


**TO:** NSPE Board of Directors

**cc:** House of Delegates  
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

**DATE:** August 16, 2017

**RE:** Board Update: August 1-15, 2017

### Championing the PE License

As you know, NSPE has been vigorously leading the charge against threats to engineering licensure at both the federal and state levels. The [NSPE Year in Review](#) report summarizes actions in 26 states, in the last 12 months alone. The most serious of these threats are proceedings to weaken or eliminate the PE altogether, which are part of a larger political trend against all forms of occupational licensure. Although policy makers generally recognize that professional engineers play a critical role in protecting the public health, safety, and welfare, it is nonetheless not uncommon for legislators, regulators, and other policymakers to sweep up highly trained professional engineers along with barbers, cosmetologists, and even citrus packers in their efforts to weaken or eliminate occupational licensure requirements. NSPE, in partnership with its state societies, is working continuously to catch emerging threats early wherever they arise and respond effectively. Our record to date has been impressive.

But the anti-occupational licensure movement is also emerging as a serious threat at the federal level, with legislation now under development in both the House and Senate to significantly undermine state licensure powers. (The issue is also arising with increased frequency in federal rulemaking proceedings, such as at the EPA, where NSPE's hard fought gains to ensure PEs are involved in critical [oil and natural gas emission](#) performance standards are at risk.)

In order to more effectively marshal opposition to this trend, NSPE is working to engage allies and build a coalition, expanding the resources directed against this trend. NSPE GR staff is convening a meeting on August 23<sup>rd</sup>, inviting GR staff from the American Institute of Architects, the American Council of Engineering Companies, the American Society of Civil Engineers, and the American Society of Landscape Architects to discuss strategies and next steps for a coordinated effort to oppose the growing tide of threats to licensure. Anticipating a positive outcome from these initial discussions, you can expect more details by my next report.

Nearly 50 senior leaders from consulting engineering, higher education, licensing boards, and professional societies, participated in a summit on "The Future of the Engineering Profession," convened July 31-August 1<sup>st</sup>

*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](#).*

at the University of Nebraska in Omaha. President Tom Roberts, Past President Kodi Verhalen and I were invited and participated in the meeting. The summit was patterned after ongoing efforts led by Canada's Engineering Change Lab (ECL) addressing the profession in that country. The ECL has been exploring the question: "What is the highest potential of the engineering profession to contribute to society and how can we unlock this potential?"

The workshop provided an opportunity for NSPE to emphasize the importance of professional licensure and to bring the group up-to-date on the work of NSPE's Future of Professional Engineering Task Force. Although the workshop was framed in a broader perspective, including the whole of the engineering profession, not just licensed PEs, we were able to ensure that licensure was recognized as a factor in any such discussions.

Additional details will follow in President Robert's trip report.

NSPE participated in a meeting of the Resilience Building Coalition on August 9<sup>th</sup>, hosted by the International Code Council (ICC). The meeting attendees discussed policy updates and focused on ways to encourage building owners to voluntarily upgrade their buildings and structures to meet changing code requirements reflecting environmental, seismic and other changing conditions. (NSPE is a founding member of the coalition.)

On August 2<sup>nd</sup>, PEs across the globe came together to celebrate the second annual [Professional Engineers Day](#). Designed to increase awareness and appreciation of PEs, this mostly virtual event saw NSPE members, partner organizations, engineering firms, engineering schools, and even the general public recognizing the event and posting the #LicensedPEDay hashtag across Facebook, Twitter, Instagram, and LinkedIn. The interactions on these platforms were impressive, as was the number of visits to the PE Day landing page on the NSPE website and the graphic files made available there. Here is a recap of the key statistics:

#### **Twitter**

- Over 1,700 tweets (while down 11% from the previous year, PEDay saw huge increases on other platforms).
- 829 contributors (increase of 33% over previous year).
- 691,000 total audience and 2.8 million impressions (the number of times the total audience *may* have seen the hashtag. Chances are a person following the hashtag saw it more than once - and in this case up to 5-6 times per audience member).
- 712 images and links shared – 11 videos (not including posts of the NSPE generated "PE Day" graphics which accounted for many more posts).
- 117 new Twitter followers to the NSPE account (up 70% from previous year).
- Tweets came in from all over the world, including as far away as South Africa, Australia, Dubai, the UK, and Mumbai.

