

**NEVADA STATE BOARD OF PROFESSIONAL ENGINEERS AND LAND SURVEYORS**  
**Minutes of the Strategic Planning Meeting**  
**Held virtually, Friday, September 11, 2020**

Board members participating were Chairwoman Karen Purcell, PE; Vice Chair Michael Kidd, PLS; Matthew Gingerich, PLS; Lynnette Russell, PE; Robert Fyda, PE; Thomas Matter, public member; Angelo Spata, PE; and Tracy Larkin-Thomason, PE. Also joining were Patty Mamola, Executive Director; Chris MacKenzie, Board Legal Counsel; Susan Fischer, Board Government Affairs Liaison; Murray Blaney, Operations/Compliance; Jake Wolf, Compliance Investigator; Jasmine Bailey, Licensing Specialist; and Louisa Kern, Administrative Assistant. Board member Brent Wright, PE/SE, was excused.

The following people attended as guests of the board:

Jeff Benjamin, session facilitator from Breakthrough Training  
Greg DeSart, past board member  
Ken Hannifin, representing ACEC  
Jason Higgins, representing NALS  
Craig Cisco, representing NSPE

**1. Meeting conducted by Chair Karen Purcell, call to order and roll call of board members to determine presence of quorum.**

Chairwoman Karen Purcell, declaring a quorum present, called the virtual meeting to order at 9:02 am. As a mark of respect, Ms Purcell asked for a moments silence in remembrance of September 11, 2001.

**2. Public comment**

There was no public comment.

**3. Introductions**

Board members, staff, and board guests introduced themselves.

Chairwoman Purcell said before getting started she would like to read the mission statement of the board as a reminder of the board's purpose.

*The purpose of the board as stated in Nevada Revised Statute 625.005 is to safeguard life, health and property and to promote the public welfare by providing for the licensure of qualified and competent professional engineers and professional land surveyors and our mission is founded on the board's*

*purpose, the board's mission is to uphold the value of professional engineering and land surveying licensure by assessing minimum competency for initial entry into the profession and to insure on going standard of professionalism by facilitating compliance with laws regulations and code of practice and to provide understanding and progression in licensure by openly engaging with all stake holders.*

Ms Purcell added that the core values of the Nevada board, as established by the board when the 2017 strategic plan was created, are *integrity* and *transparency*.

#### **4. Discussion and possible action related to history and accomplishments of the board's current strategic plan.**

Ms Mamola reviewed the background of the formation and approval of the board's first full Strategic Plan in May 2017 and subsequent Strategic Plan Executive Summary approved in July 2017. Ms Mamola said the goals, strategies, tactics and action items as outlined were the roadmap for the direction of the board and its operations.

Ms Purcell said with the goals established by the founding strategic plan designed for a 20-30 year timeframe and in her opinion they were still very relevant to the direction of the board. She said, would like to validate the current goals and have them remain the same unless there was any objection from board members. Ms Purcell said hearing no objection, the goals would remain in place and today's session would focus on the review and refresh of the strategies associated with each goal.

Ms Purcell introduced Mr Benjamin as the facilitator for the strategic plan review and refresh session.

#### **5. Strategic planning session facilitated by Jeffrey Benjamin. Board will discuss its current strategic plan and consider items needing to be updated/refreshed including—mission, vision, and core values of the Board, strategic goals, objectives, and action items. Board may take action to update its mission and vision, and may also develop future goals, objectives, and strategies.**

Mr Benjamin introduced himself and outlined the format for the review and refresh planning session. He said he would list the current strategies associated with each board goal, in order, then open the floor to feedback and consensus before moving onto the next in the list. Mr Benjamin listed the goals the board had validated and the associated strategies that would be reviewed. Current goals and strategies are as follows.

##### **Goal 1: Outreach**

**The general public, prospective licensees and other key stakeholders have a greater**

**understanding that engineering and surveying licensure are essential to safeguarding public health, safety and welfare.**

#### Strategies

1. Increase legislators understanding of criticality of services provided by the board and professional engineers/professional land surveyors.
2. Increase technical capability and social media presence
3. Increase visibility of the Board
4. Increase spending on message development
5. Increase modes of delivering messages and frequency of delivering messages

#### **Goal 2: Licensure**

**The demonstrated value of licensure results in continued growth in the number, quality and diversity of licensed engineers and surveyors practicing in Nevada**

#### Strategies

1. Increase/stress the importance of licensure to university level students
2. Increase the public's knowledge about the value of licensure
3. Increase kids' knowledge of what engineers/land surveyors do
4. Speed up process of licensure by comity
5. Provide options to meet land surveyor educational requirements

#### **Goal 3: Regulation**

**Nevada regulations are compatible with and reflective of the current state of practice in engineering and surveying and are in alignment with Nevada's economic development strategy.**

#### Strategies

1. Decrease outdated regulations and increase applicability of regulations
2. Increase relationships with key stakeholders
3. Increase awareness of new/emerging technologies

#### **Goal 4: Operational Excellence**

**The Nevada Board's efficient and effective use of technology and streamlined systems, processes and procedures result in high levels of satisfaction by all stakeholders.**

## Strategies

1. Increase staff capacity
2. Create a business plan/budget to fund new initiatives /board improvements/updates
3. Update all office and administrative processes
4. Build a data collection strategy to ensure we have data needed for effective decision making

Mr Benjamin facilitated a robust discussion among board members, guests, and staff about each strategy. Determinations were made as to whether the strategy was still relevant, and if edits to the strategy text needed to be made for context and clarity. Updates to current strategies were suggested and noted. A number of new strategies were also recommended and will be added to the updated strategic plan.

In closing the open discussion period, Ms Purcell asked that staff draft a proposed revision to the Executive Summary of the Strategic Plan based on the day's discussion. (ACTION Item)

Ms Mamola said a draft revision (of the Executive Summary) would be presented for board consideration and feedback at the November board meeting. She added following board input – and possible approval – the refreshed strategies and new strategies (associated with the four goals) would be parsed out and added as agenda items to the relevant committees of the board for tactic development to facilitate action. (ACTION Item)

## 6. Public Comment

There was no public comment.

## 7. Adjournment

Ms Purcell thanked those joining for their time and input, and thanked Mr DeSart for his service and commitment to the board, in particular his chairing of the PAL and Public Outreach committees.

Mr DeSart said he was appreciative to have the opportunity to serve on the board and that it had been a great experience.

Ms Purcell adjourned the meeting at 11:45am.

Respectfully,

Patty Mamola  
Executive Director