

**NEVADA STATE BOARD OF  
PROFESSIONAL ENGINEERS  
AND  
LAND SURVEYORS**



**PUBLIC OUTREACH COMMITTEE  
MEETING  
January 12, 2023  
Virtual Meeting**

# 1. Meeting Call to Order

## 2. Public Comment

# 3. Introductions

4. Approval of Minutes  
Public Outreach  
Meeting  
July 11, 2022

**NEVADA STATE BOARD OF PROFESSIONAL ENGINEERS AND LAND SURVEYORS**  
**Minutes of the Public Outreach Committee Meeting**  
**Held virtually (Zoom) at 4:00pm Monday, July 11, 2022**

Committee members participating via video conferencing were Committee Chair Robert Fyda, PE; Karen Purcell, PE; Lynette Russel, PE and Thomas Matter, Public Member. Also joining was Derek Vogel, communications, Susan Fisher, Board Liaison.

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

All committee members except Thomas Matter were present, and a quorum was determined.

2. **Public comment period.**

There was no public comment.

3. **Introductions**

All members introduced themselves.

4. **Approval of January 10, 2022, Public Outreach Committee meeting minutes.**

A motion was made by Ms Purcell to approve the January 10, 2022 POC meeting minutes, Ms Russel seconded, and the motion passed.

5. **Consider social media metrics/analytics for 2022 in comparison to previous campaign.**

Mr Vogel gave a summary of the report he wrote and distributed prior to the meeting. He explained that the report is a 6-month snapshot from January to June and continues the previous trend of focusing on 6-month periods for review. He said that based on the steady increase in followers, the program was successful.

Mr Vogel said that the webinars which were converted into videos posted to the Board website exceeded our expectations and we will consider expanding the Zoom capabilities for future webinars.

Mr Vogel recommends doing a 12-month program from July 1, 2022 to June 30, 2023. He says he already has a calendar started and will continue to build it out as partner organizations publish their calendars.

Mr Vogel also recommends using the same budget as the current budget of \$17,500 for total public outreach for the next year. Approximately \$4,000 will be allocated toward social media, which covers one to two posts per months plus incidental costs.

Ms Purcell asked what the remaining amount will be used for.

Mr Vogel replies that he doesn't know but that Patty might.

Mr Fyda opened the meeting to questions or concerns. He asked if any more YouTube videos are planned for next year.

Mr Vogel replied that it depends on what we have planned for future webinars. We'll look at making them available as videos when it's appropriate.

Ms Purcell asked about sharing partner organization activities, and Mr Vogel responded that some discretion is required. A short conversation ensued concluding with the caution that the board must be careful about commenting or reacting to social posts.

Ms Russell said she saw a speaker's bureau mentioned in the report and asked if we are pushing any associations to invite us to talk to them.

Mr Vogel responded that the speaker's bureau was part of the original campaign, but never got off the ground mostly because of covid. He recommends that we use webinars and presentations as a replacement for a formal speaker's bureau for at least the next six months or so and reevaluate then.

Mr Fyda asked if we are going to continue with the same theme for webinars or branch out, and Mr Vogel answered that we will continue with the Nevada law and ethics webinars. The frequency may change.

6. **Consider and discuss next fiscal year (July 2022 – June 30, 2023) public communications/social media efforts and available budget.**

The question about the remaining budget amount is discussed, and Mr Vogel said that he will ask Patty for clarification on that.

7. **Open discussion topics.**

None.

8. **Next meeting date and location.**

Mr Vogel said that the committee has been meeting every 6 months, which would put the next meeting at late December or early January.

There was a short discussion and early January was agreed upon.

Mr Vogel noted that Patty had joined the meeting, and asked Karen if she wanted to ask her about the budget.

Ms Purcell replied yes, and asked Patty what the remaining budget amount was allocated for.

Ms Mamola replied that it is public communications, outreach, updates to our website. She said that it's really called communications—we've renamed it from public outreach to communications. It probably includes our newsletter.

The discussion returned to scheduling the next meeting. It was noted that the board meeting is on January 19<sup>th</sup>. Several dates were discussed, and Ms Mamola said that we will follow up with the next chair of the committee to determine the meeting date. It will likely be the week of the board meeting – Monday or Tuesday.

9. **Public comment period.**

There was no discussion.

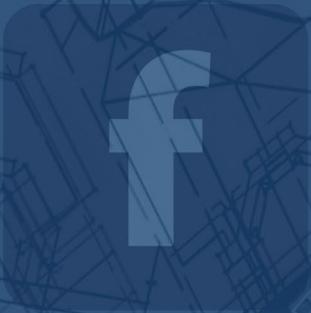
10. **Adjourn**

Mr Fyda adjourned the meeting.

