

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: Monika Schulz, CAE
Executive Director & CEO

DATE: June 4, 2021

RE: Board Update: May 1–31, 2021

NSPE is closing in on the end of the fiscal year, June 30. As always, I first want to thank each and every one of you for your support, time, and leadership. Your commitment to lead and give your time to our communities is invaluable. May has been an incredibly busy month, with regional calls, state meetings, webinars, advocacy efforts, a board meeting, preparation for our July activities, and much more.

As I continue my listening and learning journey, I have had many great conversations with leaders and will continue to reach out to schedule times to talk to you. This journey will span many months to connect and learn from you. I have also been connecting with my colleagues—association CEOs—and have connected with organizations such as ASCE, ASME, NSBE, and SWE, to name a few. As you know, NSPE is part of a large community of organizations representing and serving engineers, and the opportunity for collaboration is great.

President-Elect Rick Guerra and I are participating in the inaugural General Services Administration IDEA Industry Roundtable. GSA has invited a select group of organizations to discuss and collaborate in the areas of inclusion, diversity, equity, and access. It is an incredible opportunity to learn from others and be part of a community of practice in an area that is an NSPE strategic focus area. In addition, President Tricia Hatley and I are attending the Engineers Canada leadership meeting to discover what our partner's focus areas are and to hear about their activities to better support our communities.

I also had the privilege of participating with the South Carolina Society of Professional Engineers board in a discussion of ideas on the unique NSPE member value proposition. The group tackled questions such as what makes NSPE valuable, and why would an individual PE want to join. It was a great session led by SCSPE President Carlos Gittens, P.E., F.NSPE, and executive director Adam Jones and provided thought-provoking dialogue and new ideas to consider.

Additionally, you will see more details below on activities like the spring membership campaign, national webinars, advocacy efforts, the next Road to the Summit session, and more. The team has also been working on the 2021 Virtual Professional Engineers Conference. Please make sure to visit the [conference site](#) to see what's happening. We'll be engaging our members in new and different ways, including keynotes in the areas of leadership and innovation, two "MasterMind" sessions to engage with your colleagues, a special session with our leadership keynote presenter, virtual tours, resume reviews, and times to connect with your colleagues at the beginning and end of each day. Please circulate conference information to your colleagues and encourage them to register. **The early bird deadline is July 15.**

Below you will see highlights from the NSPE team on our activities. Thank you.

Driving Growth

Member Acquisition Campaign Underway: NSPE has launched a multichannel member acquisition program, the second campaign for this fiscal year. We are using direct mail and a series of three emails to deliver targeted messages to over 60,000 prospective members, specifically within full-service, premium, and nonintegrated states. These initiatives will be supported through a social media campaign.

Campaign messaging focuses on the unique skills and responsibilities of PEs and the importance of being part of a professional organization that understands and caters to those very specific needs. The campaign will be completed within the next two weeks, and we anticipate receiving the majority of responses by mid-July. States in the standard and basic tiers were invited to participate. Additionally, these states received copy used for the direct mail and email campaigns for their own initiatives, if they so choose.

Shaping Public Policy

Licensing Coalition To Prepare Model Legislation: The [Alliance for Responsible Professional Licensing](#) held a planning session on May 19, during which it finalized its decision to form a Model Legislation Working Group. This group, comprises representatives from a handful of member organizations (including NSPE) and will work to develop its own model legislation for professional licensing. While it's not ARPL's intent to begin direct lobbying, the Steering Committee agreed unanimously that the coalition needs to develop specific solutions for licensing reform, as a way to directly challenge reform efforts by organizations like the American Legislative Exchange Council and the Institute for Justice as well as the lawmakers they work with. The goal is to provide an example of legislative language that achieves responsible reform. ARPL's next CEO briefing is set for July 21.

Collaborating for Resilience, Sustainability: The [Resilience Building Coalition](#) met May 20 to discuss the group's annual report on member-organization activities related to resilience and sustainability. During the meeting, coalition leaders shared plans to provide

opportunities for member organizations to work together on lobbying and advocacy efforts. NSPE also signed on to a coalition letter to all Hill offices, urging inclusion of “resilient, high-performing buildings in any final legislation to ensure that they are addressed as a critical piece of infrastructure.” Once the letter is sent, it will give NSPE another important touch point with congressional offices as well as significant leverage, given that nearly all of the coalition’s 50+ member organizations are expected to sign on.

