

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



**PUBLIC OUTREACH
COMMITTEE MEETING
September 12, 2023**

1. Meeting Call to Order

2. Public Comment

3. Introductions

4. Approval of POC
Meeting Minutes
January 12, 2023

NEVADA STATE BOARD OF PROFESSIONAL ENGINEERS AND LAND SURVEYORS
Minutes of the Public Outreach Committee Meeting
Held virtually (Zoom) at 2:00pm Thursday, January 12, 2023

Committee members participating via video conferencing were Committee Chair Robert Fyda, PE; Karen Purcell, PE; Lynette Russel, PE. Also joining was Patty Mamola, Executive Director, Derek Vogel, communications and 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.**

A quorum was determined.

2. **Public comment period.**

There was no public comment.

3. **Introductions**

All that were present introduced themselves.

4. **Approval of July 11, 2022, Public Outreach Committee meeting minutes.**

A motion was made by Ms Russell to approve the July 11, 2022 POC minutes, Ms Purcell seconded, and the motion passed.

5. **Consider social media metrics/analytics for July 1, 2022, to December 31, 2022.**

Mr Vogel gave a summary of the report he wrote and distributed prior to the meeting. He explained that the report is a snapshot from July to December 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 continues to be successful.

He commented that the previous tactics and strategies continue to be effective. Posts that personalize the board, demonstrate the board's knowledge, and those that speak to college students performed well.

He commented that notable changes from the previous 6-month period include reactions, which can be used for comparison purposes after 2 years of collecting them. Reactions in 2022 were significantly higher than 2021. Reactions now give us another metric to measure social media performance.

Mr Vogel then explained that the report recommends engaging with students directly, rather than through faculty. College job fairs and partnering with companies and professional associations may be a way to accomplish this.

Ms Purcell commented that her firm is participating in the University of Nevada engineering career fair on February 22, 2023, from 10:00 am to 2:00 pm. Mr Vogel suggested that we add that to our social media calendar. **ACTION ITEM**

Ms Mamola suggested that we consider a booth for the board at the next career fair and asks Ms Purcell to let us know when and who is organizing it.

Mr Vogel addresses the next recommendation to get board members and successful professionals to talk about how licensure opened up career opportunities for them. There was discussion about the timing, and it was agreed that fall would be the next opportunity for December graduates. **ACTION ITEM**

Ms Mamola said that NCEES is reaching out to students and is donating \$250,000 to the Americans Association of Engineering Educators as a way to promote licensure. She said that NCEES is also targeting SAE (Society of Automotive Engineers).

Ms Mamola reported that NCEES is shipping out graduation ceremony honor cords to college students to pass the FE. There was discussion about the logistics of distributing the honor cords, and Mr Vogel suggested that we add this to our social media calendar. He will keep an eye on NCEES's site for the official press release or news announcement. **ACTION ITEM**

Mr Vogel summarized the webinars that were presented in May and November 2022 and noted that they were very successful based on attendance and feedback. He said that we would conduct updated webinars again in May and November 2023.

Mr Vogel mentioned In-person engagement as another strategy to employ in 2023. A short conversation ensued, and it was agreed that we would look for opportunities throughout the year.

Mr Vogel summarized the social platforms and said that we might want to consider adding Instagram, since it skews to our college age audience. Ms Purcell suggested that we repurpose content from the other platform for Instagram. There was a short conversation, and Mr Vogel said he would look into integrating Instagram. **ACTION ITEM**

Ms Purcell asked how Mr Vogel thought LinkedIn was performing. Mr Vogel replied that it is still our most active and effective platform. There was a conversation about how and why it appealed to engineers and land surveyors of all age groups.

Mr Vogel summarized the social media calendar and budget. He recommended that we continue with the same social media and outreach budgets and spend rate and use any extra budget for unforeseen and other opportunities as they arise over the next year. He noted that this amounts to \$3,300 for the next six months and \$6,600 for the year. The total public outreach budget is \$17,500.

Ms Mamola noted that the budget covers things like travel and speaking at conferences and career fair booths.

Mr Fyda asked about publishing association job listings on our website. Mr Vogel and Ms Mamola replied that board staff would look into it. (ACTION ITEM)

There was a short discussion about the social media calendar and generally what was planned. All were in agreement that the calendar was on track.

6. Consider and discuss public communications/social media efforts and available budget for remainder of fiscal year, January 1, 2023, to June 30, 2023).

