

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
House of Delegates

FROM: Monika Schulz, CAE
Executive Director & CEO

DATE: November 30, 2021

RE: Board Update: November 1–30, 2021

November has passed incredibly quickly. The month started with the NICET Board of Governors meeting, which focused on certification goals, activities, and discussions. It was followed later in the month by the NSPE Education Foundation trustees meeting, the NSPE Board of Directors meeting, and many committees and task forces moving forward on their goals for this year.

President Rick Guerra, President-Elect Britt Smith, and I participated in the American Society of Association Executives CEO Symposium, which provided an opportunity for us to discuss with association leaders from around the country the challenges we all are facing as well as how best to work together as a leadership team. The program was an incredible opportunity to cover the key components of successful governance, strategy, and our organizational objectives. In addition, President Guerra and I hosted a leadership summit with the chief elected leaders and chief staff officers of ASCE, ASEE, NCEES, and ABET to discuss our common goals and challenges. This annual summit is a way to continue the conversation and valuable partnerships with these key organizations.

Upcoming Deadlines

January 2: [Deadline to Access 2021 15 Free Courses](#)

January 18: [NSPE Vice President 2022–2023 Call for Nominations](#)

January 31: [Honor Awards – NSPE Award and NSPE New Professional Award](#)

March 31: [Nominations for NSPE Fellows](#)

Upcoming Events

December 9: [Volunteer Leadership Virtual Learning Program: Member Engagement Best Practices with Focus on Your States, Chapters, and Group](#)

December 24: NSPE Offices Closed

December 31: NSPE Offices Closed

Our value proposition research project continues with the completion of nonmember focus groups. The next step is an electronic survey. The survey link was sent on November 29. We need your input and ask that you take 15 minutes out of your day to provide us with your insights. Understanding the value of NSPE, from the member and prospective member perspectives, is a key component in our way forward. What makes NSPE membership unique and what are members and future members looking for? How can we, as a federation, work together to provide value to our members? Members receive, as you know, access to national, state, and chapter benefits, which allows individual members to customize their NSPE experience to their unique needs.

Over the past month, President Guerra and I, along with staff team members, have also participated in regional calls and are always excited to hear what is happening across our federation. Many of you have similar experiences with leadership succession, virtual programs vs. in-person events, and chapter activities. A few ideas for your consideration:

- Promote your live programs through the PE Institute's [listing of live educational events](#).
- [Register and participate](#) in the December 9 virtual learning program, "Member Engagement Best Practices with Focus on Your States, Chapters, and Groups."
- Visit the [NSPE Communities](#) portal and use the State and National Leader Community or your regional leadership community to share ideas and resources. Do you have a leadership program that worked in your state? An online program that was successful for your community? A chapter that implemented an innovative program?

Building collaboration, partnership, and synergy is the strength of our federation. Please take a moment to review the details below of activities that you can promote to your state society.

As always, thank you for your leadership and continued support of NSPE. Enjoy the holiday season.

Driving Growth

#IamNSPE Campaign Builds Momentum: NSPE staff has received such positive responses from state societies on the #IamNSPE campaign that we are offering additional graphic assistance and opportunities for collaboration.

To encourage others to join NSPE, the [#IamNSPE social media campaign](#) shows the diversity in age, gender, discipline, ethnicity, and geographic location that makes up the Society's members.

1) If your state society has a member you want to highlight, please send their name and headshot to pr@nspe.org and the staff team will return a photo like the one below within 48 hours. We might even feature the member in our social media outreach in collaboration with you.



2) If you send us photos of 5–8 members, we can also provide you with an image like the one below. Note: The image will be static, unlike the one on the [campaign’s landing page](#). Send your request to pr@nspe.org so the staff team can respond.



Unfortunately, there isn’t a way to make a graphic template that can be easily used by all state societies (in Word, for example). But we liked the suggestion so much—and are encouraged by state’s eagerness to participate in this coordinated brand campaign to pursue growth—we have decided to make NSPE graphic assistance to all tiers free of charge.

Value Proposition Research Enters Final Stage: Following the completion of phone interviews with key stakeholders and the nonmember focus groups, we are moving into the last stage of our value proposition research: an electronic survey to members and nonmembers. The survey’s objective is to understand how NSPE can deliver more value to members and provide a more compelling value proposition to nonmembers. To gain insight on possible new programs, the survey will also delve into the challenges members and nonmembers face and explore members’ perceptions of their experiences and areas where NSPE can improve. Nonmembers’ unmet needs, attitudes, motivations, and barriers to their engage with NSPE will also be covered.

You should have received an email to participate in the survey. Because your voice is so important to the research, we encourage you to take part! We also urge you to use any

upcoming communications or interactions to encourage the members in your state to complete the survey. The survey will be open through December 10.