#### **Instagram**

- 164 posts with the hashtag (up 20% over previous year).
- 680 impressions.
- 141 photo likes (of those NSPE posted with the hashtag).
- 71 profile views.

#### **Facebook**

- 112 uses of the new Facebook "PE Day" profile frame.

- Hundreds of uses of the hashtag (exact numbers are now nearly impossible to obtain for this platform).
- 84 new page likes to the NSPE page.
- 10,231 people reached.
- 2,545 post engagements (likes, shares, comments).

#### **LinkedIn**

- Over 250 posts with the hashtag.
- 80 page views to NSPE “company” page.
- 23 new page followers.

#### **Web stats**

- August 2 – 5,761 views of the PE Day page.
- August 2 – 1,354 views of the "Why I Became an Engineer" page (with photos of members from previous as well as this year’s PE Day).
- Past 30 days – 10,606 views of the PE Day page.
- Past 30 days – 2,114 views of the "Why I Became an Engineer" page.

#### **Graphics Downloads**

- Proclamation template – 685.
- PE Day Logos – 1,868.
- Other web graphics – 5,316 (of these, the "full banner" was the most popular with 1,307 downloads).

In addition to all of the virtual activity, many state societies and members took the initiative to secure [official proclamations](#) for Professional Engineers Day from their governors, mayors, and county officials. The number of proclamations was higher than last year, with 16 total (8 states, 6 cities, and 2 counties). Others celebrated with in-person events, like themed happy hours, and numerous engineering firms and organizations included mentions and articles about the day on their websites or blogs. We also saw many of our fellow engineering societies posting the hashtag including: ASCE, AIChE, DiscoverE, IEEE-USA, NCEES, OSPE (Canada), SPE, and SWE.

Mark your calendars - next year’s event will be held on Wednesday, August 1, 2018.

In the course of our advocacy work, many state leaders will have had the opportunity to work with NSPE Policy and Advocacy Associate Nick Cox. So, it is with some sadness, but not a little pride that I report that the opportunity for a career change arose and Nick has moved on to another employer. His last day was August 11<sup>th</sup>. We have already begun the hiring process for the position and will have someone in place very soon. In the interim, please direct any inquiries that would otherwise be sent to Nick to [Arielle Eiser](#).

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

The Fall 2017 lineup of Engineering Ethics webinars are now set:

*The PE as an Expert Witness* (September): This webinar will focus primarily on ethical issues relating to service to forensic clients, refusal to testify agreements, and forensic services relating to criminal prosecutions and other ethical and professional practice issues.

*The PE and Domestic and International Gifts* (October): This seminar will focus primarily on legal and ethical issues relating to gifts to foreign officials involving US and non-US

personnel, as well as gifts to state transportation officials and other ethical and professional practice issues.

*The PE and Sustainable Development* (November): This webinar will focus primarily on ethical issues relating to a PE being overruled on an environmental matter, the PE's ethical responsibility in addressing public environmental concerns and the obligation and responsibilities of a professional engineer during an environmental controversy and other ethical and professional practice issues.

(Additional Fall webinars on other topics are reported below.)

