

NEVADA STATE BOARD OF PROFESSIONAL ENGINEERS AND LAND SURVEYORS
Minutes of the Public Outreach Committee Meeting
Held in Las Vegas, Nevada, May 8, 2019

Chairman, Gregory DeSart, PE; declaring a quorum present, called the meeting to order at 3:00pm, in the Holsum Bread Building at 241 W Charleston Boulevard, Suite 130, Las Vegas, Nevada. Committee members present were Karen Purcell, PE; Kent Anderson, PE; Patty Mamola, Executive Director. Tracy Larkin-Thomason, PE, joined via teleconference while the meeting was in progress. Also present Murray Blaney, Compliance Officer; and Louisa Kern, Administrative Assistant. Derek Vogel of Vogel Designs joined via video conference.

1. Meeting conducted by Committee Chair Greg DeSart, call to order and roll call to determine presence of quorum

2. Public Comment

There was no public comment.

3. Approval of November 2, 2018, Public Outreach Committee meeting minutes

POC 19-01 A motion was made by Mr Anderson, seconded by Ms Purcell to approve the meeting minutes. The motion passed. Ms Larkin-Thomason was not present for the vote.

4. Discuss Reconnect, continuing education event for licensees in Reno, October 10, 2019

Ms Mamola said that the last speaker had been secured for the ReConnect 2019 event. His topic is related to new technology and how it relates to the future of engineering. The focus of his presentation will be about how engineering consulting firms can use technology to make their employees work experience better, and how to do better work rather than be driven by technology.

Mr Blaney said that the program summary for the event is being compiled and that a teaser email will be sent out to PAL participants in early July, before the next board meeting. He said that a “save-the-date” email would be sent out mid-July and that registration would open mid-August.

5. Discuss Strategic Plan goal Outreach and related strategies and tactics

Mr DeSart said he would like to review the direction of the Public Outreach Committee as it relates to the strategic plan and the associated goals and action item identified in that plan. Mr DeSart reviewed the goals and actions item listed in the strategic plan for the committee.

Mr DeSart suggested that the action item related to legislative outreach may be better suited being under the purview of the Legislative Committee, as they have a direct connection to the lobbyists working on behalf of the board and that Ms Fischer and Mr MacKenzie attend the Legislative Committee meetings. The Public Outreach Committee members agreed. Mr DeSart said that he would make a recommendation to the legislative chair and to the full board at tomorrow's board meeting.

Ms Larkin-Thomason joined the meeting at this time via teleconference.

Mr DeSart continued to say that the other listed action items for public outreach had yet to be formally addressed by the committee. Those items related to improving the overall awareness of the board and what the board does. Ms Purcell added that highlighting the importance of licensure and the role of professional engineering and land surveying in the protection of the public should also be part of an outreach and awareness program.

Mr DeSart said building outreach through a social media presence was identified as key item. The hiring of a consultant or expert to help with the process of identifying target audiences and a best practice social media strategy was listed. Mr Anderson added that he thought developing a social media audience was vital to the success of any outreach and it would need to start with students currently in engineering programs. He said we need to get this group engaged and having discussions about licensure and professional engineering before they leave school. Social media would be the best way to connect with them. Ms Larkin-Thomason agreed social media was a good avenue for outreach, but added that it will require careful management and should be subject to defined measurables.

Mr DeSart said that the broader outreach would not just hinge on social media. Having an actual presence out in the industry and at relevant events was also important, if not the most important part of any strategy. He added that getting board members out and involved was key, as being physically present would create in-person awareness and generate content that those in attendance could share through social media. Mr Vogel agreed, and said social media is the virtual extension of any physical public outreach activity. Presenting information to industry participants would produce credible and authentic content that could be shared.

The committee members discussed what social media types may be most effective in growing awareness. Mr Vogel suggested that identifying platforms and tools to be used would be secondary to development of the messages and information best suited for each of the audience profiles. Ms Mamola agreed that defined messages and who they would be targeted toward was an important starting point. She used the example of identifying students in Nevada engineering schools that have passed the FE (using NCEES lists/data) and communicating information about taking the PE exam early. Mr DeSart added that the overall message content would come from the

core values and mission of the board as outlined in the Executive Summary of the board's strategic plan.

Mr DeSart suggested that the next step should be to engage expert help to develop an overall outreach plan and that his recommendation would be to develop a RFP around the visibility of the board, message development, message delivery, accountability and results measurement. He continued to say that ideally we'd like to have the RFP out and proposals back in time for a decision on consultant selection at the next board meeting in July. The committee members agreed and Mr DeSart said he would make that recommendation on behalf of the Public Outreach Committee to the board for consideration.

6. Open discussion topics

There were no additional discussion topics presented.

7. Public comment

There was no public comment.

8. Adjourn

Mr DeSart adjourned the committee meeting at 3:54pm, May 8, 2019.

Respectfully, Patty Mamola
Executive Director