Shaping Public Policy

Bipartisan Infrastructure Bill Becomes Law: President Biden signed the Infrastructure Investment and Jobs Act into law on November 15. This law allocates \$579 billion in new infrastructure spending over five years. The funding will allow much needed infrastructure repair or build out, and professional engineers will play a key role in bringing these projects to completion. Throughout Congress's work on this bill, NSPE members capitalized on opportunities to contact their legislators. In total, 364 NSPE members contacted 267 different members of Congress 758 times since the launching of multiple advocacy campaigns in the [NSPE Advocacy Center](#) earlier this year. NSPE is thankful to those members who took the time to write and call their legislators about the value PEs bring in protecting the public health, safety, and welfare. NSPE staff is working on a webinar in the new year for members to learn more about the implementation of the Infrastructure Investment and Jobs Act and how our members stand to benefit from the law.

December Advocacy Roundtable Recognizes 20 Top Advocates: NSPE government relations staff has invited 20 top advocates from the third and fourth quarters to participate in an advocacy roundtable on December 8. The roundtable will celebrate their level of participation in advocacy campaigns and include a larger discussion about the past year of advocacy work as well as future advocacy opportunities in the new year.

NSPE, States Prepare for Upcoming Legislative Sessions: NSPE government relations staff has begun holding one-on-one meetings with its full-service and premium-tier societies in preparation for the 2022 state legislative sessions. The meetings have been a productive start to a conversation about how national staff can help full-service and premium-tier societies accomplish legislative and advocacy goals. If you are a leader in a full-service or premium-tier society and want to meet with national staff about achieving your advocacy goals, please contact Margaret Edwards at medwards@nspe.org.

ARPL Prepares for 2022 Legislative Sessions: The [Alliance for Responsible Professional Licensing](#) held a call with state partners on November 16 to kick off their work for the 2022 legislative session. A [recording of the session](#) is available. Moving into 2022, ARPL will be using regional monitoring to ensure the alliance can take quick action on any opportunities or threats that arise. NSPE is responsible for reporting on the Pacific Region, but no matter your state, please let NSPE GR staff know if there are any developments in your area that you would like communicated to ARPL.

Educating for the Future



Time's Running Out on 15 Free Courses for 2021: It is time to remind your state society members that NSPE's [15 free courses](#) for 2021 will not be available after January 2, 2022. Courses cover ethics, climate change, serving as a forensic witness, leadership, sustainability, and others.

Want to use the image on the left for your state society communications? Email pr@nspe.org.

Promoting Diversity and Tomorrow's Engineer

Webinar Recap—Volunteer Leaders Make a Difference: Thank you to everyone who joined the November 1 webinar, "[Volunteer Leaders Make A Difference – Are You Ready?](#)" The webinar included a discussion moderated by NSPE President Rick Guerra, who explored the rewards, benefits, and requirements of volunteer service with panelists who have served at the chapter, state, and national levels, including Trish Hatley, Megan Schultz, and Craig Sisco. We encourage all leaders to watch the presentation and share the webinar with members who are interested in volunteering.

Governance

Upcoming Webinar for Volunteer Leaders on Member Engagement Best Practices: On December 9, Trish Smith of NSPE-TX, Adam Jones of NSPE-SC, and Nancy Hoines of NSPE-SD will discuss ways to effectively engage your chapters and groups. Panelists will share ideas on what has worked in their states and how you can implement strategies in yours. Association data shows strong member engagement leads to growth.

Following the program, breakout sessions arranged by service? tier will give you an opportunity to collaborate in smaller groups with leaders from state societies that have a similar level of resources. Take this opportunity to share what has worked in your state. [Register is required.](#)

Leadership Pipeline Initiative: On November 1, President Guerra kicked off a Leadership Pipeline initiative with members of the House of Delegates and the Candidate Screening Committee inviting all to participate in the webinar, "Volunteer Leaders Make a Difference – Are You Ready?" As the next step in the year long initiative, delegates will meet November 30 to hear from President Guerra the goals, activities and timeline for the initiative. Delegates will come together throughout the year in facilitated sessions to develop recommendations and best practices for developing leaders at the state and national leader. The initiative will cumulate at a face-to-face session held prior to the 2021 PE Conference in Philadelphia.

2022 House of Delegates General Assembly: On November 23, delegates received an announcement about plans for the 2022 NSPE House of Delegates General Assembly, which will be held virtually on June 30, 2022, from 2:00 p.m. – 4:00 p.m. Eastern. Delegates will receive the General Assembly agenda and supporting documents at least 15 days prior to the meeting. Like in previous years, NSPE will conduct online technology training sessions and an orientation webinar to help delegates prepare for the assembly.

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](#)).