## Powering Professional Advancement

We recorded and are now working on syncing audio and presentation visuals from the following 11 seminars given at PECon in Atlanta, which will be available in the PE Institute by the end of October:

- Cybersecurity for Critical Infrastructures: Challenges and Solutions
- Discovery of Water Health Problems in Flint Water Crisis and Associated Future Ethical Implications
- Going Digital: Digital Signatures and Digital Document Delivery
- Growing into a Strategic Role Within your Firm
- How to Develop the Engineering Leader Inside of You
- Innovation in Nuclear Energy: Georgia Powers Vogtle 3 & 4 Project
- Introduction to MicroGrids for Commercial and Humanitarian Needs
- Rethinking Flares & Combustors
- Self-Driving Cars: An Examination of Ethical Issues at the Micro and Macro Scale
- The Future of Engineering in the Cognitive Computing Era
- The Path to Greater Team Effectiveness and Performance

NSPE's Fall live Webinar series is fast approaching. 2017 Fall Webinars Include:

- September 6 - [Best Practices to Communicate Clearly Through Writing](#)
- September 13 - [Engineering Ethics: The PE as an Expert Witness](#)
- October 11 - [Engineering Ethics: The PE and Domestic and International Gifts](#)
- October 25 - [The High Demand for Social Skills in Engineering](#)
- November 8 - [Staying Relevant: The Lifelong Learning Journey](#)
- November 15 - [Engineering Ethics: The PE and Sustainable Development](#)

Live webinars are held Wednesdays, from 2:00 pm to 3:00 pm Eastern Time. As new topics are announced they will be added to the [PE Institute](#).

Also, any state society leaders whose states fall in the Full Service Tier under the new membership business model are encouraged to reach out to NSPE Education Manager, Tanika Coates at [tcoates@nspe.org](mailto:tcoates@nspe.org) to discuss potential future webinars for their state. The financial (dues revenue) sharing components of the model do not begin to phase in until July 2018, but we are anxious to gain a foothold in demonstrating the enhanced member value that the new national/state partnership model allows.

## Uniting the PE Community

In his first PE Magazine [Outlook column](#), President Tom Roberts stresses the continuing need for all licensed engineers to be engaged in the future of their profession through engagement with the Society.

"Recent examples make this clear," wrote Roberts. "State legislators often question the need for licensure, local officials and the public confuse qualifications-based selection with 'bidding the lowest price,' and federal agencies use the term 'professional engineering' to describe positions that are not."

He goes on to emphasize that NSPE members need to unite to promote and protect the profession while the national and state societies grow and improve member services.

Twenty attendees of the 2017 PE Conference tested a beta version of a re-engineered NSPE website. The main change involves the site's navigation, which will move to a "mega menu" format that appears at the top of pages. This new format will consolidate and simplify the current navigation, which has morphed over time into an unwieldy list of 26 items appearing on the left side of our pages. The change will not only improve the ease in finding information, it creates substantially more useable space in the center of our web pages to present content. After performing a list of typical tasks on the website, testers were asked for their overall impression of the change. Two thirds gave solidly positive responses. The remaining third were generally positive, but more lukewarm. No tester was negative. We are refining menu architecture based on this input and anticipate launching the upgrade in the next two weeks.

As part of its ongoing effort to develop and test new and more intensive membership marketing strategies, national staff and the Texas Society of Professional Engineers and national membership staff conducted an extensive marketing trial this summer. A detailed report on the project is attached. Data and analytics from this trial will be used to refine and improve our ongoing, nation-wide membership marketing tactics and campaigns, and offers valuable lessons learned that can be applied by state societies in conducting their own membership marketing efforts.

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And remember, you always have access to 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. 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 are summarized in a section called "[Who We Are and What We Do](#)."

## 2017 TXSPE and NSPE Membership Project

### **Project Goal:**

Test messaging to segments of non-NSPE member professional engineers to increase brand awareness and engagement in the ultimate hope of converting receivers to be members of NSPE.

### **Lists:**

There are roughly 36,000 licensed engineers in the state of Texas. TSPE can request a digital copy of the licensed list that includes email addresses. The list cannot be used to sell or solicit business, but can be used to inform licensed engineers about industry news. This is a cold prospect list of those who may or may not be aware of TSPE or NSPE, and because of this the timeline is more spread out.