Respectfully,

Patty Mamola  
Executive Director

# 5. Social Media Metrics and Analytics



Communications/Public Outreach/Social Media

# Social Strategy

Through June 30, 2023



*YOUR*  
NEVADA BOARD

# 2022 Campaign Recap

## What did we learn?

The Public Outreach Committee met on July 11, 2022 and reviewed the performance of outreach activities that span the original campaign in 2020 and the subsequent programs in 2021 and the first six months of 2022. The execution of the programs changed because of Covid limitations, but the overall findings concluded that several tactics and strategies were effective as quantified by likes and shares:

- Social posts that personalize the Board and individual members performed well
- Social posts that demonstrate the Board's knowledge
- Social posts that spoke to college students performed well

After reviewing the findings, the committee agreed to continue with the cadence of postings, using the same strategy and target audiences. This approach also tethers to the goals stated in the 2020 Strategic Plan. Some of those goals include:

### Outreach

- Evolve technical capability and expand social media presence
- Increase visibility of the Board
  - Leverage industry and associations
  - Promote pathways to licensure

### Licensure

- Promote licensure to university students
- Increase kids' knowledge of engineering and land surveying

### Regulation

- Increase relationships with key stakeholders

## July – December 2022

From July 2022 to January 2023, we followed the plan that was recommended at the July 11 Public Outreach Committee meeting which included the following:

- Monitor progress in 6-month periods, but conduct annual reviews
- Consider expanding webinar functions
- Reconsider a speaker's bureau

This meeting (January 12, 2023) meeting addresses the first item. The other two items are topics that require further discussion and planning. Both are addressed in the 2023 Strategy section of this document

## Social Media Analytics

Now that we have two years of social media activity, we can compare the results from each. As stated in the previous report, the frequency of postings decreased from 2021 to 2022. However, we will continue to evaluate engagement based on the total increase or decrease in followers.

The data collected in 2022 includes reactions, which is starting to become relevant and indicative of engagement.

### 2021 Analytics

	January 1, 2021 – June 30, 2021	July 1, 2021 – December 31, 2021
Total Posts	27	4
Total Followers	LinkedIn: 254	LinkedIn: 258
	Twitter: 44	Twitter: 45
	Facebook: 189	Facebook: 191

### 2022 Analytics

	January 1, 2022 – June 30, 2022		July 1, 2022 – December 31, 2022	
Total Posts	10		6	
	Total Followers	Total Reactions	Total Followers	Total Reactions
	LinkedIn: 276	LinkedIn: 91	LinkedIn: 318	LinkedIn: 117
	Twitter: 50	Twitter: 0	Twitter: 57	Twitter: 0
	Facebook: 214	Facebook: 51	Facebook: 257	Facebook: 39

## Social Takeaways

The small, but consistent upward trend in activity—including reactions—indicates that our strategies and tactics are working. LinkedIn continues to be our most effective social platform, which makes sense as it is focused on content related to business and education. Although not included in the analytics, YouTube remains an effective platform to distribute the limited video content the Board produces, such as the webinars.

The analytics and social metrics revealed the following posts performed the best in 2022:



## 2023 Strategy

Based on the results of the previous two years, we can fine-tune some of our strategies without having to experiment with new ones. We know who our audiences are, and we are now able to gauge their level of engagement through their participation (reactions). Considering this knowledge, we can make the following recommendations for 2023.

### Recommendations

From a business standpoint, engaging college students makes sense as they represent our next generation of licensees. It also aligns with the Board’s strategic plan goals.

Previous strategies to persuade students to pursue licensure by working with faculty have not been as successful as desired. In speaking to college engineering students personally, we should try reaching them directly through alternative pathways:

- Integrate our “sales pitch” by partnering with companies at job fairs on campuses
- Consider sponsoring or manning a table or booth at college job fairs
- Get board members and other successful engineers in other disciplines (mechanical, electrical, environmental, etc.) to talk about how licensure opened career opportunities for them.
- Licensure = Opportunities (better pay, more interesting jobs, travel, environmental, independence/autonomy/freedom)

- **Social media posts that highlight non-traditional jobs**

The preliminary 2023 Social Media Calendar identifies several posts that will use the above recommendations.

## Webinars

We conducted two webinars in May 2022 and two more in November 2022. The May webinars and found that they performed very well, as measured by the number of attendees. They both exceeded the maximum number allowed by our Zoom subscription, and we considered increasing the number of seats to allow more attendees for the November webinars. The cost to do so was prohibitive, and we decided to stick with the 500-seat subscription for the November webinars. We did, however, optimize our presentation including the explanation to attendees on how to document their attendance. This reduced the emails and questions we received. We plan to continue using the same process and refining our presentations for future webinars.