7. Open discussion topics.

Mr Fyda noted that items 6 and 7 were discussed already.

8. Next meeting date and location.

Mr Fyda suggested six months for the next meeting, and Ms Mamola replied that mid-July is best. She said that by then we will have also approved the budget.

9. Public comment period.

There was no discussion.

10. Adjourn

Mr Fyda adjourned the meeting.

Respectfully,

Patty Mamola
Executive Director

5. Consider Analytics

January 1-June 30

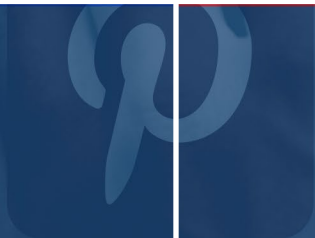
2023



NEVADA BOARD OF PROFESSIONAL
ENGINEERS
&
LAND SURVEYORS

Public Outreach Report

January– June 2023



**You
Tube**



YOUR
NEVADA BOARD

Six Month Recap and Conclusions

The Public Outreach Committee met January 12, 2023 to establish goals and success criteria for the continuation of the previous social media program to run from January to June 30, 2023.

January Meeting Recap

During the January meeting, we discussed several recommendations for 2023. Some of them are in progress, but others cannot start until early 2024. The primary theme of the recommendations was to focus on college students and reaching them through alternative pathways. The recommendations discussed were:

- 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

Public Outreach Recap

Webinars

The Professional Ethics and Nevada Law webinars continue to be very well received and well attended. We presented the pair for the third time in May, and we will present them again in December.

In-person Engagement

As discussed in January, we began researching how to participate in college career and job fairs. We learned that all the universities and colleges offer career and job fairs. The universities offer them twice a year and Great Basin offers an annual career fair.

Platforms

We added Instagram and have repurposed our static social content from the other channels. Our Instagram profile has only been active for a few months, so we have very limited data to report. However, since Instagram is intended for short-form video content, we do have video content tentatively scheduled for January 2024.

Calendar

We posted according to the calendar that was presented. We will develop another 12-month calendar and adjust as needed.

Budget and Timing

We adhered to the approved fiscal year budget of \$17,500 for public outreach. The budget covers associated outreach costs, including Zoom and Mail Chimp. But 5,650.00 of the total budget was spent on social media related activities.

Comparative Analytics

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

2023 Analytics

	January 1, 2023 – June 30, 2023		July 1, 2023– December 31, 2023	
Total Posts	11		N/A	
	Total Followers	Total Reactions	Total Followers	Total Reactions
	LinkedIn: 365	LinkedIn: 101	LinkedIn: N/A	LinkedIn: N/A
	Twitter: 260	Twitter: 11	Twitter: N/A	Twitter: N/A
	Facebook: 297	Facebook: 102	Facebook: N/A	Facebook: N/A
	Instagram: 2	Instagram: 7	Instagram: N/A	Instagram: N/A

Conclusions

The social media component of our public outreach effort continues to be an effective way to reach at least a portion of our audience (typically those who are younger and who already participate in social media). I expect that we will continue to see gradual, but consistent, increases in followers and reactions as older professionals retire and younger ones enter the workforce. It’s important to remember that for the past 12 months, we have been operating in a “maintenance mode”, where we have been posting just enough information to avoid being forgotten.

Again, posts that feature board members, partner organizations and goodwill content perform better. And even though we are operating in a maintenance mode, skipping months results in immediate declines in reactions—Out

of sight, out of mind. For example, we did not post in June, and we saw engagement go from 16 in May to 1 in July on Facebook. The other platforms saw similar downward trends.

While we aren't seeing the same level of growth due to the reduced posting schedule, the fact that we're gaining followers and getting impressions at this minimal cadence is testament to the fact that our audience is engaged and primed for social media content, we are targeting the right organizations, and posting about topics that our audiences find relevant and interesting.

