

**Nevada State Board of Professional Engineers and Land Surveyors  
Minutes of Public Outreach Committee Meeting  
Held in 1755 E Plumb Lane, Suite 258, Reno, Nevada, July 10, 2019**

Board committee members present were Chair Gregory DeSart, PE; Michael Kidd, PLS; Tracy Larkin-Thomason, PE; Kent Anderson, PE; Karen Purcell, PE; Patty Mamola, Executive Director. Also present were Murray Blaney, Operations/Compliance; Jasmine Bailey, Licensing Specialist; Derek Vogel, Vogel Designs; Nichole Collins, Vogel Designs; Dylan Stone, Vogel Designs; Rob Gadtko, KPS3; Chrisie Yabu, KPS3; and Jaclyn March, KPS3.

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

Chairman Gregory DeSart, declaring a quorum present, called the meeting to order at 3pm.

**2. Public Comment Period**

There was no public comment.

**3. Approval of May 8, 2019, Public Outreach Committee meeting minutes**

POC 19-02      A motion was made by Mr Anderson, seconded by Ms Purcell to approve the meeting minutes. The motion passed unanimously.

**4. Consider vendor finalists that submitted proposals for the board's solicitation via Request for Proposals for professional services for communications/public outreach/social media plan**

Mr DeSart described how the selection process meeting would be run. Each of the finalists would have the opportunity for a ten-minute presentation which would be followed by questions from the committee. Mr DeSart added that both finalists would be asked the same questions. He said that even though the committee meeting was open to the public, he requested as a courtesy that the second finalist leave the room during the first group's presentation and question period. Both finalists agreed.

The two firms selected as finalists were:

**KPS3** represented by Mr Rob Gadke, Ms Jaclyn March, and Ms Chrisie Yabu.

**Vogel Designs** represented by Mr Derek Vogel, Ms Nichole Collins, and Mr Dylan Stone.

KPS3 presented first and were questioned first, and Vogel Designs second. The following questions were asked of both finalists by the committee.

### *Communication/Public Outreach/Social Media RFP Finalist Interview Questions*

- ▶ *Have you ever implemented a social media campaign for an organization that had essentially no prior social media presence? If so, please describe and tell us what you learned from this and how you would use this knowledge to apply to our organization?*
- ▶ *Describe your prior experience working for a governmental agency comprised of an appointed board and full-time staff? What difference, if any, do you see for providing social media and marketing support for a private entity vs. governmental agency with an appointed board?*
- ▶ *How do you propose tracking ROI? How will we analyze conversion rates? Will you be implementing a monitoring and reporting process? If so, please describe.*
- ▶ *What is your view of the differences between a professional engineer and a “regular” engineer, and how their roles differ? And what do you think would be the key element in messaging the role of a professional engineer to the public?*
- ▶ *In your research, did you discover any licensing authorities who in your opinion are doing a good job engaging with their stakeholders?*
- ▶ *What is your plan for writing content/content development?*
- ▶ *How intimate are you with our audience/potential audience?*
- ▶ *How will you capture our voice, style, brand?*
- ▶ *What didn't we ask you (in the proposal or interview) that you thought we should have asked?*

Mr DeSart thanked both firms for their proposals and presentations. He said that the committee would now deliberate and then seek a motion and vote on which firm would be recommended to the board to create and manage the public outreach program. Mr DeSart added that the committee's recommendation would be put to a vote for ratification by the full board. He said that the board meeting would be held Thursday, July 11 at 10:00am and both finalists were welcome to attend the meeting.

The representatives of KPS3 and Vogel Designs left the meeting.

Mr DeSart asked that the committee members take a few minutes to review their notes on the presentations and question answers by the finalists before starting deliberation.

The committee members deliberated about the two finalist firms before Mr DeSart asked for a motion to be put forward. The consensus among committee was that Vogel Designs was the preferred candidate based on the following:

Vogel Designs was a smaller firm where the board and staff would be working directly with the principal of the firm.

With Vogel Designs, contact with the firm would be directly with those responsible for the creative content. With KPS3 it appeared that communications would be routed through the account manager.

Although the KPS3 team's presentation was more polished, the committee felt a better connection with the Vogel Designs staff in the Q & A session.

A significant part of the execution of outreach communications plan will involve content on nvbpels.org, and Vogel Designs is currently involved in the website design and functionality (in partnership with Solid Creative) and are familiar with the CMS structures in place.

19-03 A motion was made by Ms Larkin-Thomason, seconded by Mr Anderson, to recommend Vogel Designs to the board as the committee's selection to create and execute the board's public outreach communications. The motion passed unanimously.

## **5. Discuss Strategic Plan goal outreach and related strategies and tactics**

Mr DeSart said that part of previous discussions was the role of board members in the outreach program. He said the external portion of outreach where board members or staff are out in-front of industry related groups is a key. It allows for a direct connection to the board and creates tangible content that can be shared via social media. He added that ultimately how the external outreach unfolds as part of the overall communications plan will be the task of the firm creating and executing the board's overall plan.

Ms Larkin-Thomason agreed that direct contact was important. She said that organizations were always looking for speakers and often struggled to find new presenters and topics. Ms Larkin-Thomason continued to say the board has access to professionals in the North and the South across all disciplines, and to those with specific areas of expertise within a discipline that could be of real interest to the group and would definitely broaden the understanding of what engineers can do. Mr Kidd agreed and said that listing of interested and able speakers should be compiled by the board for the purpose of outreach.

Ms Mamola said that was an idea definitely worth considering and that something like a speakers bureau could be a section added to a new website, listings topics and be combined with presenter bios. She added that the board could act as the connection between groups needing a speaker and those qualified and willing to present. Ms Mamola said she would add it as a possible action item in the outreach plan. (ACTION Item)

## **6. Open discussion topics**

Mr Anderson asked for clarification on the budget funding for the firm selected to create and execute the public outreach plan.

Ms Mamola said that amounts had been budgeted in the professional fees for items directly related to the website – along with amounts allocated in deferred costs to website work – and funding was available from the professional services section relating to consulting work. She added that pending the final negotiated amount with the firm, there may be a need to submit for a budget augmentation with the APOC committee. Mr DeSart added that any paid media costs would be separate from the contracted amount and would need APOC Committee approval.

Ms Mamola said that next meeting date for the Public Outreach Committee would set for Thursday September 5, 2019 at 3:00pm.

## **8. Adjourned**

Mr DeSart adjourned the committee meeting at 4:56pm

Respectfully,

Patty Mamola  
Executive Director