

**TO:** NSPE Board of Directors

**cc:** NSPE Committee, Task Force, Council and Interest Group Chairs  
State Society Presidents and Presidents-Elect  
State Society Executives Council  
NSPE Past Presidents

**FROM:** Mark J. Golden, FASAE, CAE   
Executive Director & CEO

**DATE:** July 2, 2019

**RE:** Board Update: June 15–30, 2019

### Championing the PE License

#### **Alliance for Responsible Professional Licensure Public Awareness Campaign Nears**

**Launch Date:** Efforts to create a counternarrative to the widely accepted public perception that licensure creates economic and employment burdens will take a major step forward in the coming week with the launch of a major public awareness campaign under the auspices of the Alliance for Responsible Professional Licensure (ARPL). As [reported](#) in *PE* magazine and earlier updates ([March 18](#) and [April 4](#)), NSPE is a founding partner and steering committee member of this campaign, which includes the accounting, engineering, surveying, architectural, and landscape architectural professions.

**ARPL** The campaign will highlight how professional licensing protects the public by ensuring a baseline level of proven qualification and expertise, which helps protect consumers from unqualified practitioners, emphasizing that this is particularly important in highly complex, technical professions (such as engineering) where consumers do not have the specialized knowledge needed to evaluate qualifications and performance and are often not involved in selecting the professional.

Moreover, the campaign will increase public awareness of how licensure serves the public interest by helping professionals grow. Responsible professional licensing creates a defined pathway for professionals based on verified expertise. It helps level the playing field by removing subjectivity and setting clear, evenly applied levels of qualification. Licensing also establishes consistency of qualifications and pathways to mobility within professions, so professionals can move from state to state and continue practicing.

*NSPE encourages states to use the information in this report in newsletters or other updates to their membership to inform members on the activities of NSPE. As a suggestion, it may be most useful to take the bullets of most interest from the transmittal email. The full report (and past reports) can always be found [online](#).*

Over the past two weeks, we have been working on finalizing APRL website design and content, pooling partner communications channels, drafting launch press release content and strategy, identifying video testimonial subjects, a “tough questions about the importance of licensure” Q&A and talking points, and a social media toolkit. In the coming week, an in-depth briefing and prep materials for use by NSPE and the other partner spokespersons will be finalized, readying us for initial state roll out.

Website launch is scheduled for the week of July 8–12 (just in time for PECon!). Initial media tactics include social media advertising, outreach by the retained marketing firm to trade publications, and media dinner briefings in the last two weeks of the month. (A special media campaign is targeted specifically to antilicensure audiences of such groups as the American Legislative Exchange Council (ALEC) and the Institute for Justice.)

Preparations are underway to organize an ARPL panel at the National Conference of State Legislators’ Occupational Licensing Learning Consortium in September, hosted in partnership with the Council of State Governments and the National Governors Association. This meeting brings together teams of legislators, legislative staff, governors’ staff, and agencies from 16 states to discuss topics related to occupational regulation, licensing portability, and employment barriers for certain populations. In its two previous conferences, there has been a damaging lack of content on the publicly beneficial role of professional licensure.

NSPE and its partners are collectively investing more than \$750,000 during its first year in ensuring this campaign gets public buzz and creates a less hostile environment for NSPE’s ongoing advocacy on behalf of the PE.

**Take on Licensure Exemptions During This Year’s PE Day Campaign:** Our second PE Day Advocate email went out June 26. About 100 members registered after the first communications, which is not a bad start. The email went to all members who have not yet registered. Our plan is to contact all of you the week of July 8 to begin to coordinate meetings with federal legislators in their local, home offices. We are closely coordinating with state society execs so they will know who’s signed up and we can align our efforts.

[We will work with members who sign up to be a PE Day Advocate](#) to schedule in-district meetings with their members of Congress and/or their staff to promote the value of professional licensing, build relationships with them, and urge action on the [Leonel Rondon Pipeline Safety Act \(H.R. 2139/S. 1097\)](#), which eliminates PE exemptions in pipeline industry.

For members who have never conducted a meeting with their representative’s office, government relations staff will provide all of the necessary materials, conduct a training webinar, and provide best practices for holding a successful meeting.

Visit the [registration page](#) where members can enter their contact information and sign-up to participate.

**Show Your PE Day Support:** Want to sport some PE Day logo wear for this year's event on August 7? Now you can via NSPE's new shop on Threadless.com at [nspe.threadless.com](http://nspe.threadless.com)! The shop features the PE Day logo on a variety of items including many styles of t-shirts and other apparel for men, women, and kids, as well as accessories like mugs, notebooks, tote bags, wall prints, and even phone cases. We'll begin promoting the store on social media and our other communication channels as we lead up to the fourth annual event in August.