Adding Instagram to the Mix

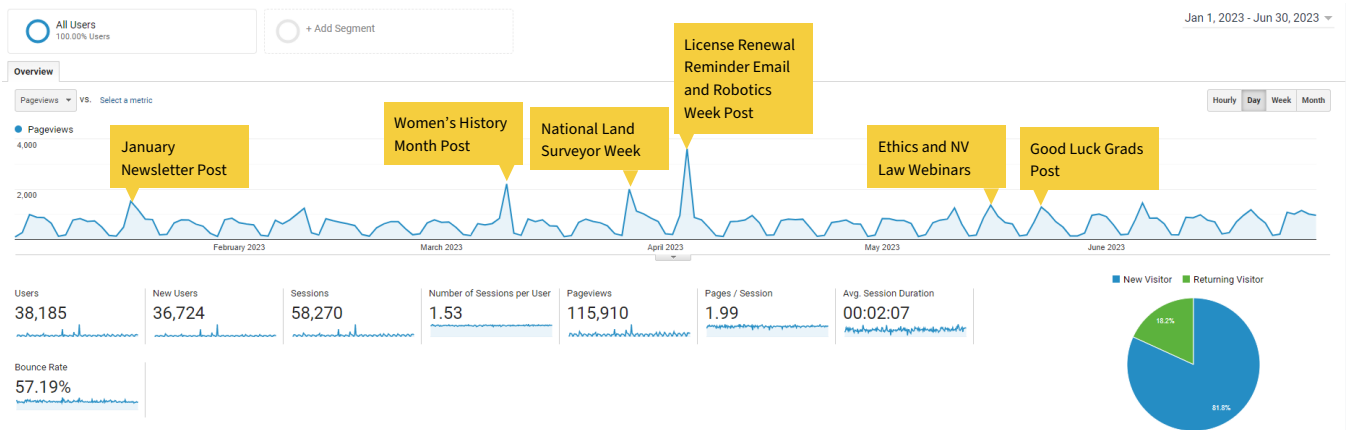
It was decided in January that Instagram would be added as a platform, mainly to reach college students. Instagram relies on user-generated, short-form video content, rather than static content. The committee agreed to repurpose static content from the other platforms until a video strategy was developed. We only have 5 months of postings, so it's too early to measure its performance. Following are some of the posts that have performed well across all platforms according to Google Analytics.





Website Analytics January – June 2023

As we have done previously, we use our website analytics to correlate social performance. Generally, we see upticks in website traffic immediately following social posts, newsletters, Mail Chimp emails, and presentations (see the chart below). The dips correspond to weekends.



Recommendations - July 2023 through June 2024

Based on the small, but consistent performance of our public outreach efforts over the last year, I recommend that we renew our plan for another year with a few alterations and additions.

Career Fairs

Based on the recommendation made at the January meeting, I recommend that we participate in career fairs at all the universities and colleges in Nevada. This action item was delayed because we shifted our attention to the governor's executive orders until June 2023.

My preliminary research shows that career fairs are offered in the fall and spring for UNR and UNLV and annually in the Spring for Great Basin College.

Each school offers different sponsorship levels, but generally they all include a space, table, and two chairs. Because we have limited staff, I recommend that we limit our efforts to UNR only. Once we evaluate the results of the UNR career fair, we can expand our efforts to UNLV and Great Basin College.

I recommend that we develop a plan that includes dates and times, identifies who will man the table, what materials we want to include, and includes a script or menu of information. I also recommend including some kind of mechanism to collect student participation data (sign-in sheet, website page with sign-up sheet, etc.).

The costs and plan will be developed by staff and included in reporting to the Board.

Guest Speakers

As part of the strategy to engage college students, I recommend that we designate members of the board to speak at engineering and land surveying Capstone and other school events. I realize that some Board members may already be conducting these types of presentations outside our outreach plans. We'll learn from what has been done and apply to our new efforts.

I also recommend that we offer to speak at local industry events such as Young ASCE, NALS and NSPE chapters. These events are well-attended by younger professionals and students. This gives the Board opportunities to convey the value of licensure and demonstrate our commitment to serving the professions.

I recommend that we designate speakers in the north and south to keep travel costs down. I suggest that we tap Patty Mamola and Matt Gingerich for events in Northern Nevada and Brent Wright, Greg DeSart, and Michael Kidd in Southern Nevada.

And like the Career Fairs, we will identify events, add them to our calendar, and build plans well in advance.

Video Strategy

With the addition of Instagram and the proliferation of short-form video content on social media geared toward younger audiences, I recommend that we develop a video strategy for developing content. Like the static posts, all videos would need to adhere to our brand standards.

Video content does not always have to be professional quality. In fact, user-generated content often out-performs professional video because it's authentic. But we should identify content according to a 12-month calendar for either approach.

I also recommend that we retain a professional videographer/social media expert to produce some of the video content on an as-needed basis. I will shoot and edit other video.

