



Missouri Society of Professional Engineers

2018-2022 Strategic Plan

June 2018

DRAFT

Vision

To be the organization of choice for licensed professional engineers.

Mission

- Promote professional engineering.
- Protect the licensure process.

Values

Ethical & Competent Practice to protect public health, safety and welfare

Dedicated service to the engineering profession

Objectives

- Improve Member Satisfaction
- Increase Membership

Marketing Statement

The Missouri Society of Professional Engineers is the only statewide organization in Missouri to defend the interests of licensed professional engineers by promoting the ethical and competent practice of engineering and advocating strong licensure laws to protect the public health, safety and welfare.

Goals and Actions Prepared By:

Focus 85 Task Force

Chair

David Howe, P.E., Western Chapter, Task Force Chair

Members

Bob Becnel, P.E., St Louis Chapter

Marie Collins, P.E., St Louis Chapter

Bruce Dawson, P.E., Jefferson City Chapter

Ross Kasman, P.E., Central Chapter

Michael Keaton, P.E., Southwest Chapter

Aaron McVicker, P.E., Northeast Chapter

Kevin Skibiski, P.E., Ozark Chapter

Jason Sommerer, P.E., Jefferson City Chapter

Eric Strack, P.E., Western Chapter

Ex-Officio Members

Bruce A, Wylie, Executive Director

Cherie Bishop, Director of Operations

Stacey Meyer, Membership Coordinator

Goal 1: Promote the Ethical, Competent and Professional Practice of Engineering

Facilitate Strategy:

Aid individuals wanting to become a Professional Engineer or to enter the Professional Engineering tract.

Action 1: Leverage presentations, materials and information available from NSPE to promote Professional Engineering and benefits of membership in the Society; enhance with MSPE state information and contact details when appropriate. *[Recommended for action by Membership Committee]*

Action 2: Promote and support FE and PE refresher courses.

Action 3: Work with engineering and pre-engineering schools in Missouri to support engineering education and promote licensure of engineering professors. *[Recommended for action by Professional Engineers in Higher Education (PEHE) interest group]*

Action 4: Determine ways that MSPE and the MSPE Educational Foundation might be able to coordinate activities to leverage their resources to promote Professional Engineering and licensure. *[Recommended for action by Executive Committee and MSPE Staff]*

Communicate Strategy:

Share information about the process of becoming licensed as a Professional Engineer.

Action 1: Provide links on the MSPE website to information on the application process and examination dates for the Fundamentals of Engineering (FE) and Professional Engineering (PE) exams.

Action 2: Coordinate with the Missouri Registration Board to ensure a consistent approach and message is followed.

Educate Strategy:

Educate the public on the benefits of Professional Engineering and licensure.

Action 1: Educate municipal administrators and public officials on the benefits and importance of requiring specific engineering positions (i.e. City Engineer, staff engineers, etc.) to be filled with licensed Professional Engineers. *[Recommended for action by Professional Engineers in Government (PEG) interest group]*

Action 2: Offer guidance to engineering managers and senior leaders in industry on the scope of responsible charge and how it might be of value in an "industrial exemption" environment. *[Recommended for action by Professional Engineers in Industry (PEI) interest group]*

Action 3: Work with professors and faculty from engineering and pre-engineering schools in Missouri to understand the status of Missouri's engineering education programs and lab facilities and find areas where MSPE can provide support or assistance. *[Recommended for action by Professional Engineers in Higher Education (PEHE) interest group]*

Goal 2: Enhance the Image and Stature of Engineering Professionals

Facilitate Strategy:

Promote the image of Professional Engineering.

Action 1: Encourage Chapter Presidents to share activities and achievements of their Chapter at the President's Workshop. *[Recommended for action by MSPE President and Chapter Presidents]*

Action 2: Host a P.E. Ceremony and Order of the Engineer Ceremony to present certificates to new Professional Engineers and provide for the induction of members into the Order of the Engineer.

Goal 2: Enhance the Image and Stature of Engineering Professionals continued...

Facilitate Strategy: Promote the image of Professional Engineering continued...

Action 3: Investigate additional award categories that MSPE could use to recognize achievements and service activities of its members.

Action 4: Explore access options offered on MSPE's new website for providing information and links to the public that promotes the image and stature of Professional Engineering while maintaining a "Members Only" section to provide value added content specific to members and available as a benefit of membership.

Communicate Strategy: Publicize engineering achievements and service activities.

Action 1: Utilize MSPE's website, *The Missouri Engineer* newspaper, Chapter web pages and local publications as venues for sharing and promoting information.

Action 2: Encourage Chapters to publicize activities that they have undertaken that promotes the profession.

Action 3: Utilize "templates" that can be used by Chapters to announce programs, award recipients, MATHCOUNTS winners, etc.

Educate Strategy: Promote Professional Engineering through direct education of specifically targeted audiences (i.e. employers, professors, legislators and the public).

Action 1: Promote PE Day (first Wednesday in August).

Action 2: Celebrate Engineers Week at Chapter meetings, dedicated events and local proclamations.

Goal 3: Provide Career Development and Networking

Facilitate Strategy: Establish career connections and mentoring opportunities through peer-to-peer networking.

Action 1: Introduce "Speed Networking" at appropriate MSPE gatherings as an icebreaker exercise to encourage interaction with younger members.

Action 2: Develop opportunities for engagement with industry experts and leaders in the engineering profession.

