

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: September 5, 2017

RE: Board Update: August 15 – 31, 2017

NSPE is moving forward on implementing the new membership business model (as approved by the House of Delegates in Atlanta), including progress on:

- creating new websites for states (see an example [here](#));
- creating a newsletter template for state-specific news and mechanisms to help collect and curate that information;
- preparing the roll-out of online state-level NSPE Communities that engage members in dialogue and action at the state level; and
- webpage and messaging to better explain the change to members as they go to renew.

An [update on these activities](#) has gone out through all state, regional, and national leader communications channels (direct e-mails, posting to the relevant online Communities, and added to the [FAQ web page](#)). I realize this multichannel distribution may result in many of you getting the same communication more than once, but it is our best insurance to guarantee that everyone who needs to know will see it. (Despite the scope and intensity of [communications and dialogue engagements](#) over the past year as the membership model was being developed, we continue to experience persistent breakdowns, where the word isn't getting through. So, your patience with a little repetitiveness is appreciated.)

The communicate addressed both new questions¹ and corrected persistent areas of misinformation² that continue to circulate despite our best efforts at communication.

In the past two weeks, Study Group II (Implementation) and its Database Integration subcommittee have conducted meetings³, and one-on-one conference calls with national and state leadership in two states. Three more meetings are in the scheduling pipeline for the days ahead. Most of our regional directors have already conducted their first post-

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](#).

¹ Such as the form for state societies to notify national of their choice of form of affiliation [integrated or non-integrated].

² For example, regarding continued availability of enterprise (bulk) memberships, the capacity for “affiliate” forms of membership, grandfathering of existing state-only memberships, billing and technology, and the transition timeline.

³ Study Group II in fact met twice, with regular biweekly meetings now on the schedule.

annual meeting conference calls with the states in their regions; the remaining regions will meet in the coming two weeks.

With model approval by the House of Delegates, we have moved into a new and different phase. We have moved from plan design, broad education, and discussion to implementation, integration, and coordination of efforts as well as consistency and clarity of communications. But the hard work has just begun, and full commitment of effort is required from all partners to make the plan a success.

Since the House of Delegates action, we have received formal notifications from state societies in California, Nebraska, and Texas indicating they have voted for integrated-affiliation status. Several other states have indicated that if the model vote passed, they would be integrated states, but we are waiting for written, on-the-record confirmation before publicly stating that this is the case. To date, no state society has formally or informally notified us of a commitment to nonintegrated affiliation.

Championing the PE License

NSPE was a prominent and vocal presence at the annual meeting of the National Council of Examiners for Engineering and Surveying, August 22–26, 2017, in Miami, Florida. President Tom Roberts, Past President Kodi Verhalen, Future of Professional Engineering Task Force Chair Adam Stodola, and I actively participated in formal programs and behind-the-scenes discussions, strengthening our already powerful alliance with this organization of state engineering boards. I participated in the NCEES board of directors meeting, and was recognized at a special session on “Challenges to Licensure.” Kodi and Adam presented on the Future of Professional Engineering at both the Engineers Forum and the Member Board Administrators Forum. Tom represented NSPE well in the two days of business sessions. Tom, Kodi, and I all participated in an informal caucus on structural engineering issues at the meeting’s close. NSPE’s work raising awareness of and fighting attacks on licensure was acknowledged frequently and prominently by NCEES leadership throughout the meeting. (Both the incoming and outgoing presidents referenced NSPE’s important work in their speeches at the closing banquet!)

At this time of the year, as students start returning to school, it’s a great time to get them thinking about what engineers do. State societies, chapters, and individual PE champions who want to make an impact locally on all those impressionable young minds are reminded of these free Engineers Week resources from DiscoverE (formerly the National Engineers Week Foundation):

- [Cool Engineering Projects](#): Inspiring examples of the kinds of innovations engineers are working on.
- [What Engineers Do](#): Meet five inspiring engineers.
- [Engineering Careers](#): Explore 15 different engineering fields.
- [Inspire Innovation](#): Download this turnkey presentation to showcase the engineering field.