We may be challenged in finding subject matter and events to video, so I recommend that we start by limiting our output to 6 posts per year for video content. We can also repurpose still images from the video for static posts. We have an interview tentatively scheduled with Kaitlin Constantine in January. This will be our first video, and I recommend that we hire a professional videographer.

We will again identify events, add them to our calendar, develop scripts, and hire professionals (as needed).

Expand outreach during rural meetings

During a recent Board meeting, Board member Greg DeSart suggested that we consider integrating our outreach with local engineering and land surveying groups when we hold meetings in rural locations. When Board members are on-site for meetings, we can organize speaking events where some of our Board members provide short presentations in conjunction with our Board meeting.

The next rural meeting is planned for July 2024. I recommend that we identify and reach out to local groups a couple months in advance to coordinate our efforts and determine what is appropriate. Any event should also be included in the public outreach calendar.

Calendar

We will develop another 12-month calendar. Because we are targeting specific events, the calendar will include the actual post information to the extent possible. But as before, the calendar will be updated continually as event details change.

Budget and Timing

The current budget of \$17,500, of which up to \$4,000 is allocated for social media posts, has already been approved for the fiscal year 2024. We did not spend the full budgeted amount, so this amount should be adequate to cover public outreach—including career fairs, video and speaking events—for the remainder of the 2023 calendar year through June 30, 2024.

I recommend that we evaluate the costs and performance again in June, 2024.

Following are estimated costs of the additional activities:

- Career Fair
 - \$1,500 sponsorship/registration fees (all three schools)
 - \$900 table skirts, banners and promotional items (all three schools)
- Guest Speakers
 - Costs TBD – each speaking event may require travel and fees. Board members will be reimbursed for their costs and paid according to the prescribed rates specified in NRS 625.110.
- Video Production
 - Costs TBD – anticipate that professional video costs can be expensive. I will leverage my contacts to minimize our costs. Travel costs are also TBD based on activity and location.
- Rural Meetings
 - Travel and per diem costs for Board members will be included in normal meeting expenses
 - Additional costs may be incurred based on facilities rentals (if applicable)

6. Consider Fiscal Year
Budget July 1, 2023 to
June 30, 2024



Communications/Public Outreach

Social Media Calendar

YOUR
NEVADA BOARD

January-December 2023

Overview

The following calendar summarizes monthly activities for 2023. 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 July 11, 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 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>Newsletter (if all goes well)</u> <u>Future Cities Competition</u>	<ul style="list-style-type: none"> Everyone 	<ul style="list-style-type: none"> Chair Report Reappointed Board Members PLS Education Article PDH Explanation 	<ul style="list-style-type: none"> Communication and general outreach 	

			<ul style="list-style-type: none"> • Webinars - NV Regs and Professional Ethics • Nevada Law Books • Compliance 	
Post #2 January 24	<u>Future Cities Competition</u>	<ul style="list-style-type: none"> • Middle School Students • General public • Professionals 	<ul style="list-style-type: none"> • Discover E Foundation • Regional events – Nevada Region January 21 • This year’s challenge: Climate Change • Winners go to national event in February • Prizes for teams • Angelo Spata – volunteer judge for UNLV team (15 judges) • How many Nevada teams? 	<ul style="list-style-type: none"> • Demonstrate the Board’s commitment to STEM and the next generation of engineers

			1			
		14				
		21				

February 2023

Date/Time	Scheduled Events / Activities	Target Audience / Platform	Message Point / Hashtags	Objective
Post #1 2/7	<u>Black History Month (2/1)</u>	<ul style="list-style-type: none"> • Everyone 	<ul style="list-style-type: none"> • Celebrating engineering and LS pioneers • Emphasize that current students are the future heroes • “Now it’s your turn to make history” 	<ul style="list-style-type: none"> • General awareness and diversity of profession
Post #2 2/14	<u>Love Licensure</u>	<ul style="list-style-type: none"> • UNR/UNLV/Great Basin Students • Professionals • General Public 	<ul style="list-style-type: none"> • Needs to tie into Valentine’s day • “Love Licensure!” • List reasons why you should love licensure • Get board members to provide one sentence about why they love licensure and how it has opened doors for them 	<ul style="list-style-type: none"> • Showcase individuals on the board to demonstrate how licensure is important to them
Post #2 2/21-22	<u>E-Week – Reminder – Call for Volunteers</u>	<ul style="list-style-type: none"> • UNR/UNLV/Great Basin Students • Professionals • General Public 	<ul style="list-style-type: none"> • Encourage college students to volunteer to work with younger elementary students • Promote Nevada E-week activities 	<ul style="list-style-type: none"> • Promote E-week and events specific to Nevada

