

NEVADA STATE BOARD OF PROFESSIONAL ENGINEERS AND LAND SURVEYORS
Minutes of the Public Outreach Committee Meeting
Held virtually (Zoom) at 3:00pm Monday, January 10, 2022

Committee members participating via video conferencing were Committee Chair Robert Fyda, PE; Karen Purcell, PE; and Thomas Matter, Public Member. Also joining were Patty Mamola, Executive Director; Murray Blaney; Operations/Compliance, Derek Vogel.

1. **Meeting conducted by Committee Chair Robert Fyda, call to order and roll call to determine presence of quorum. Committee members: Karen Purcell and Thomas Matter.**

A quorum was present.

2. **Public comment period.**

There was no public comment.

3. **Introductions**

Introductions were forgone.

4. **Approval of March 10, 2021, Public Outreach Committee meeting minutes.**

A motion was made by Ms Purcell to approve the March 10, 2021 POC meeting minutes, Mr Fyda seconded, and the motion passed.

5. **Consider social media metrics/analytics for 2021 in comparison to previous campaign.**

Mr Vogel gave a summary explanation of the Social Media Strategy 2022 document he sent prior to the meeting. In order to best determine whether or not to restart a social campaign, he recommended doing a level set, comparing two 6-month time periods—January to June 2021 and June to December 2021. He said that comparing those time periods will show us the results we got from regular posting compared to sporadic posting.

Mr Vogel asked everyone to look at the comparison table in the document, showing that the number of followers has gone up in both time periods, but the trajectory has slowed dramatically without a regular posting schedule.

Mr Vogel explained that we did 27 posts from January to June, and only 4 posts from June to December. He explained that we were not likely to lose followers, but that our visibility to followers' social feeds will likely decline.

Ms Mamola commented that she thinks the results are inconclusive to prove that continued posting would have generated more followers. She said the good news is that we've added a few followers, but we haven't lost any.

Mr Blaney said that what we have lost is engagement, measured by viral impressions and others. Moving forward we won't necessarily add followers, but we hope to reengage followers. The mechanism is in place for us to continue.

Mr Vogel recommended building a new calendar that is geared more to a younger audience—undergrads and recent grads—to reach them on the value of licensure.

Ms Mamola commented that our postings have gone down, but we are just working within the limitations of the budget.

Mr Blaney added that the ROI on social spending can be expensive compared to cost per impression advertising. He is pleasantly surprised that we didn't lose followers.

Mr Vogel noted that any marketing activity is more successful if you tie it to a plan and calendar. It gives us something to measure against. We'll want to make sure our goals are achievable and measurable.

Ms Purcell commented that she likes the plan of stepping up postings in the next 6 months.

Mr Matter asked what our goal is—engagement, conversations, information?

Mr Fyda responded that ideally the goal would be a split between a new generation of engineers and keeping our existing pool of older engineers.

Mr Blaney agreed with Mr Fyda and said we can use licensed engineers as a conduit to undergrads or recent grads. An example would be to get more information about determining what good experience is when you're applying for licensure. Start with blogs that push through posts. He mentioned an upcoming post for the SE exam and says that is the type of post that hopefully licensed engineers share with unlicensed engineers.

Mr Vogel added that we are looking for evangelists—ideally leaders of companies like you—to send out posts in the form of memos or internal messages to your companies.

Mr Blaney said we'll develop content aimed at UNR and UNLV. We will find out what they are interested in—how to earn credits toward a land surveying degree, how to get dual licensed, how many credits are required.

Mr Vogel said that since we are not selling a product, we'll have to measure our results differently. We'll continue to watch website traffic but track back to the social posts that led them there.

Mr Vogel summarized the recommendation for social platforms. Maintain the 3 we currently use— Linked In, Facebook, and Twitter— and reserve YouTube for special projects such as making Steve Hiner's ethics presentations available.

Ms Purcell agreed, and Mr Fyda asked if Twitter is even necessary.

Mr Vogel replied that LinkedIn is still the most effective platform, followed by Facebook with Twitter third. We would be conspicuous by our absence if we did not continue with Twitter.

Mr Blaney added that the incremental cost of Twitter is low. Once the content is created for the other platforms, it doesn't cost any more to post it on Twitter.

Mr Matter and Mr Vogel both noted that using board members to share their knowledge and experiences and examples of educational content has proven to be effective.

6. **Consider and discuss Strategic Plan tactics and action items drafted by staff based on prior Public Outreach Committee meeting discussions.**

Ms Mamola introduced the updated strategic plan, with a few strategies specifically related to public outreach. Under outreach goals, #2 Evolve technical capability to expand social media presence. She summarized the type of content to post, based on past successes as well as using upcoming calendar events. We have a couple blog posts in mind that will be linked from social media.

