

STATE OF NEVADA
BOARD OF PROFESSIONAL ENGINEERS AND LAND SURVEYORS
Minutes of the Public Outreach Committee Meeting at 4:00pm
Teleconference Meeting Held via Zoom, Wednesday, May 13, 2020

Committee Chair Greg DeSart, PE called the meeting to order at 4:05pm. Committee members participating were Karen Purcell, PE; and Patty Mamola, Executive Director. Also joining were: Louisa Kern, Administrative Assistant; Derek Vogel, Nichole Collins, Dylan Stone, and Becky Jolly all representing Vogel Designs; and Murray Blaney, Operations/Compliance. Committee members Tracy Larkin-Thomason, PE; and Kent Anderson, PE, were absent.

2. Public comment period

There was no public comment.

3. Introductions

Those participating introduced themselves.

4. Approval of November 8, 2019, Public Outreach Committee meeting minutes

20-2 Mr DeSart made a motion, seconded by Ms Purcell to approve the November 8th, 2019 meeting minutes. The motion passed.

5. Review of public outreach campaign

Mr DeSart said he felt the social media component of the campaign has been very active with regular and relevant content. He added that the program is off to a great start.

Ms Purcell agreed. She said she had been very impressed with the social media piece especially with the challenges of the covid-19 situation.

Mr DeSart said the social media material has been consistent with our strategic plan and messaging, and that he was interested to hear the social report statistics to see the trending since the program kicked-off. He added there seems to be a good level of participation by industry partner associations.

Ms Mamola said there will be an article in the May 15 board newsletter, following-up on the launch of the public outreach campaign, outlining how to find NVBPELS on the various platforms and how to engage with the content. Ms Mamola added that the Vogel Design's team has been great to work with. They have been timely with the suggested content and open to staff suggestions in the edit and

approval process. They're coming up with ideas that we might not have thought of and all their efforts in researching and coming up with ideas for posts has been excellent.

6. Review and discuss social media platform performance

Mr DeSart, addressing the Vogel Designs team, said the consensus from the committee is that everyone is pleased and, in some ways, maybe even pleasantly surprised with the effectiveness of the content. It seems to be a good collaboration between Vogel and the staff. The content is regular, relevant, and aligned with our strategic plan. He added a lot of the things that we really spent a lot of time talking about in the planning appears to be listened to and are very interested to hear the team's perspective, along with the numbers and statistics, so we can start talking about the next steps.

Mr Vogel said the team appreciated the comments. He said the pandemic has been disruptive and has caused a major pivot in strategy with almost all of items presented in the content calendar had no longer been possible and the team had to do on-the-spot research and content generation to fill the void.

Review and discuss public outreach/social media campaign analytics reports

Ms Collins reviewed the analytics for the social media platforms – Facebook/Twitter/LinkedIn – and Mr Stone reviewed the website google analytics package. Both answered questions from the committee.

Mr DeSart asked that website analytics for the three months prior to the campaign launch be compiled for comparison (November and December 2019, plus January 2020)

Mr Vogel said the material would be provided for review at the next committee meeting. (ACTION item)

7. Review and discuss current contract with Vogel Designs and consider next steps with public outreach/social media

Mr Vogel suggested moving toward user generated content to increase engagement.

Ms Jolly said utilizing images and experiences from licensees about what engineering is like during the current challenges. She added using a multiple approach campaign across all platforms could generate some interesting content. Example themes could involve images of field work in time of social distancing or how folks are set-up to work remotely from home.

Mr Vogel said the team would work through the logistics of user content campaign and prepare it to go live. (ACTION item) He added that user generated content segways nicely into the overall strategy, where it follows from the development and building awareness stages to increasing engagement. Mr

Vogel said that using content generated by partners like NCEES could also help in this phase. Ms Mamola said a board member had also suggested creating video content about regulations or professional practice, possibly involving a senior professional explaining processes to a junior engineer.

Mr Vogel said that type of content would be a great idea and should be considered in the next phase of the public outreach program. (ACTION item)

Ms Mamola said with the final report on the public outreach/social media program due at the next committee meeting, consideration on what the next steps would need to be would also be discussed at that meeting.

Mr Vogel reiterated that developing a social media presence is an ongoing process and can really only be measured on an annual basis, and with the disruption of the pandemic, this is particularly true.

Mr DeSart asked that along with the reporting at the next committee meeting, Vogel Designs make a recommendation on what should be done in the next six to twelve months with the public outreach campaign, and also follow-up with a formal written proposal after the July board meeting. (ACTION item)

8. Discuss Reconnect 2020 events scheduled for Reno and Las Vegas

Mr DeSart recommended that the event, scheduled for October 2020, be postponed until February 2021 with a re-evaluation later this year. Ms Purcell and Ms Mamola agreed. (ACTION item)

9. Open discussion topics

There were open discussion topics put forward.

10. Next meeting date and location

Mr DeSart set the next committee meeting (virtual) for Wednesday July 8, 2020, at 4pm PDT.

11. Public comment period

There was no public comment.

12. Adjourn

Mr DeSart adjourned the committee meeting at 5:07pm.

Respectfully,

Patty Mamola
Executive Director