### **Segments:**

- **Early PE Career** (0-5 years with license) – messaging focuses on networking, continuing education, and ethical guidance.
- **Midcareer** (6-15 years with licensure) – messaging focuses on leadership opportunities, networking, ethical guidance, and light advocacy.
- **Experienced** (15+ years of licensure) – messaging focuses on advocacy, championing the profession, and networking.

Messages will primarily be sent through NSPE's email marketing platform Real Magnet. Real Magnet has robust analytics as well as the ability to track and export lists based on actions (unsubscribe, open, and click). Several steps will be taken to ensure deliverability and protect sender reputation. The steps include but are not limited to:

- TSPE will request a fresh list within 2 weeks of an email being sent.
- As a respected leader in Texas, the email will be sent from [Trish@TSPE.org](mailto:Trish@TSPE.org).
- TSPE and NSPE will work together to authenticate the TSPE.org domain to send emails from Real Magnet.
- Email will contain little to no graphics.

### **Timeline/Messages**

A targeted email will be sent out approximately every three weeks to each segment. Content and messaging will be revisited based on the analytics of each email sent.

### **EMAIL #1- PE DAY**

An email was sent to each segment focusing on celebrating PE Day. For early career and mid-career, the email encouraged them to participate in the day by sharing their reasons for becoming a PE on social media, invited them to stay connected to TSPE and NSPE, and requested completion of a contact form to receive more information. The experienced career level email contained suggestions in addition to participating in social media. Copies of each email with the number of clicks for each link is included in the appendix.

**Results**

The results of the first email are noted in the chart below. Given this was the first contact TSPE/NSPE has had with this list, the results were impressive. The deliverability was on the high end of NSPE’s normal deliverability rate. Across [all industries](#), the average open rate of an email typically falls in a range of 20-25%. The Early Career and Experience email far exceed the average open rates and exceed the average open rate for NSPE emails. The click through rate for all three emails fell into the high range for NSPE.

Additionally, there were 14 people (2 - experienced; 2- mid-career; 10 early career) that clicked and filled out the sign-up form to receive industry news and activities.

**STATS AS OF 8/9/2017 -12:42PM CT**

METRIC	Early Career	Mid-Career	Experienced
EMAIL SENT	8/2/2017 - 10:04 am CT	8/2/2017 - 8:10 am	8/1/2017 - 3:53 pm CT
SENT	8,163	10,488	15,377
DELIVERED	8128 (99.6%)	10,398 (99.1%)	15,020 (97.7%)
OPENED	3,717 (45.7%)	2,328 (22.4%)	5,296 (35.3%)
CLICKED	881 (10.8%)	518 (5.0%)	500 (3.3%)
BOUNCED	35 (0.4%)	90 (0.9%)	357 (2.3%)
UNSUBSCRIBED	17 (0.2%)	15 (0.1%)	17 (0.01%)
SPAM COMPLAINTS	0	1	2
COMPUTER OPENS	2,235 (56.5%)	1,117 (44.7%)	2,888 (49.7%)
MOBILE OPENS	1,723 (43.5%)	1,382 (55.3%)	2,921 (50.3%)

**Key Takeaways**

- Sending from an individual’s email ([trish@nspe.org](mailto:trish@nspe.org)) vs sending from a generic email (ex [membership@nspe.org](mailto:membership@nspe.org)) is ideal.
- Schedule at least a week to authenticate a new domain to send emails from Real Magnet (only needs to be done once).
- Messages to cold prospects informing them about a free industry wide event with an ask to participate is well received.
  - Moving forward look to send initial emails to cold prospective list around PE Day or Engineers Week
- Open and click thru behavior varies significantly between each segment

**Previously Sent Versions of this Message**

08/02/2017 10:58 AM est ▼

**Message: TX Membership Project - PE Day Early Career**

Category	Total	Description
Unique Recipients	880	Total number of unique recipients who clicked on one or more links.
Unique Clicks	1,110	Total number of clicks (excluding multiple clicks of the same link).
Gross Clicks	1,280	Total number of clicks including recipients who clicked the same link more than one time.