Ms Mamola continued, under #3 Increased visibility of the board, we participate in relevant industry and association events. Steve Heiner is doing a good job presenting to professional organizations. She mentions NCEES, International Engineering Alliance. This activity gives Nevada a voice. We created the Quality of Plans Submittals Task Force. We've made not of higher yield posts from the original social media campaign, and we will continue to build engagement where we can.

Mr Blaney gave an update on the board room camera which allows people to join meetings virtually to help build relationships and connect with the board.

Ms Mamola reiterateid the importance of reaching out to freshmen capstone classes and undergrads at UNR and UNLV. David James is a good contact at UNLV.

Ms Mamola said we'll continue to increase the public's knowledge and the value of licensure. So, we're working to expand the content on the public section of the website. Key to that is we need to

develop an elevator pitch that differentiates between licensed professionals and the generic engineer. Staff probably needs to have a brainstorming session to see what we can come up with.

Mr Blaney asked the group to pass along any examples that articulate the difference and said we could use it on our website.

Ms Mamola referenced Strategy #3 – increase kids’ knowledge of what engineers and land surveyors do. She mentions our work through PAL, but also mentions that we all belong various groups, such as Rotary, Soroptimist, Future Cities. We should use those to talk about engineering.

Mr Matter and Ms Purcell had an exchange about their kids and STEM in schools and maybe there’s a way for us to speak to them.

Ms Mamola commented that it’s important to reach girls in elementary school.

Mr Blaney suggested using PAL.

Ms Mamola responded that she’ll have to think about how to promote it in the PAL committee.

Mr Vogel commented that his daughter got interested in STEM in the 6th grade because of her teacher. Perhaps another pathway is through teachers.

Mr Matter offered his experience with his son going to a specific school that focuses on STEM. It’s important to get the message to parents too.

Ms Purcell replied that kids don’t realize that a licensed engineer or land surveyor is a thing. She said it’s just about outreach and the earlier the better.

Ms Mamola then moved on to Strategy #6 – increased knowledge of the quality of experience required for potential licensees. We have blogs planned for this topic, but she emphasized the importance of getting that information to parents (of graduate engineers) and that staff will give that some thought.

Mr Fyda asked Ms Mamola if she or Ms Purcell speak at engineering graduation dinners.

Ms Mamola replied that Karen spoke at E-week. I have spoken at summer STEM camp for girls.

Ms Mamola moved on to Goal #3 – regulation. The strategy 2 under regulation is to increase relationship with key stakeholders. She said that virtual meetings have given initial applicants exposure to the board. Maybe we can mention social media at the end of meetings to increase engagement.

Mr Blaney suggested waiting until we have recent posts.

Ms Mamola agreed and mentioned the success we've had with emailing regulatory updates.

Mr Blaney said that we send out emails to 15,000 recipients each time, and we've sent out 7 or 8 emails. He said that we've gotten great feedback and we sometimes overlook the engagement we generate from traditional email.

Ms Mamola mentioned utilizing our government liaison as a resource to maintain relationship with various politicians. We've increased our visibility with our state leaders.

Ms Mamola moved on to Goal #4 – operational excellence, under strategy 4 is to increase transparency and communication with stakeholders, support functions, operations and initiatives and develop an annual report of board activities for public record. We will begin on the annual report before the end of the year.

7. **Consider and discuss next fiscal year public communications/social media efforts and budget needs.**

Ms Mamola said that staff is recommending we stay in the ballpark of our previous budgeted amount of \$17,500 for the fiscal year ending June 30, 2022. We may need to adjust if we do videos. We will direct \$4,000 to \$5,000 towards content and social media posts. We can discuss the budget at the next POC meeting.

Mr Blaney continued saying he thinks we should stay in the same range and that we've gained some savings by having Derek in house to do communications. We have about \$3,300 remaining for social media with \$1,200 spent to date.

Mr Fyda said he thinks we should continue the status quo right now. He asked when would we target these posts?

Mr Vogel said that staff will take the first pass at creating the calendar. It will be similar to the previous calendar, based on industry events. Spring will be more active because of all the annual events planned.

Mr Blaney encouraged the committee to pass along any ideas or if they are attending any events or speaking to let us know.

Mr Blaney commented that Patty did a blog post on taking the PE exam and that she took it twice. It was nice to show that board members are human too.

8. **Open discussion topics.**

There was no discussion.

9. **Next meeting date and location.**

Ms Mamola said that we could talk about the post calendar and 20-23 budget at the next Public Outreach Committee meeting.

10. **Public comment period.**

None.

11. **Adjourn**

Mr Fyda adjourned the meeting.

Respectfully,

Patty Mamola
Executive Director