joint meeting with the Texas Society of Professional Engineers, June 22-26, 2016 in Dallas, Texas), but creating a brand for the meeting that reflects this new stature and impact.

## 3. Member Engagement

In the first week of the open comment period on [proposed revisions](#) to Professional Policy 168 and Position Statements 1737 and 1739 (dealing with education requirements for professional licensure), 208 comments from members were filed via the portal on NSPE’s website. The comment period remains open until November 13<sup>th</sup>. At that time, the Committee on Policy and Advocacy will review the comments and decide what modifications (if any) should be made to the revisions proposed last year by the LQPC and discussed at the House of Delegates General Assembly in Seattle. As the successor committee to the LQPC, COPA’s recommendation will go to the NSPE board for a conference call November 18<sup>th</sup>. There will be a brief round of additional member input and comment from November 30<sup>th</sup> to December 4<sup>th</sup>, before it is formally presented in the form of a motion for electronic discussion and vote by the NSPE House of Delegates, December 7-16<sup>th</sup>. NSPE has been aggressively communicating this opportunity for member input and engagement through both internal channels (e.g; emails to state leaders and HoD delegates) and membership-wide communications (e.g.; notice on the NSPE website and in the header of this week’s *Daily Designs* eNewsletter digests). The level of response right out of the gate indicates those awareness-raising efforts have been effective and member interest in this matter is high.

One process question that has arisen repeatedly: per the board’s recommendation and consistent with the House of Delegate’s direction, member input is being collected on all the relevant PPs and PSs. In accordance with established bylaws and operating procedures, the House of Delegates will be voting directly on only Professional Policy 168. Once that governing policy has been firmly established by the House of Delegates, the board has final responsibility and will vote on the Position Statements, in a manner consistent with the PP and reflecting the member input.

Our California affiliate (CSPE) has garnered a lot of member interest and engagement through its recently upgraded webpage for its [Virtual Chapter](#). This is a great model which other state societies might want to use as a reference example for their own virtual chapters.

NSPE’s NextGen initiative, offering an online engagement opportunity for students, recent graduates, and early career engineers to stay on course toward getting their PE, has expanded from its [Twitter](#) base (@NSPENextGen) to include a [website](#). Earlier this month, we contacted regional directors to encourage them to promote this activity with our state societies and

(particularly student) chapters. Also, NextGen will be highlighted in an article in the November/December issue of *PE* magazine.

Winners of the free video games profiled in the featured [story](#) in the September/October *PE* magazine are scheduled to be announced October 16<sup>th</sup> via social media. Readers were offered a chance to win donated copies of the *Space Engineer* and *Medieval Engineers* video games.

#### **4. Collaboration**

On October 11<sup>th</sup> I had the opportunity to address the American Society of Civil Engineers (ASCE) Board of Direction during a meeting at their annual convention in New York City. While acknowledging our common interests and long history of active and effective collaboration, I reinforced the complementary but different roles of NSPE and the more narrowly defined constituency that each technical society represents. As NSPE founder David Steinman pointed out in 1935: “The technical problems of civil, mechanical, electrical, mining, and chemical engineers are divergent; but the professional problems are alike ... a single national professional society, with solidarity of purpose and concentration of strength, is needed to provide effectively for the professional interests of the engineering profession.” That is precisely the role that NSPE serves to this day.

The official launch of National Engineers Week 2016 was marked with a panel discussion October 1<sup>st</sup> on diversity and how engineers are making a world of difference. The event, held on the Caltech campus, was opened by Caltech President Thomas F. Rosenbaum, and moderated by Guruswami Ravichandran, from the Division of Engineering and Applied Science. Panelists included: Professor Domniki Asimaki, Caltech Professor of Mechanical and Civil Engineering; Aileen Cheng, President of Caltech Society for Women Engineers; Dr. Sandra H. Magnus, Executive Director of American Institute of Aeronautics and Astronautics; Mr. Andrew Smart, Director of Society Programs and Industry Relations for SAE International; and Dr. John J. Tracy, the Chief Technology Officer of The Boeing Company. A [webcast](#) of the event can be viewed online.

On a related note, DiscoverE is seeking role models for the annual GirlDay, held as part of the Engineer Week events in February. Sign up [here](#).

A special note of thanks to Briggs and Morgan for hosting the Board’s August meeting in Minneapolis, Minnesota. In addition to the graciousness of their hospitality and the quality of the venue, facilities, services and catering donated by the firm constituted savings to NSPE of approximately \$2,500.

#### **5. Member Value**

NSPE has teamed up with [Lenovo](#), a global leader in the PC marketplace, to offer members savings on its entire line of technology products and services. Members save up to 30% off the public web price on ThinkPad notebooks, laptops, tablets, desktops, all-in-ones, workstations, servers, and accessories. NSPE members also receive free ground shipping on all online orders and monthly limited time special offers.

I participated in NSPE's Professional Liability Committee meeting October 1<sup>st</sup> in Chicago, and was reminded that qualifying engineering firms are eligible for an underwriting premium credit of up to 5% on professional liability, management liability and property/casualty insurance solutions from [Victor O. Schinnerer and Company](#) if at least 50% of the firm's PEs are NSPE members. Those savings could more than cover the firm's cost of membership dues for their staff. Discussions on better promoting this member benefit are underway (including recent references in NSPE's *Daily Digest* eNewsletter).

## **6. Professional and Leadership Development for the Licensed Professional Engineer**

Commissioner of the U.S. Bureau of Reclamation, Estevan Lopez, P.E., has accepted NSPE's invitation to serve as the 2016 Federal Engineer of the year ([FEYA](#)) keynote speaker. The FEYA event will take place on February 26, 2016 at the National Press Club in Washington, D.C. (This year, board members will be able to attend the luncheon, which is being held concurrently with the next, face-to-face board meeting.)

## **7. Governance**

Leadership is reminded that deadline for submitting nominations for the position of 2016-2017 NSPE Vice President (to serve as NSPE president in 2018-19) is January 1, 2016. (Notice was sent to the Board; House of Delegates; committee, task force, interest group and advisory group chairs; state society presidents and presidents-elect; and state society executive directors and key contacts on October 1<sup>st</sup>.) Please contact Nancy Oswald at 703/684-2856 or [noswald@nspe.org](mailto:noswald@nspe.org) if you need further information.

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 website at: [www.nspe.org/AboutNSPE/Events/index.html](http://www.nspe.org/AboutNSPE/Events/index.html).