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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"> UNR/UNLV/Great Basin College female engineering/LS students 	<ul style="list-style-type: none"> Key on female engineers and land surveyors Tie in to UNR and UNLV if possible – possibly find a UNR/UNLV grad – Patty, Karen, Christina Swallow or others 	<ul style="list-style-type: none"> Promote women entering the professions 																
Post #2 3/21	<u>National Land Surveyor Week</u>	<ul style="list-style-type: none"> Great Basin College students Recent grads 	<ul style="list-style-type: none"> #NSPS #NALS #NVBPELS #landsurveyors https://www.nsp.us.com/resource/resmgr/nsw/National_Surveyors_Week_what.pdf 	<ul style="list-style-type: none"> General awareness of the profession Promote Land Surveying education 																
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		11																		
Date/Time	Scheduled Events / Activities	Target Audience / Platform	Message Point / Hashtags	Objective																
Post #1 Thursday 4/6	<u>National Robotics Week – April 8-16</u>	<ul style="list-style-type: none"> Students of all ages Professionals General public 	<ul style="list-style-type: none"> Importance of STEM National high school robotics competition April 8-16 Mechanical Engineering https://www.nationalroboticsweek.org/ https://www.unr.edu/innevation/k12-robotics-center UNR and UNLV both have good robotics engineering programs Job opportunities in robotics 	<ul style="list-style-type: none"> Encourage students to pursue engineering 																

Post #2 Tuesday 4/11	<u>PE Structural Exam</u>	<ul style="list-style-type: none"> Recent grads and 1st time test takers 	<ul style="list-style-type: none"> Good luck to examinees Reno is the only site in Nevada for both the vertical and lateral tests April 13-14, 2023 	<ul style="list-style-type: none"> Promote Nevada licensure 																								
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Date/Time	Scheduled Events / Activities	Target Audience / Platform	Message Point / Hashtags	Objective																								
Post #1 5/16	<u>Ethics and NV Law Webinars</u>	<ul style="list-style-type: none"> Professionals 	<ul style="list-style-type: none"> <u>2 webinars that fulfill the Nevada requirements for 1 hour of NV law and 2 hours of professional ethics</u> <u>May 23 and 24, 2023</u> <u>Ties into June 30 renewal deadline</u> 	<ul style="list-style-type: none"> Demonstrate the Board’s commitment to licensees 																								
Post #2 5/23	Good Luck Grads!	<ul style="list-style-type: none"> Graduating UNR/UNLV/GB students 	<ul style="list-style-type: none"> <u>Use this as a reminder on the steps to get licensed</u> <u>“Good luck engineers and land surveyors – here’s how to get licensed”</u> 	<ul style="list-style-type: none"> General good will Education on licensure 																								
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Date/Time	Scheduled Events / Activities	Target Audience / Platform	Message Point / Hashtags	Objective																								
Post #1		<ul style="list-style-type: none"> Everyone 	<ul style="list-style-type: none"> 																									
Post #2																												

July 2023					
Date/Time	Scheduled Events / Activities	Target Audience / Platform	Message Point / Hashtags	Objective	
Post #1 July 26	<u>NSPE PE Day – August 2</u>	<ul style="list-style-type: none"> Professional Engineers Engineering Students General Public 	<ul style="list-style-type: none"> https://www.nspe.org/resources/professional-engineers-day#:~:text=NSPE%20is%20celebrating%20licensed%20professional,Wednesday%2C%20August%202%2C%202023. Licensure puts the P in PE! 	<ul style="list-style-type: none"> Educate future engineers about the profession Reinforce the value of licensure 	
August 2023					
Date/Time	Scheduled Events / Activities	Target Audience / Platform	Message Point / Hashtags	Objective	
Post #1 August 8	<u>New Chair/Changing of the Guard</u>	<ul style="list-style-type: none"> Everyone 	<ul style="list-style-type: none"> <u>Angelo = new chair</u> <u>Brent = new vice chair</u> 	<ul style="list-style-type: none"> General Information 	
Post #1 August 22	<u>Back to School</u>	<ul style="list-style-type: none"> Students/Future engineers and Land Surveyors 	<ul style="list-style-type: none"> <u>Join student chapters of professional orgs</u> <u>Participate in PE and PLS career fairs</u> <u>Links to orgs that promote licensure</u> <u>UNR, UNLV and GB all start 8/28</u> 	<ul style="list-style-type: none"> Promote the value of licensure UNR has licensure page - https://www.unr.edu/engineering/about/licensur e 	
September 2023					