As noted in my last report, NSPE convened a meeting of engineering society government relations staff on August 23 to address the growing threats to occupational licensure. GR staff from the American Institute of Architects, the American Council of Engineering

Companies, the American Society of Civil Engineers, and the American Society of Landscape Architects participated. I am pleased to report that the meeting was very productive and set the foundation for moving forward in a more collaborative effort to defeat these attacks, with NSPE leading the charge. There was strong consensus among all participating organizations about the need for enhanced advocacy on this issue and the value of a coalition to provide a more coordinated approach. All organizations expressed interest in proceeding with the coalition. The coalition agreed to increased information-sharing and are exploring potential Hill visits and other opportunities to increase advocacy on this issue. We will continue to keep you updated on the coalition's progress. As this was an initial meeting and the coalition is just getting started, only societies with staff already currently engaged on the Hill on licensure issues were included. We will be seeking to expand the coalition as its work gets underway.

NSPE's new Policy and Advocacy Associate John Keane joins the staff on Tuesday, September 5. John brings significant experience working on political campaigns, stints on state and federal congressional staffs, and serving state clients while on the staff of a state legislative and regulatory monitoring service. He will be a great asset to the NSPE government relations team.

Ethical Guide to the Profession

The feature article in the current *PE* magazine, "[It Doesn't Pay to Play](#)," highlights recent pay-to-play and bribery cases involving engineering firms. These cautionary tales provide valuable lessons on the consequences of failing to abide by the principles of the NPSE Code of Ethics.

Powering Professional Advancement

The Engineers Joint Contract Documents Committee (EJCDC) design-build family of documents was featured prominently in the National Association of Surety Bond Producers' magazine, [Surety Bond Quarterly](#). (EJCDC is a joint venture of NSPE, ASCE, and ACEC).

NSPE's technician/technologist certification arm, NICET, is prominently featured in the September/October *PE* magazine cover story, "[Profession X](#)." The article addresses the lack of awareness of engineering technology as a field of study and an employment option and presents results from a recent National Academy of Engineering (NAE) report that called engineering technology "the stealth profession." Contributing their thoughts to the article were NICET Board of Governors Chair Thomas Frericks Jr.; Walt Buchanan, P.E., F.NSPE, professor and past head of Engineering Technology and Industrial Distribution at Texas A&M (and contributor to the NAE report); and Jim Wathen, P.E., F.NSPE, director of business development for NICET.

NICET is a division of NSPE and two NSPE policies address the organizations' common interests in the [engineering team](#) and [PEs, technicians, and technologists](#).

Uniting the PE Community

I know that many of you have been following with concern the impact of Hurricane Harvey on Texas and the neighboring states. NSPE has been in contact with the Texas Society (located in Austin), which is reaching out to as many members in the affected area as

possible. TSPE reports that everyone they've contacted is safe, but many have been evacuated and are facing very trying circumstances.

Much help will be needed in the days ahead, so please keep in mind that the most direct and effective way to be of real support is cash donations to recognized response organizations who are active on the ground in the disaster area.

The Red Cross is asking people to donate money on its [website](#) or to text 90999 to donate \$10. The group is also asking for volunteers.

Other organizations that are engaged in relief efforts include the [Salvation Army](#), [Samaritan's Purse](#), and [Heart to Heart International](#).

The crowdfunding site [GlobalGiving](#) is also working to raise \$2 million to provide emergency supplies such as food, water, and medicine to survivors of the storm in addition to longer-term recovery efforts. By August 29, they had raised nearly \$1.3 million.

Individuals and corporations can also donate to relief efforts through [National Voluntary Organizations Active in Disaster](#), an association of organizations that seek to mitigate and alleviate the impact of disasters.

Please also share how your members, as professional engineers, are coping with, working through, and supporting recovery efforts. When events like these occur, PEs play a unique role in lending aid and have a unique accountability to protect the public safety, health, and welfare. These valiant and important contributions too often go unnoticed and unacknowledged. NSPE would like to change that.