### **Ethical Guide to the Profession**

**Louisiana PE Wins Ethics Contest:** Congratulations to Linda Hartle Bergeron, P.E., of Des Allemands, Louisiana, winner of this year's [NSPE Milton F. Lunch Ethics Contest](#). She will receive a \$2,000 award and certificate. Additionally, her winning presentation will be published in an upcoming issue of *PE* magazine and posted on the NSPE website.

**NSPE Presents at the American Society of Safety Professionals' Annual Professional Development Conference,** held in New Orleans on June 11. NSPE General Counsel Art Schwartz was a lead panelist. A good article on the session can be found [here](#).

**Cities Need Holistic View of "For the Benefit of Society":** In a news item picked up in NSPE's *Daily Designs* from Princeton University's *PhysOrg*, Catherine Peters, chair and professor of civil and environmental engineering at Princeton, discusses the future of infrastructure, the urgency of integrating large-scale systems, and the skills students need to solve tomorrow's problems. It's an interesting read, which can be found [here](#).

### **Powering Professional Advancement**

**Congratulations to NSPE's 2019 Class of Fellows:** Eleven outstanding professional engineers have been named to NSPE's 2019 class of Fellow members. The Fellow membership grade honors those active NSPE members who have demonstrated exemplary and devoted service to their profession, the Society, and their community. Requirements for the designation include holding at least one elected office at any level and active involvement at the national level. This prestigious designation has been awarded to just over one percent of all NSPE members since the award was established in 2000.

Learn more and see the list of 2019 Fellows [here](#).

**New Thinking About Diversity Can Boost Innovation:** More than ever before, organizations need the best possible ideas as they envision, design, and engineer America's future. Project funding is tighter, client expectations are higher, and technologies are challenging everyone to adapt at an ever-faster pace. That's why innovation has become the industry's mantra from coast to coast, in major cities and small towns alike. A recent [commentary](#) from *ENR*, carried in NSPE's *Daily Designs* newsletter addressed how diversity in the field boosts innovation.

### Uniting the PE Community

**Help Us Provide Better (And Cheaper) Directors and Officers and General Liability Insurance for NSPE Integrated State Affiliates:** NSPE has been working closely with the Novick Group, NSPE's business insurance partner and a leading national association liability insurance company, to explore the possibility of a new and improved NSPE-State Society Insurance Program.

The introduction of a sponsored insurance program would be a major step forward, assuring that comprehensive insurance safeguards are in place for all NSPE integrated state societies and chapters. Under the plan, integrated state societies in good standing could be automatically enrolled in both a Commercial General Liability (CGL) and a Management Liability (D&O, Employment Practice Liability and Employee Dishonesty) Policy.

A CGL policy protects against events resulting in either bodily injury or property damage that result from the affiliate's use or occupancy of a premise (e.g., meetings at hotels and restaurants, facility tours, etc.). Very often facilities will require that they be named as an additional insured on the state society's insurance policy.

The Management Liability Policy contains three coverage modules, Directors & Officers (D&O) Liability Employment Practice (EPL) Liability and Fidelity (employee/volunteer dishonesty). Nonprofit D&O protects against claims that allege a director or officer failed to perform their fiduciary duty (i.e., certain legal responsibilities such as placing the interests of the organization before their own). You may be wondering why the NSPE-State Society program includes EPL coverage when few state societies have employees. The answer is that, even without employees, state societies face the risk of (non-employment) workplace claims such as sexual harassment and discrimination.

After discussions with the Novick Group Office, we have come up with an enrollment plan that if put into place would facilitate participation of all integrated state societies in good standing. If there is sufficient interest, a webinar will be scheduled in the near future to introduce the program features and answer questions. In the meantime, here is a quick summary of the policies and the plans for transition:

The new NSPE-State Society Insurance Program could be ready for roll out with coverage effective on a jointly and commonly agreed upon date later in 2019. The policy period would be from that date for a one-year term and annually renewed thereafter.

NSPE is exploring the annual premium cost with the Novick Group. Significantly, since NSPE integrated state societies would be covered under a common policy, it is anticipated that the cost of the policy will be considerably less than if a state society was seeking to obtain individual CGL and/or ML policies from an insurance broker.

There are numerous resources available. You can find program and transition information, Certificate of Insurance request and claim request forms along with a number of white papers on nonprofit insurance and risk management [here](#).

We recently reached out to state leadership with a short simple [survey](#) to assess interest. Please encourage each state to respond.