## In-person Engagement

After the July Public Outreach Committee meeting, we discussed instituting the Speaker's Bureau, which was part of the initial outreach plan in 2020. It was ultimately shelved because of Covid. But now that universities and associations are back to in-person classes and meetings, some type of in-person engagement by Board members and staff may be an effective way to engage with our key student audiences.

We have begun preliminary discussions about how to implement in-person engagement, which will use the recommendations above to reach students directly. Board staff will work with individual Board members to determine the best way to make this happen in the first six months of 2023.

## Platforms

Although there are new social platforms (Tik-Tok, Truth), I would not recommend adding new social platforms at this point. As stated before, we do know that Tik-Tok and Instagram skew to younger audiences, and that may require us to adopt them. But for this continued program, I would continue to focus on LinkedIn, Facebook, and Twitter. I would continue using YouTube for webinars and other video content that we produce.

## Calendar

I recommend that we develop a 6-month calendar of posts, as we did in July-December 2022. This calendar will identify posts topics and messaging points, but it evolve as opportunities present themselves. And as we did before, we will review the posts at the next 6-month committee meeting.

## Budget and Timing

I also recommend allocating the same budget and timing as the previous programs. This proved to be cost effective. The committee agreed to spend \$3,300 for the 6-month period ending December 31, 2022. \$1,800 remains unspent. The next fiscal year budget for public outreach (ending June 30, 2023) stands at \$17,500 and the committee agreed that it does not need any adjustment.

My recommendation is to continue with the same spending rate for social media (1-3 posts per month), and utilize any remaining budget for new or expanded activities as needed (public engagement, travel, etc.)



Communications/Public Outreach

# Social Media Calendar

*YOUR*  
NEVADA BOARD

January-June 2023

# Overview

The following calendar summarizes monthly activities for the Board’s 2022-2023 fiscal year. There will be posts and yet-to-be-determined events and activities we will leverage, and we will formulate strategies to address each as they arise. Specific posts, articles, and other communications will be determined and prioritized every month and scheduled accordingly.

The purpose of this calendar is to provide a snapshot of significant industry events, holidays and other relevant activities, so that monthly and weekly plans with specific posts and timing can be determined. By identifying important dates and events, it allows us to formulate outreach strategies that may require more preparation and lead-time.

As discussed during the June 2022 Public Outreach Committee meeting, content will be developed that is relevant for our primary audiences as determined in the original public outreach campaign, including a concentration on college engineering students and recent graduates, using the social platforms from the previous campaigns. This calendar recommends the timing of those messages. This calendar may be updated during the course of the campaign as additional events are scheduled.

**Key:**

- NVBPELS Event
- Industry Event
- General
- Association
- Holiday

January 2023					
Date/Time	Scheduled Events / Activities	Target Audience / Platform	Message Point / Hashtags	Objective	
Post #1 January 17	<u>Future Cities Competition</u>	<ul style="list-style-type: none"> <li>Middle School Students</li> <li>General public</li> <li>Professionals</li> </ul>	<ul style="list-style-type: none"> <li>Discover E Foundation</li> <li>Regional events – Nevada Region January 21</li> <li>This year’s challenge: Climate Change</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate the Board’s commitment to STEM</li> </ul>	

			<ul style="list-style-type: none"> <li>Winners go to national event in February</li> <li>Prizes for teams</li> <li>Greg DeSart – volunteer judge (15 judges)</li> <li>How many Nevada teams?</li> </ul>	and the next generation of engineers
Post #2 January 24	<u>Newsletter (if all goes well)</u>	<ul style="list-style-type: none"> <li>Everyone</li> </ul>	<ul style="list-style-type: none"> <li>Chair Report</li> <li>Reappointed Board Members</li> <li>PLS Education Article</li> <li>PDH Explanation</li> <li>Webinars - NV Regs and Professional Ethics</li> <li>Renewal Portal Open (12/31/22)</li> <li>Firm Registration Explanation</li> <li>Nevada Law Books</li> <li>Compliance</li> </ul>	<ul style="list-style-type: none"> <li>Communication and general outreach</li> </ul>

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		14				
		21				

## February 2023

Date/Time	Scheduled Events / Activities	Target Audience / Platform	Message Point / Hashtags	Objective
Post #1 2/7	Black History Month (2/1)	<ul style="list-style-type: none"> <li>Everyone</li> </ul>	<ul style="list-style-type: none"> <li>Celebrating engineering and LS pioneers</li> <li>Emphasize that current students are the future heroes</li> <li>“Now it’s your turn to make history”</li> </ul>	<ul style="list-style-type: none"> <li>General awareness and diversity of profession</li> </ul>
Post #2 2/14	<u>Love Licensure</u>	<ul style="list-style-type: none"> <li>UNR/UNLV/Great Basin Students</li> <li>Professionals</li> <li>General Public</li> </ul>	<ul style="list-style-type: none"> <li>Needs to tie into Valentine’s day</li> <li>“Love Licensure!”</li> <li>List reasons why you should love licensure</li> <li>Get board members to provide one sentence about why they love licensure and how it has opened doors for them</li> </ul>	<ul style="list-style-type: none"> <li>Showcase individuals on the board to demonstrate how licensure is important to them</li> </ul>