After 28 years as California Society of Professional Engineers Executive Director, Marti Kramer has moved up her retirement timeline and will be moving to Coeur D'Alene, Idaho, at the end of September. While she will certainly be missed, you will not be surprised to learn that she has ensured a thoughtful and seamless transfer of the management of CSPE's affairs to a new management company before her departure. I know you will all join me in thanking her for her long and productive service to NSPE at the state and national levels.

On August 22, NSPE launched an updated website with improved navigation to help users and members find the information they are looking for. The biggest difference is the new consolidated navigation, with drop-down menus, that appears at the top of the site and gives a better view of the site's offerings.

Additional advantages:

- Works on all devices. (You will notice when the website is shrunk to fit your smartphone screen, the mega-menu turns into a "hamburger button," as it's called, with horizontal lines to demonstrate the availability of a fuller menu list);
- Users easily see everything at once without having to scroll. Removing the left navigation from the site, provides more room for content on the internal webpages.
- Users can find information more quickly. This should help meet business goals, including attracting donations.

- Users can quickly scan the categories, which are separated into clear headings and organized by columns.
- The navigation options are organized into groups and menu options are revealed when you hover or click or tap.

A digital scavenger hunt was developed to drive traffic to the website and promote the new look. The scavenger hunt requires members to complete five tasks that involve various pages of the website. As of August 30, over 100 members have completed the scavenger hunt. A winner will be drawn from all the submission on September 29 and will have their choice of either a \$500 Amazon or \$500 Visa gift card. The scavenger hunt was sponsored by Geico.

The new format was road-tested by members at PECon in Atlanta, and the launch of the updated website and the scavenger hunt have been promoted via a dedicated e-mail blast, social media, *Daily Designs*, and will be promoted in the next *NSPE Update*.

On August 17, NSPE performed a full upgrade of the Abila netForum membership and billing database system, maintaining the new system as state-of-the-art. For our state society partners and members who use the system, the most noticeable change will be full support of browser access through Internet Explorer version 10 or 11 (with the latest service pack installed, for Windows 10); the latest version of the Microsoft Edge browser for Windows 10; the latest version of Firefox; the latest version of Chrome; and Safari version 6 or later.

I am happy to report that this update was performed with no disruption to users (internal and external). Making such a change so seamlessly that no one noticed it was happening is the mark of a successful upgrade, but I would be remiss if I did not acknowledge the NSPE staff who worked around the clock over two days to be sure this was case. If any user does experience any issues, clearing cookies and past history should generally clear it. And NSPE staff is always available if you need any assistance.

In 2014, NSPE engaged an architectural and engineering firm to conduct a Facility Condition Assessment of the headquarters building. The assessment included architectural, exterior, structural, mechanical, electrical, plumbing, fire protection, and energy conservation areas. The assessment results were presented with a number of recommendations, which NSPE has been acting on. There are many more improvements in progress and scheduled in the coming year.

While many of these improvements are not obvious, or visible, they are extremely important to maintaining a safe and healthy building. I would like to highlight some of them for you:

- Installation of new door operators for both elevators;
- Replacement of the existing (original to the building) boiler and chiller;
- Replacement of groundwater pumps;
- Replacement of hot water heater;
- Common area lighting updated with LED lighting; and
- Replacement of both emergency exit doors.

Improvements scheduled for the current fiscal year:

- Replacement of the throughwall flashing and selective tuckpoint and caulking work on the north elevation of the building;
- Elevator modernization;
- Carpeting and painting of the common areas;
- Updates to the lobby; and
- Installation of handicap-accessible door at rear entrance.

This combination of improvements has led to an increase in efficiency for the building systems and in reduced energy consumption for the building.

Work is underway to expand MATHCOUNT's space on our second floor as well as upgrade the bathroom facilities. NSPE has completed its consolidation of staff to the first and third floors, freeing a large and valuable space for an outside tenant on the second floor, which is now being marketed. Once a paying tenant has been secured, we will move forward with a new and modernized conference space on the first floor.

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](#)."