**New Membership Business Model Means More Content for Members:** A special shout out to the communications staff here at NSPE who have successfully delivered on commitments under the model to produce regular, state-specific newsletters for members in Tier 1 and 2 integrated state societies. The process of searching for locally relevant content, creating new content, coordinating with volunteer leaders, designing, editing, and producing newsletters on a regular basis is now an established and working system here at NSPE. We are now regularly producing 12 state newsletters on a quarterly basis and 11 on a monthly basis, many in states whose members were not receiving such regular communications before.

**Take the PE Day Proclamations Challenge:** The fourth annual Professional Engineers Day is on the way! On Wednesday, August 7, professional engineers, AEC firms, and organizations that employ PEs will raise awareness of the profession with social media posts and videos using the hashtag #LicensedPEDay.

Social media is the main driver of this celebration, but another way to increase recognition of PE Day is through proclamations from local and state governments and public officials. Template language and a guide for PE Day proclamations are available for those interested in receiving a proclamation from their local or state governments. [Learn more.](#)

**Raffle Time!** The NSPE Education Foundation [raffle page is now live](#) and taking donations. To help with your promotion of the raffle, there is a flyer you are encouraged to share liberally with your contacts. All members received an email on June 25 informing them about how to participate in the raffle.

**PE's Role Highlighted in Reconstruction of Bridge Renamed in Honor of Veterans:** The Virginia Department of Transportation recently completed reconstruction of the

Washington Boulevard bridge over Route 110 in Arlington, Virginia, near Arlington National Cemetery and the Pentagon. On the recommendation from Arlington County’s Military and Veterans Affairs Committee, the Commonwealth Transportation Board approved Arlington County’s request to designate the bridge as “Arlington Veterans Bridge” in honor of Arlington veterans from all branches of the Armed Forces. The [YouTube video](#) reporting on this accomplishment prominently features Col. Matthew Roper, P.E.’s role in the project.

**Preparing for the House of Delegates.** Thank you to the nearly 50 delegates who joined us on June 27 for the House of Delegates orientation webinar. If you were unable to attend, here is a [link](#) to the recording. In the left-hand column of the webinar screen, you will see links to the PowerPoint slides from the presentation and documents discussed. The same materials are also available in the [Leadership Toolbox](#). They are:

- House of Delegates Orientation Webinar Slides – June 27, 2019
- NSPE State Delegate Position Description and Responsibilities
- NSPE Parliamentary Procedure Primer
- NSPE Governance Primer
- Recording: [HoD Orientation Webinar - June 27, 2019](#)

Please review these resources to prepare for the face-to-face HoD Assembly on July 20 in Kansas City. The full General Assembly agenda and supporting documents will be shared with delegates this week.

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As NSPE continues the process of updating its strategic plan to more fully leverage the society’s strength as a unified and integrated network of national and state elements, we are pursuing an open, comprehensive and intensive effort to ensure a planning and operational framework that maximizes strategy, business and operations, branding and messaging and value propositions.

This planning effort explicitly recognizes the three core customer bases that NSPE must satisfy in order to fulfill its mission: NSPE members, and potential members; NSPE state societies; and NICET certificants, their employers, and potential certification services customers.

Today this is done through NSPE and its state partners’ lines of business that include: membership; mission-driven activities; non-dues revenue generation activities including NSPE programs and NICET; and a variety of other activities. The overarching intent is to drive growth: growth through increased membership and participation (engaging more

people and engaging them more fully); growth through increased profitability for national, state societies, and NICET; and growth in mission impact at all levels.

NSPE's updated strategic plan will identify and define the value the organization can provide to its customer bases that result in the greatest mission impact and growth opportunity at all levels: national, state and chapter. We are doing this through market and member intelligence gathering, analysis that reveals challenges and opportunities, assessing the capabilities of the current organization, and national and state leader discussion and decision-making.

You can check in on the planning process and history in the linked [timeline](#).

And remember, you always have access to numerous NSPE leadership resources in the [Leadership Toolbox](#). This includes [talking point](#) scripts and presentations for use by NSPE officers, board members, and other leaders during state visits, chapter meetings, or other venues to promote NSPE and its activities, updated on an at least quarterly basis.

The [State and National Leaders](#) community page is not only a direct means of engaging, sharing ideas, and asking for advice from your peers in leadership across the country, it is your link to data, reports, and analysis on membership, programs and activities to better inform and support your leadership duties at the national, state and chapter level.

Current board members can access an online library of board meeting materials (past, current and future) through the online board book site, ([BoardBookIt](#)).

If you want to review NSPE's history and how that has been translated into current plans with a future-focus, NSPE's purpose, mission, vision and a history of the *Race for Relevance* and the resulting Strategic Plan is summarized in a section called "[Who We Are and What We Do](#)."