

NEVADA STATE BOARD OF PROFESSIONAL ENGINEERS AND LAND SURVEYORS
Minutes of the Public Outreach Committee Meeting
Held virtually (Zoom) at 11:00am Tuesday, August 27, 2024

Committee members participating via video conferencing were Committee Chair Jay Dixon, PE; Past Committee Chair Karen Purcell, PE, Michael Kidd, PLS; Tom Matter, Public Member; Greg DeSart (absent). Also joining was Mark Fakler, PE, Executive Director, Derek Vogel, communications. Becky Jolly, consultant.

1. **Meeting conducted by Committee Chair Jay Dixon, call to order and roll call to determine presence of quorum. Committee members: Jay Dixon, Tom Matter, and Michael Kidd.**

Jay Dixon called the meeting to order, and there was a quorum.

2. **Public comment period.**

There was no public comment.

3. **Introductions**

Mr Vogel suggested that the committee jump ahead to the previous minutes and approve them while Mr Kidd could remain in the meeting.

Mr Dixon agreed and moved to agenda item 4. Mr Matter motioned to approve the September 12, 2023 Public Outreach Committee meeting minutes, Mr Dixon seconded, and the motion carried.

Mr Dixon moved to agenda item 5. Mr Matter motioned to approve the February 21, 2024 Public Outreach Committee meeting minutes, Mr Kidd seconded, and the motion carried.

4. **Approval of September 12, 2023, Public Outreach Committee meeting minutes.**

(The meeting minutes were approved above.)

5. **Approval of February 21, 2024, Public Outreach Committee meeting minutes.**

(The meeting minutes were approved above.)

6. **Consider social media metrics/analytics for December 31, 2023, to June 30, 2024.**

Mr Vogel provided an introduction to Becky Jolly and gave a brief historical explanation of her role and his roles prior to joining as a Board staff member. He explained that the public outreach effort began in 2019 and has evolved to include webinars and public presentations.

Becky then introduced herself and said she provides social media guidance to promote licensure.

Mr Dixon noted that he is not on social media, but acknowledged that it is important. He then moved to Analytics for December 31, 2023 through June 30, 2024.

Mr Vogel explained how the analytics were structured and that it began in February with recommendations from the September 2023 meeting. He noted that all those have been addressed.

He then mentioned the highlighted table in the report that shows heightened activity surrounding the first video posts that were done and also for Mark Fakler's announcement.

Ms Jolly concurred and said that leveraging video content was incredibly successful at reaching younger people. Mr Vogel commented that the purpose of outreach activities is not to garner the most likes for our egos, but to measure how effectively our messages are being received by our core audiences.

Mr Vogel noted that focusing on college age students as the primary audience is more effective than high school and grade school kids for stem.

Mr Dixon asked if webinars and public speaking would continue to be used. Mr Vogel responded by explaining that Ms Purcell provided a keynote address for the UNR Spring Design competition. He said that we also attended the UNR engineering career fair and plan to attend fairs at UNLV and the colleges in the spring of 2025.

Mr Vogel mentioned that the College of Southern Nevada just announced a 4-year land surveying degree and that he will reach out to them for the launch in December.

Mr Vogel reiterated that career fairs will become a focus for the next year. He mentioned that Mr Matter offered to speak at college engineering functions, and Mr Matter said he'd be happy to speak if the opportunity is available.

Mr Vogel said that he did not recommend changes to the social media platforms used.

Mr Vogel noted that the social media calendar through June 30, 2025 is still being created but that monthly calendars would still be created for recurring annual events and as other events unfold.

Moving to budget and timing, Mr Vogel commented that the budget was exceeded slightly because of the additional video costs and career fair expenses. He said that if we produce additional video and attend other career fairs, we should consider increasing the budget.

Mr Dixon asked if there was a PowerPoint that could be used for some of the presentations mentioned. Mr Vogel responded, saying that one we created for the career fair and that it performed very well. Mr Dixon said he was referring to a slide deck with organization updates for meetings, such as APWA. Mr Fakler commented that he and Ed McGuire created a deck for the APWA Fall Conference and that he would forward it to Mr Dixon.

Mr Dixon said that the path to licensure for technical degrees was a big topic at the NCEES annual meeting in Chicago.

7. Consider and discuss public communications/social media efforts and available budget for remainder of current fiscal year, through June 30, 2025.

Mr Vogel said that he will continue to monitor activities by the universities and colleges and reach out to them for opportunities to speak.

Mr Vogel then recapped his idea for a special recognition for new initial licensees, in response to an action item from a recent board meeting. He explained that he would create a program similar to NCEES FE and FS digital badge program. People who pass the FE and FS exams are issued a digital badge that they can use on social media. He mentioned that NCEES partnered with Credly to provide third party authentication of the digital badge. Mr Vogel said that our program would function similarly. When the PE or PLS is issued, we would recognize the achievement by sending a digital badge and doing a social media post publicly.

Ms Jolly commented that it's the equivalent of seeing your name in the newspaper. It boosts recognition for licensee's recognition and the Board's exposure as well.

A brief discussion ensued about tagging individual licensees and schools.

Mr Dixon referenced the mention by board members Angelo Spata and Greg DeSart during one of the board meetings as well. Mr Vogel responded that the board did an in-person ceremony with hors d'oeuvres for new licensees 20 years ago, but stopped doing for budgetary reasons. Mr Vogel commented that the ceremony was used to hand the license certificate to each licensee because they were not mailed and only issued once a year.

There was a discussion about the logistics of resurrecting the ceremony and hosting an event like that. The question of how many times the event would be offered – once or twice a year, northern and southern Nevada, rural locations and costs.

The conversation continued about an in-person ceremony vs. a digital badge and social media post. Mr Vogel noted that he asked a few engineering graduates who are pursuing licensure which they would prefer, and they said they would prefer the digital badge and social recognition over an in-person ceremony.

Mr Fakler offered that board staff could research a bit more. He asked Mr Dixon what he thought and Mr Dixon said he would like to do more research on an in-person ceremony and present the findings at the next board meeting in Las Vegas. But he said he definitely wants to pursue the digital badge and social media idea.

Mr Matter concurred with the decision to proceed with the digital badge, website and social media idea. He also said he liked the idea of an in-person ceremony but is concerned about participation and cost.

Mr Vogel mentioned his recommendation for Mr Dixon to remind other board members to inform the committee of activities and industry opportunities during his committee report at board meetings. A brief discussion followed about getting board members to provide photos and input.

Mr Vogel then said that he recommends increasing the annual budget from \$17,500 to \$20,000 to accommodate additional video, webinars and career fair expenses.

A brief conversation followed about how to facilitate the increase. APOC was mentioned as the forum to approve the increase.

8. **Open discussion.**

There was no public discussion.

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

Mr Fakler asked if Mr Dixon would like to schedule a late February/early March POC meeting or sooner.

Mr Dixon said he would prefer late February.

10. **Public comment.**

There was no public comment.

11. **Adjournment.**

Mr Fakler adjourned the meeting at 12:10 pm.

Respectfully,

Mark Fakler
Executive Director