Post #2 2/21-22	<u>E-Week – Reminder</u>	<ul style="list-style-type: none"> <li>• UNR/UNLV/Great Basin Students</li> <li>• Professionals</li> <li>• General Public</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage college students to volunteer to work with younger elementary students</li> <li>• Promote Nevada E-week activities</li> </ul>	<ul style="list-style-type: none"> <li>• Promote E-week and events specific to Nevada</li> </ul>																								
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Date/Time	Scheduled Events / Activities	Target Audience / Platform	Message Point / Hashtags	Objective																								
Post #1 3/7	<u>Women’s History Month</u>	<ul style="list-style-type: none"> <li>• UNR/UNLV/Great Basin College female engineering/LS students</li> </ul>	<ul style="list-style-type: none"> <li>• Key on female engineers and land surveyors</li> <li>• Tie in to UNR and UNLV if possible – possibly find a UNR/UNLV grad – Patty, Karen, Christina Swallow or others</li> </ul>	<ul style="list-style-type: none"> <li>• Promote women entering the professions</li> </ul>																								
Post #2 3/21	<u>National Land Surveyor Week</u>	<ul style="list-style-type: none"> <li>• Great Basin College students</li> <li>• Recent grads</li> </ul>	<ul style="list-style-type: none"> <li>• #NSPS #NALS #NVBPELS #landsurveyors</li> <li>• <a href="https://www.nsp.us.com/resource/resmgr/nsw/National_Surveyors_Week_what.pdf">https://www.nsp.us.com/resource/resmgr/nsw/National_Surveyors_Week_what.pdf</a></li> </ul>	<ul style="list-style-type: none"> <li>• General awareness of the profession</li> <li>• Promote Land Surveying education</li> </ul>																								
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Date/Time	Scheduled Events / Activities	Target Audience / Platform	Message Point / Hashtags	Objective																								
Post #1 4/4	<u>National Robotics Week</u>	<ul style="list-style-type: none"> <li>• Students of all ages</li> <li>• Professionals</li> <li>• General public</li> </ul>	<ul style="list-style-type: none"> <li>• Importance of STEM</li> <li>• National high school robotics competition</li> <li>• April 1-8</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage students to pursue engineering</li> </ul>																								
Post #2 4/11	<u>PE Structural Exam</u>	<ul style="list-style-type: none"> <li>• Recent grads and 1st time test takers</li> </ul>	<ul style="list-style-type: none"> <li>• Good luck to examinees</li> </ul>	<ul style="list-style-type: none"> <li>• Promote Nevada licensure</li> </ul>																								

			<ul style="list-style-type: none"> <li>• Reno is the only site in Nevada for both the vertical and lateral tests</li> <li>• April 13-14</li> </ul>													
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Date/Time	Scheduled Events / Activities	Target Audience / Platform	Message Point / Hashtags	Objective												
Post #1 5/9	<u>Ethics and NV Law Webinars</u>	<ul style="list-style-type: none"> <li>• Professionals</li> </ul>	<ul style="list-style-type: none"> <li>• <u>2 webinars that fulfill the Nevada requirements</u></li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the Board’s commitment to licensees</li> </ul>												
Post #2 5/21	Good Luck Grads!	<ul style="list-style-type: none"> <li>• Graduating UNR/UNLV/GB students</li> </ul>	<ul style="list-style-type: none"> <li>• <u>Use this as a reminder on the steps to get licensed</u></li> <li>• <u>“Good luck engineers and land surveyors – here’s how to get licensed”</u></li> </ul>	<ul style="list-style-type: none"> <li>• General good will</li> <li>• Education on licensure</li> </ul>												
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Date/Time	Scheduled Events / Activities	Target Audience / Platform	Message Point / Hashtags	Objective												
Post #1	<u>Newsletter</u>	<ul style="list-style-type: none"> <li>• Everyone</li> </ul>	<ul style="list-style-type: none"> <li>• <u>June – August are the busiest months for moving. Could reminder people who are moving to Nevada about comity endorsement</u></li> </ul>													
Post #2			<ul style="list-style-type: none"> <li>•</li> </ul>													

# 6. Public Communications Social Media Efforts and Available Budget

# 7. Topics for Future Meetings

# 8. Next Meeting Date

# 9. Public Comment

# 10. Adjourn