[View in a Web Browser](#) [91]

INSERT\_FIRST\_NAME,

Today is #LicensedPEDay! Join us in celebrating the achievements and dedication of professional engineers around the world. Be a part of the virtual event by uploading a photo or video of yourself telling us why you decided to become a PE, and using the hashtag #LicensedPEDay! [See last year's photos](#) [313].

We have put together [PE Day logos](#) [632] for your own use on the web and social media.

Stay current on the latest industry trends and activities in the field by following [@TSPE\\_HQ](#) [20] and [@NSPE\\_HQ](#) [8] on social media or [sign up](#) [14] to receive information on key industry news and activities. TSPE and NSPE is one organization that connects you to PEs and benefits at the local, state, and national levels.

If there are any resources I or NSPE can offer to support you in your PE career, please let me know!

Sincerely,

Trish B. Smith  
Executive Director – Texas Society of Professional Engineers  
Executive Director – Texas Engineering Foundation  
1001 Congress Avenue, Suite 260  
Austin, TX 78701  
512-472-9286-voice  
512-472-2934-fax  
[www.tspe.org](http://www.tspe.org) [17]

Click [here](#) [17] to unsubscribe



**Previously Sent Versions of this Message**

08/02/2017 09:03 AM est ▼

**Message: TX Membership Project - PE Day Mid Career email**

Category	Total	Description
Unique Recipients	516	Total number of unique recipients who clicked on one or more links.
Unique Clicks	630	Total number of clicks (excluding multiple clicks of the same link).
Gross Clicks	795	Total number of clicks including recipients who clicked the same link more than one time.

[View in a Web Browser](#) [52]

INSERT\_FIRST\_NAME,

Today is the second Annual Professional Engineers Day. Join us in celebrating the achievements and dedication of PEs around the world. Be a part of the virtual event by uploading a photo or video of yourself telling us why you decided to become a PE, and using the hashtag #LicensedPEDay! [See last year's photos](#) [209].

NSPE has put together [PE Day logos](#) [335] for your own use on the web and social media.

Stay current on the latest industry trends and activities in the field by following [@TSPE\\_HQ](#) [6] and [@NSPE\\_HQ](#) [5] or [sign up](#) [1] to receive information on key industry news and activities. TSPE and NSPE is one organization that connects you to PEs and benefits at the local, state, and national levels.

If there are any resources I or NSPE can offer to support you in your PE career, please let me know!

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**Previously Sent Versions of this Message**

08/01/2017 04:47 PM est ▼

**Message: TX Membership Project - PE Day Experienced**

Category	Total	Description
Unique Recipients	499	Total number of unique recipients who clicked on one or more links.
Unique Clicks	622	Total number of clicks (excluding multiple clicks of the same link).
Gross Clicks	827	Total number of clicks including recipients who clicked the same link more than one time.

[View in a Web Browser](#) 89

INSERT\_FIRST\_NAME,

Join us in celebrating the achievements and dedication of PEs around the world tomorrow Wednesday, August 2, during the second annual licensed Professional Engineers Day. It's an opportunity to showcase your PE License and dedication to protecting the public health, safety, and welfare.

Use #LicensedPEDay on [Twitter](#) 10, [Facebook](#) 37, or [Instagram](#) 11 to:

- Upload a photo or video of yourself, tell us why you decided to become a PE
- Post photos or videos of your team of PEs
- Share your reasons for hiring PEs
- Give special recognition to your PEs in the workplace or on the job
- Educate your colleagues about the importance of the PE license

Together we can raise awareness about what it means to be a PE, recognize licensed PEs, and show appreciation for the work they do each and every day. NSPE has put together [PE Day logos](#) 234 for your own use on the web and social media. [See last year's photos](#) 194.

Stay current on the latest industry trends and activities in the field by following [@TSPE\\_HQ](#) 11 and [@NSPE\\_HQ](#) 4 on social media or [sign up](#) 6 to receive information on key industry news and activities. TSPE and NSPE is one organization that connects you to PEs and benefits at the local, state, and national levels.

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