Date/Time	Scheduled Events / Activities	Target Audience / Platform	Message Point / Hashtags	Objective																									
Post #1 September 12	<u>Newsletter</u>	<ul style="list-style-type: none"> • Everyone 	<ul style="list-style-type: none"> • <u>Intro to Angelo and Brent, farewell to Michael</u> • <u>Contracts Article – Keeping it Simple</u> • <u>Reminder about OSTF manual live on the website</u> • <u>New Firm Registration Infographic</u> • <u>Reminder to SE exam registration by September 14 (similar to previous newsletter articles)</u> • <u>Kaitlin Constantine</u> • <u>Compliance Corner</u> 	<ul style="list-style-type: none"> • General information • 																									
Post #2 September 19	<u>Welcome Jay Dixon</u>	<ul style="list-style-type: none"> • Everyone 	<ul style="list-style-type: none"> • <u>Welcome new board member Jay Dixon</u> • 	<ul style="list-style-type: none"> • General awareness of board 																									
	<u>Kaitlin Constantine</u> <u>Social post that links to Blog post (possibly do an Instagram video – TBD)</u> <u>Reschedule until January issue.</u>	<ul style="list-style-type: none"> • LS and engineering students 	<ul style="list-style-type: none"> • <u>Got civil engineering degree</u> • <u>Went back to school for land surveying</u> • <u>Youngest PLS in NV</u> • <u>683 current NV PLS, 275 NV resident PLS</u> • <u>Alternative pathway to licensure</u> • <u>Get experience before finishing degree – unique to land surveying</u> 	<ul style="list-style-type: none"> • Promotes licensure through alternative pathway 																									
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr> <tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px; background-color: #ffff00;">10</td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr> <tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr> <tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px; background-color: #ffff00;">24</td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr> </table>										10												24				October 2023			
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Post #1 October 10	<u>Women Surveyors Summit 2023</u> <u>October 19-22</u>	<ul style="list-style-type: none"> • Female and male LS students • Professionals 	<ul style="list-style-type: none"> • Encourage female college students to pursue land surveying • Earn PDH credits • https://futuresurveyors.org/women-surveyors-summit 	<ul style="list-style-type: none"> • Promote surveying to women • Encourage land surveying as a profession 																									

Post #2 October 24	PE Structural Exam (10/26-27)	<ul style="list-style-type: none"> • Engineers • College students 	<ul style="list-style-type: none"> • Good luck to those sitting the 16-hour Structural Engineering exams in Nevada • Nevada is the 3rd most seismic state and requires the vertical and lateral exams • Civils can do structural for 3 story residences up to 45 feet, but not for category 4 buildings 	<ul style="list-style-type: none"> • Awareness about engineering and structural PE 																														
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		14																																
Date/Time	Scheduled Events / Activities	Target Audience / Platform	Message Point / Hashtags	Objective																														
Post #1 11/14	New Firm Registration Platform	<ul style="list-style-type: none"> • Licensees • Firm principals • Firm Admins 	<ul style="list-style-type: none"> • New online profile allows admins and users to update contact information, principals, addresses, and all firm information • Access and print certificates • New system will send reminders for annual renewal • Pay for registration and renewals online 	<ul style="list-style-type: none"> • Reassure admins and licensees that system is capable and reliable • Faster, easier and more capable than previous system 																														
Post #2		<ul style="list-style-type: none"> • Professionals 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 																														
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Post #1 12/5	Ethics and NV Law Webinars	<ul style="list-style-type: none"> • Professionals 	<ul style="list-style-type: none"> • <u>2 webinars that fulfill the Nevada requirements for 1 hour of NV law and 2 hours of professional ethics</u> • <u>December 11 and 12, 2023</u> • <u>Ties into December 31 renewal deadline</u> 	<ul style="list-style-type: none"> • Demonstrate the Board’s commitment to licensees 																														

7. Open Discussion

8. Next Meeting

9. Public Comment

10. Adjourn