Examples include:

- Create an avenue where members are available to talk with high school juniors and seniors about careers in engineering.
- Partner with engineering schools on providing members as adjunct instructors for select engineering courses and for FE Refresher Courses. *[Recommended for action by Professional Engineers in Higher Education (PEHE) interest group]*
- Resume the Industrial Visitation program. *[Recommended for action by Professional Engineers in Industry (PEI) interest group]*
- Match each new member that is interested with a longer serving Chapter member for the first year as a mentor. If the new member is a new graduate, make this mentoring period for the first four years until they have obtained their PE license; consider the mentor a PE coach.

Communicate Strategy: Convey to MSPE members and licensed non-members how MSPE can assist with continuing education required for license renewal.

Action 1: Promote PDH opportunities as part of the Chapter retention program as a tangible value to membership.

Goal 3: Provide Career Development and Networking continued...

Communicate Strategy: Convey to MSPE members and licensed non-members how MSPE can assist with continuing education required for license renewal continued...

Action 2: Utilize NSPE Ethics Cases as an opportunity to reach out to industry, enterprise and affiliate members.

Educate Strategy: Provide opportunities for engineers to pursue lifelong learning and obtain professional development hours required to maintain licensure.

Action 1: Create a signature project for Young Engineer's such as "a year in the life of an FE/PE" or "what to expect in the first 4 years out of school."

Action 2: Utilize PDH opportunities to encourage attendance of non-members at Chapter membership meetings.

Action 3: Explore possibilities of recording Fall PDH Days and Annual Convention PDH sessions for future use as online PDH options and revenue stream.

Goal 4: Advocate and Protect Public/Government Relations

Facilitate Strategy: Promote involvement of Professional Engineers in the political process and to serve on State Boards and Commissions.

Action 1: Lobby to protect the licensure of Professional Engineers and the engineering industry.

Action 2: Organize efforts to get MSPE members in front of legislators during the legislative session (i.e. Annual Jefferson City Area Chamber of Commerce Legislative Reception; Springfield Salute to Legislators; etc.)

Action 3: Encourage chapters to sponsor meet-and-greet functions for local legislators and local elected officials.

Action 4: Invite legislators and local elected officials to provide presentations at MSPE functions and Chapter meetings.

Communicate Strategy: Share information about opportunities for MSPE members to serve on Boards and become involved in the political process.

Action 1: Utilize MSPE's Legislative Outlook, via a link on the MSPE website, to share the rationale and reasoning for MSPE's legislative interests.

Action 2: Encourage MSPE members to apply for positions on the MoAPEPLSPLA Board.

Action 3: Provide a link on MSPE's website to the Boards and Commissions application form.

Action 4: Encourage members that are qualified to serve on Boards and Commissions and endorse their nomination.

Action 5: Encourage members to become ABET evaluators and NCEES exam writers.

Educate Strategy: Promote MSPE as the face of "Professional Engineering."

Action 1: Develop "talking points" for use by Chapters and members when meeting with legislators and public officials. *[Recommended for action by Government Relations Committee]*

Action 3: Educate public officials and City Attorneys on Missouri State laws relative to the use of the Qualification Based Selection process for selection of engineering services. *[Recommended for action by Professional Engineers in Private Practice (PEPP) interest group]*

Action 4: Provide descriptive write-ups in **The Missouri Engineer** when appropriate for various Board, Commission or association openings.

Goal 5: Optimize Support and Resources to Benefit the Society

Facilitate Strategy: Strengthen MSPE's relationship with NSPE while maintaining our state identity.

Action 1: Use the Strategic Plan as a means of generating member engagement, enthusiasm and participation in MSPE at all levels and to create a blueprint for growth.

Action 2: Evaluate MSPE's organizational structure to improve service to members and effectiveness of the organization.

Action 4: Develop an Affiliate membership classification.

Action 3: Encourage and support involvement of MSPE members on national committees, interest groups and at NSPE's PE Con annual meeting event.

Communicate Strategy: Create avenues for net-positive growth of membership.

Action 1: Encourage members to reach out to their personal and business acquaintances to become members.

Action 2: Where appropriate, pursue synergies and interaction with other engineering and technical organizations.

Educate Strategy: Educate new members, MSPE officers, committee members and Chapter officials on the benefits, opportunities and responsibilities of membership in MSPE and NSPE.

Action 1: Provide materials to welcome new members and increase their interest in being active.

Action 2: Provide officer and committee member onboarding materials and guidance resources for State and Chapter levels to educate and train incoming and future leaders.

Action 3: Educate MSPE officers, committee members and Chapter officials on the opportunities and restrictions of 501 (c)(3) and (c)(6) entities; share information on differences of the 501(c)3 and 501(c)6 status as part of the President's Workshop.

Action 4: Engage with Enterprise and Sustaining Organization member points-of-contact to highlight the benefits of MSPE. *[Recommended for action by Membership Committee]*

Goal 6. Promote Community Service

Facilitate Strategy: Provide opportunities for MSPE members to contribute to positive change in the community.

Action 1: Initiate a *signature* "community service project" for MSPE at the State level and at the individual Chapter level.

Action 2: Schedule a Chapter meeting (perhaps at the holidays) for a community service activity or community service recognition ceremony.

Action 3: Partner with a local school on a "STEM" service project.

Communicate Strategy: Publicize information on opportunities for MSPE members to participate in community service activities.

Action 1: Advertise opportunities and share accomplishments of signature events on MSPE's website and other media outlets.

Action 2: Promote friendly competition among MSPE members and between Chapters.

Educate Strategy: Use community service and "STEM" related projects as educational opportunities to advance the profession of engineering.

Action 1: Use MSPE's Annual Meeting venue to host a STEM service project with local school organizations. *[Recommended for action by Annual Meeting Planning Committee]*