

**Nevada State Board of Professional Engineers and Land Surveyors
Public Outreach Committee Meeting held on September 5, 2019
at 1755 E Plumb Lane, Suite 258, Reno, Nevada,**

Present at the meeting were Chairman Gregory DeSart, PE; Karen Purcell, PE; Tracy Larkin-Thomason, PE; Kent Anderson, PE; Patty Mamola, Executive Director. Also, present Murray Blaney, Compliance Officer; Jasmine Bailey, Licensing Specialist; Jake Wolf, Investigative Officer; Derek Vogel representing Vogel Designs; Becky Jolly representing Vogel Designs; Dylan Stone representing Vogel Designs; Susan Fischer lobbyist.

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

Mr DeSart declaring a quorum present, called the meeting to order at 2:59pm.

2. Public Comment Period

There was no public comment.

3. Approval of July 10, 2019, Public Outreach Committee meeting minutes

POC 19-04 A motion was made by Mr Anderson, seconded by Ms Mamola to approve the meeting minutes. The motion passed unanimously.

4. Discuss Strategic Plan goal outreach and related strategies and tactics

5. Discuss goals, objectives, and action items related to professional services for communications/public outreach/social media plan

Mr DeSart said that discussion on agenda items 4 & 5 would be combined for the meeting as the topics are closely related. He said the primary discussion today is a kick-off with Vogel Design and to talk about their plan and what our role is going to be in public outreach, so all committee members are up to speed. Mr DeSart said that Vogel Designs will be making a formal presentation to the full board at the November 14, 2019 board meeting.

Mr Vogel said he would like to use this meeting as an opportunity for a free and open brainstorming session to generate ideas on content, social media direction, and general creative input.

The following items were highlighted during the idea discussion:

CONTENT APPROVAL PROTOCOLS

– from the discussion it was recommended that content approval be first through staff, and Ms Mamola will determine if approval needed to be elevated to the committee chair and/or board chair

OVERALL MESSAGING STRUCTURE

– an overall messaging structure was outlined with the basic premise that the “3 w’s” rule would be used (who are we speaking to, what we want to say, and when and how we say it)

SOCIAL MEDIA PLATFORMS WERE IDENTIFIED

– through discussion it was determined that LinkedIn, Facebook and Twitter, used in combination would be the most effective platforms for the board’s outreach program

DISCUSSION ON USING PAID SOCIAL MEDIA ADVERTISING

– the committee preference was to start with an organic approach, but paid advertising (promoted posts) was not entirely ruled out. The committee asked that a rough “order of magnitude” outline relating to money spent vs effective results be presented to the committee for further consideration

ESTABLISHING COMMUNICATION CONNECTIONS WITH INDUSTRY PARTNERS

– board staff were asked to compile a list of social media contacts from PAL council members and other key interest groups

SOCIAL MEDIA ENGAGEMENT WITH ELECTED OFFICIALS

– it was recommended that when board social media accounts are active that the consultants reach out to establish social media connections with legislators

ADVOCACY THROUGH HIGH PROFILE LICENSEES

– it was suggested that when board social media accounts are active, connection made with high profile licensees who have a visible social media presence (NDOT Director Swallow was mentioned as an example)

CURRENT EXECUTIVE DIRECTOR AND BOARD MEMBER OUTREACH ACTIVITIES AS SOCIAL MEDIA CONTENT

– committee members were encouraged to pre-plan to share details/images of events they were participating in to provide a flow of content for social media

VIDEO CONTENT INVOLVING BOARD MEMBERS + NCEES / NSPE AS A CREATIVE RESOURCE

– a commitment was made to explore video as medium to explain the benefits of and the path to licensure. National organizations were mentioned as resources for pre-produced

material

BOARD WEBSITE AND GOOGLE ANALYTICS

– the importance of measurement and reporting was discussed. It was highlighted that activity generated on social media would feed back to the website to give more detailed information on an expanded number of topics

PUBLIC OUTREACH CAMPAIGN BRANDING

– the need to generate a tagline/hashtag that would encompass the whole campaign was discussed. The consultants agreed to explore options and present back to the committee

REVIEW OF OTHER TECHNICAL BOARD SOCIAL MEDIA AND OUTREACH ACTIVITIES

– board staff provided a listing of other state board activities to Vogel Design to review and evaluate items that may be useful/applicable to the NVBPELS outreach program

HOMEWORK FOR COMMITTEE MEMBERS

– committee members were asked to review the content idea matrix draft prepared by Vogel Design and identify any additional items. They were also asked to consider (as content topics) subjects they are questioned about as board members, and issues (both positive and negative) that they as professional licensees in the private or public sector encounter frequently

6. Open discussion topics

Mr DeSart said the next meeting date would be set once we hear back from Mr Vogel and his team that they are ready to present a preview of their presentation.

No other discussion topics were put forward.

7. Public comment period

There was no public comment.

8. Adjourn

Mr DeSart adjourned the meeting at 4:12pm.

Respectfully, Patty Mamola
Executive Director