State Legislative Activity Continues: Twenty-four state legislatures have adjourned for the year, which means state-level policy activity is winding down as well. Despite that, national staff continues to track legislation in the remaining 26 states and continues collaborating with state societies on pending legislation and regulatory issues.

Infrastructure Advocacy: Now that infrastructure is front and center on the Hill, several bills have been introduced on which the staff is actively engaged, including FAST Act Reauthorization (H.R. 740) on resilient transportation, and S. 914 on drinking water and wastewater infrastructure. Advocacy campaigns have been or will soon be launched for these bills, and the GR staff is strategizing outreach to the Hill to maximize impact and improve the likelihood that legislation important to NSPE members moves forward.

Members Spur Government Relations Effort: NSPE advocacy campaigns have logged over 4,600 actions in FY21—just 644 short of our target for the year. With new infrastructure and resiliency campaigns planned, member involvement has put us in a strong position to meet this goal.

Top Advocates Participate in Roundtable Discussion: Several of our Top Advocates for May participated in a roundtable discussion on May 25 with NSPE and state society staff. During the discussion, national staff gave federal legislative updates, and the entire group talked about how to have productive meetings with elected officials and their staff. At the end of the discussion, all participating advocates said they’re willing to work with national staff to schedule phone or video meetings with their congressional delegation, especially with those legislators who sit on key committees. The willingness to meet with Hill offices is an important step towards helping our members build productive relationships with their senators and representatives.

Speaking of Top Advocates.... The GR team has released the list of top advocates for May. All of these NSPE members are being recognized for their high level of engagement on NSPE advocacy campaigns. They and their respective state leaders will be invited to June’s Advocacy Roundtable, happening later in the month.

The top advocates are James T. Canaday (AZ), Robert A. Krieger (CA), Mark Balderston (CO), Kenneth James Taylor (DE), Vladimir A. Ryziv (FL), Bernard D. D. Held (IL), Lance Beigh (IL), Daniel E. Paul (IL), Zach Wilder (KY), Edward L. Gentry Jr. (MA), Craig E. Yendell (MI), Brian Malm (MN), David Eugene Brown (MO), Donald L. Hendon (MS), Harry J. McNally Jr. (NJ), J Kersting (NY), Lara Mosier (OK), Len F. Bradley III (PA), Andrew M. Rogers (SC), John S. Fuoto (SC), Warren E. Maddox (SC), Rick Jose Guerra (TX), and Sheldon J. Leavitt (VA).

Educating for the Future

Conference Registration Opens: Registration for the 2021 Virtual Professional Engineers Conference (August 3–5) [is now open!](#) The reimagined conference is a compact three-day event featuring concurrent sessions in the afternoon and two “MasterMind” sessions, in which a problem is crowd sourced for the group to discuss. We’ll also rally firms, chapters, and state societies to host watch parties and get together locally, watch a session, and celebrate PE Day. Early bird registration deadline is July 15.

Highlights

- Tuesday – Exciting, highly interactive keynote by Shelley Row, P.E., on bridging the gap from technical skills to managerial skills to leadership skills.
- Wednesday – Keynote by James Livermore on cybersecurity, plus a two-hour ethics presentation on the tragic FIU bridge collapse.
- Thursday – All about innovation! Presentations on NASA and artificial intelligence as well as a closing session about how engineering and leadership skills helped one man scale Mount Everest.

*Note: The All Access Pass will allow access to all recordings. The Day Pass will allow access to those recordings of that day. Additionally, each individual will still need to register online in order to get access to the quizzes and downloadable certificates for PDH credit.

OFFERING	MEMBER PRICE	NON-MEMBER PRICE	STUDENTS
Day Pass (by July 15)	\$99	\$279	FREE
Day Pass (after July 15)	\$149	\$329	\$50
All Access Pass (by July 15)	\$249	\$549	FREE
All Access Pass (after July 15)	\$299	\$599	\$50

Approaching the Summit: On May 20, participants in the [Road to the Summit](#) volunteer leader development program attended the eighth session, covering board roles and responsibilities. The featured speaker was NSPE’s own, Travis Lowe, executive director and lead lobbyist of the Kansas Society of Professional Engineers as well as the executive director of the Missouri Society of Professional Engineers and the MSPE Educational Foundation.

