



STRATEGIC PLAN

Executive Summary

Approved Strategic Plan - May 11, 2017

July 2017

EXECUTIVE SUMMARY

PURPOSE ~ MISSION ~ CORE VALUES

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.

Mission

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 ensure ongoing 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 stakeholders.

Core Values

The board's core values are:

Integrity

Transparency

The core values were identified by board members and staff during the strategic planning sessions as guiding principles in the performance of their duties. A commitment was made to deliver on these values and provide governance that is ethical, honest, and consistent, and to function on a daily basis with accessibility and openness that is without obstruction.

3-5 YEAR PLANNING HORIZON

~ OUTCOME-FOCUSED GOALS AND STRATEGIES ~

The following thinking represents the organization's goals for the next 3-5 years. These **Goals** are outcome-oriented statements that represent what will constitute the Nevada board's future success. The achievement of each goal will move the organization towards the realization of its Envisioned Future. The **Strategies** reflect the broad range of direction that will be undertaken to change the existing conditions in order to achieve the goal – they drive **Tactics** -- the type of work and initiatives that will need to be undertaken to achieve the goal.

Outcome-Focused Goals

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.

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.

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.

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.

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

Tactics

- a) Develop a plan with lobbyists to involve legislature members with board; i.e., board meetings, meet and greets, etc

→ *action item(s)*

Do we have an understanding how the legislature sees us (the board)?

Do our lobbyists have an understanding (in line with our thinking) of what the board does?

Do we need to educate legislators about the difference between a professional engineer/land surveyor and regular engineers/land surveyors?

- b) Develop a plan to involve Board lobbyist with legislators on an ongoing basis

When we have answers to the above questions we can begin to form a plan

- c) Create the 'value added' message

The board has a purpose statement:

“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”

To support this and make it understandable to all, it needs to be developed into a value added message to engage all stakeholders

→ *action item*

I believe this should come first and be the driver for our outreach action plan. This message needs to address the value add (the “what’s in it for me” message) to prospective licensees, current professionals, the public and role the board plays in this process

d) Leverage board and professional association relationships with associations to develop a unified message

Once we develop a “value added” message, it can be shared with partners to be refined and finalized as a common theme

2. Increase technical capability and social media presence

Tactics

- a) Find and hire the appropriate consultant to support this objective
- b) Develop a social media plan with consultant
- c) Identify best social media modes/methods
- d) Identify audiences
- e) Establish social media budget
- f) Establish the role of BOE staff in social media
- g) Research and use association resources (NALS, NCEES, ASCE, NSPE, etc)

→action item(s)

Start with formatting our newsletter (teaser text with links), where the body of articles live on our website (creating site drivers)

Move toward more engaging items within newsletter, info-graphics, video pieces etc. Introduce a blog and then twitter as an internal medium with board members

Creating a foundation first, of relevant information that people will want to view and share, is integral to launching a social 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

Tactics

- a) Determine targeted audiences
- b) Develop and implement a PR campaign (link with Outreach Objective #2)

2. Increase the public's knowledge about the value of licensure

Tactics

- a) Encourage university professors to promote licensure and share process
- b) Provide board Ambassadors to work with UNR/UNLV on informing students on licensure
– one from North and one from South

3. Increase kids' knowledge of what engineers/land surveyors do

Tactics

- a) Participate in career days
- b) Work with professional groups
- c) Inform school districts of our willingness to share about engineering/land surveying

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

Tactics

- a) Identify outdated/not applicable regulations
- b) Remove obsolete regulations
- c) Update/modify/create remaining regulations
- d) Adopt new regulations – follow process

2. Increase relationships with key stakeholders

Tactics

- a) Identify key stakeholders (link to other stakeholder work)
- b) Create/develop new relationships
- c) Leverage existing relationships
- d) Maintain / foster relationships
- e) Create process to regularly evaluate effectiveness of current relationships

3. Increase awareness of new/emerging technologies

Tactics

- a) Identify resources (organizations, boards, industry) that are dealing with some of the same issues for potential partnerships/collaborations
- b) Identify/subscribe to new technology publications
- c) Create/develop relationships with Nevada Economic Development office
- d) Identify how we can have licensees tell us about what's new – newsletter, website?

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

Tactics

- a) Hire full or part time consultants as needed
- b) Staff training as needed
- c) Conduct a workload assessment
- d) Create a plan of action
 - Hire social media consultant (see Goal # 1)
 - Fill compliance position
 - Fill part time position in Las Vegas office
 - Possible need for additional office staff for newsletter publishing on a regular basis (1/4 time?)

→action item(s)

Eliminate work load items that are related to the user misunderstanding of our processes

Evaluate interactive processes on website to make as intuitive as possible

Staff to evaluate first and draft changes. Outside assessment as a second step

Cross-train staff to distribute workload at peaks in different areas of the operation
(goal to maintain efficiency in workflow)

Evolve investigative position to a contract consultant role hired on a need basis

This will give ability to retain discipline specific technical expertise

Create consultant job description for review by APOC

Hire summer intern to complete conversion to electronic file storage

2. Create a business plan/budget to fund new initiatives /board improvements/updates

Tactics

- a) Prioritize captured action items both in time and money

→action item(s)

Overall business plan will be a function of Goal 1 & 2, but \$ cost to improve operational efficiency/staff capacity will be calculated and submitted to APOC for review and budget approval

3. Update all office and administrative processes

Tactics

- a) Scan/convert paper to PDF and shred paper
- b) Old and new
- c) Quality control is in place

→*action item(s)*

Cross-audit of office processes to identify any inefficient steps

Expand operations manual detail to ensure business continuity

Determine frequency of quality control check points to ensure standards adhered to

4. Build a data collection strategy to ensure we have data needed for effective decision making