Travis led a discussion on the legal responsibilities of board members, the importance of developing a strong board culture, and the importance of using your strategic plan to assist you in considering board appointments. The session was attended by over 47 attendees from 28 integrated and nonintegrated states and territories. The [presentation](#) is available as a PowerPoint. The final session will be June 24.

Meeting Members' Needs for Ethics Training: The Board of Ethical Review wrapped up its spring season with a webinar focused on Canon IV: "Act for each employer or client as faithful agents or trustees." Per feedback from members, a shift was made for this season to focus on individual implications and practical application of the individual canons. The BER will soon be examining some additional ways of facilitating members' development of ethical understanding.

Credibility in the Courtroom: Join us for our last webinar of the session and learn to be a credible engineer witness. [Tools to Ensure Effective Litigation Preparation and Testimony as an Engineering Professional](#) will be held Wednesday, June 9, 2:00 p.m. – 3:00 p.m. (Eastern) and will teach you how to be a master of your domain and keep your integrity intact.

Promoting Diversity and Tomorrow's Engineer

How To Meet the Increasing Demand for Engineers: In the spring issue of *PE*, member Jeff Roman, P.E., from the Professional Engineers of North Carolina, calls on engineering firms to make diversity a top priority. Diversity, [he writes](#), can create better teams, accelerate innovation, and help meet an increasing demand for engineers as baby boomers retire. "To fill the pipeline with future engineers, we as engineers have to make outreach efforts a priority and take every opportunity to get kids excited about engineering. If just one student is inspired to pursue an engineering degree because of one outreach event, that's one more who may not have ever considered our great profession otherwise."

Governance

House of Delegates General Assembly Preparations: Delegates received updated information about preparing to attend the virtual General Assembly on Saturday, July 10, 1:00 PM – 4:00 PM. They received a copy of the [NSPE State Delegate Position Description and Requirements](#) and the Delegates Roster and Weighted Vote Count as of April 1, 2021 as required by Bylaw 13. Those unable to participate in the Assembly were given the deadline of June 18 to name an alternate. Prior to the Assembly, Delegates will be invited to an orientation to their duties and training webinars to learn about the online Assembly features and voting procedures.

Volunteers Make It Happen. Sign Up for 2021–22 Positions: NSPE's national call for volunteers is [now open](#)! As all of you know, engagement is a key component to helping drive the Society's growth. We encourage members to raise their hands and share their time and expertise with our community. Make sure to circulate this opportunity to members

so they can become part of this special group. There are many available opportunities that can fit various interests and time commitment levels. Level 3 appointments are the shortest time commitments and Level 1 appointments are long-term commitments. Take a look at President-Elect Rick Guerra's [announcement](#) and spread the word. The deadline is July 9.

Action Item—Submit Your State's 2021–22 Leadership Roster: As we approach the end of our fiscal and administrative year, it is important that incoming state society leaders are identified in the national database so we can communicate important information and initiatives to the appropriate contacts. Please have a representative from your state fill out our [online form](#) by **Monday, June 7** and provide the names of those filling the appropriate positions, including state society leaders for the 2021–22 term (president, president-elect, and treasurer) and NSPE state delegates, if applicable for 2021–23. Listed on the form are states where the delegate's term expires this year. Please check your state bylaws on officer terms and process to ensure that your leadership selection process follows legally outlined terms. Thank you again for your continued support and please pass on our continued appreciation to everyone who has served in leadership. We congratulate those willing to assume these important volunteer duties.

The current iteration of [NSPE's Strategic Plan](#) represents *both* continuity *and* change: continuity with the Society's unchanging goal of protecting the public health, safety, and welfare; and a recognition that we needed change in order to achieve more impact, through strategies backed by resources that will deliver real-world results.

COVID-19 has impacted all of us, but the organization remains focused on adapting to the externally imposed disruptions and remains active and effective in its continued pursuit of its mission.

Please 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](#)).