

SECTION AND BRANCH IDEA EXCHANGE

Conference Calls

Hosted by the ASCE Leader Training Committee (LTC)

March 2 and March 8, 2017

Section, Branch, Region Attendees – March 2

| | | | |
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March 2nd, 2017 Discussions

Topics discussed include:

- Issues with Meeting “No Shows”
- Scholarships
- Report Card Releases
- Effective Student Transition to Younger Members

ISSUES WITH MEETING “NO SHOWS”

Issue: How to best account for financial losses during luncheons when a restaurant imposes an RSVP minimum (with penalties for “no shows”).

Suggestions:

- Melissa (Georgia Section) suggested a system where people RSVP and pay ahead of time. In addition, those who register the day of the meeting, and non-members, to be charged an additional fee.
- Josue (Orange County Branch) suggested sending the invites and announcing the speakers at least two or three months in advance in order to get people interested and therefore increase the number of attendees.
- Justin (Wisconsin Section) recommended setting up a pay pal account linked to the branch and including a message on the invite that incorporates a printed warning detailing the potential extra fees.
- It was suggested to charge no-shows, and have staggered pricing for member, non-members, and for those who register late. Announce topic/speaker with enough notice to get people interested. Leverage Constant Contact to have people pay ahead. Have people who register day of pay an additional charge
- It was also suggested to include in the meeting announcement, a note to indicate that the Section/Branch may send an invoice to those that placed an RSVP, and did not show up at the meeting. The intent is not to send an invoice (sending them an invoice may not sit well with any of the members), only to raise their awareness about this issue that has cost implications to the section/branch. Conversely, add another note to indicate that if you do not RSVP by the stated time, we cannot guarantee you will receive food during the meeting.

SCHOLARSHIPS

Issue: How to encourage students to participate in the application process.

Suggestions:

- John (San Diego Section) suggested that Sections should try to reduce the work involved in applying for multiple scholarships by consolidating separate scholarships under a single program for students.
- Justin (Wisconsin Section) advised that the utilization of Faculty Advisors really encourages students to apply to scholarships. The number of applicants might depend heavily on how active the liaison between the students and faculty is. There should also be outside motivation from other organizations or individuals such as YMF.
- It was suggested to utilize Faculty Advisors to help encourage students to apply.

REPORT CARD RELEASES

Issue: How to issue a report card on the local level that will not affect business relationships. Concerns over consultants placing a negative view on the state/federal oversight agency.

Suggestions:

- John (San Diego Section) encouraged Sections to make it clear to the agency that no matter what occurs they will not divulge individual agency grades. This motivates agencies to disclose information. Another suggestion was to have an educational campaign where the factors that contribute to a lower agency grade are discussed and made clear.
- Tony (LTC and Fresno Branch) suggested that during the preparation of the report card (and way before its release date) we should connect with government officials and public works agencies to educate them and inform them on the findings and the significance of the report card in helping make their case and justify funding the infrastructure.

EFFECTIVE STUDENT TRANSITION TO YOUNGER MEMBERS

Issue: How to get more students involved.

Suggestions:

- Josue (Orange County Branch) suggested to market membership in ASCE as the best networking opportunity for their careers.
- It was suggested to use YMF as the main pipeline to attract students and peak their interest in joining.
- It was suggested to add more field trips and technical sessions as opposed to the standard meeting. Emphasis on the opportunities for leadership development which leads to professional development/promotion to the YMs. Emphasis also on the opportunities to network with people of all generations, expanding your network.

Section, Branch, Region Attendees – March 8, 2017

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March 8th, 2017 Discussions

Topics discussed included:

- Non-members attending Section/Branch Meetings
- Supporting Members in the Rural Areas
- Informing Members of ASCE Benefits
- Strategies for Student Transition to Younger Members
- Dream Big

NON-MEMBERS ATTENDING SECTION/BRANCH MEETINGS

Issue: Ryan (Wisconsin Section) opens meetings for attendance by non-ASCE members in an attempt to increase attendance and membership. Since PDH's are typically offered in those meetings there has been a concern about increasing the cost for non-members or possibly not offering PDH's for non-

members. Any ideas on how to show the value in ASCE while not letting non-members take advantage of the branches offerings?

Suggestions:

- Matt (Utah Section) suggested to charge a \$5.00 difference between members and non-members (might not be significant enough).
- It was suggested that a sign-in sheet would be helpful in tracking who is not a member and acquiring feedback on why they are not. Once they had the non-members identified, Section/branch officers can work on convincing them of the overall savings

SUPPORTING MEMBERS IN THE RURAL AREAS

Issue: Victor (Virginia Section) asked how to support members in the rural areas.

Suggestions:

- Ryan (Wisconsin Section) suggested that meetings should be moved around the area to accommodate more remote members. The Fox River Valley Branch (Wisconsin Section) is spread over 200 miles with pockets of members. The meetings should primarily take place where the majority of members are but at least once or twice a year they should be designated to a location on the outskirts of the area. One way to draw excitement is to invite the Region Governor or Director to help disseminate information or have a pizza party and invite the Governor to discuss ASCE with non-members.
- Fausto (Arizona Section) recommended moving the meetings around to all Branches and different universities and also participating in a mobile outreach that discusses report cards.
- Nicole (Wichita Branch) advised supporting K-12 STEM activities, infrastructure projects and speaking with local officials about issues that affect rural areas.

INFORMING MEMBERS OF ASCE BENEFITS

Issue: How to inform members across the Branch of ASCE benefits without taking up too much time.

Suggestions:

- Melissa (Georgia Section) suggested that different speakers or the Region Director/Governor should be invited to get people excited.
- Fox River Valley had a pizza party and invited Governor to talk about ASCE to non-members
- It was suggested that it may be worthwhile to take some time to explain the benefits. Maybe set up a special meeting for those who are interested. The information should not be glossed over.
- It was suggested a region assembly in conjunction with MRLC.

STRATEGIES FOR STUDENT TRANSITIONING FOR YOUNGER MEMBERS

Issue: Student Transition to Younger Members

Suggestions:

- Matt (Utah Section) suggested YMF is the best avenue and younger professional members should be the ones reaching out to students to help them transition.
- John (Illinois Section) commented that student outreach engages them in activities, students should volunteer with members to form a bond.
- Don (LTC and Illinois Section) suggested that registration emails should be updated especially for students who are in the process of graduating since they may not have access after graduation to their school emails.
- Monica (LTC and Tennessee Section) discussed that members should attend at least one meeting a year at the student chapter to discuss service opportunities and the students should be encouraged to register as associate members since the first year of membership is free.
- Fausto (Arizona Section) recommended moving section meetings around to the universities and engaging in mock interviews while reviewing resumes.
- Tony (LTC and Fresno Branch) suggested that members should volunteer to speak at Student Chapters and attend student banquets.
- Luke (Mohawk Hudson) commented that Practitioner Advisors are a great benefit.

DREAM BIG

Issue: Issues with event planning, logistics (in smaller areas) and advertising.

Suggestions:

- Luke (Mohawk Hudson) suggested that working with a local Assemblyman provides a great advantage. Political connections should be utilized since they make event planning a lot easier.
- Fausto (Arizona Section) shared that the movie was shown in a different format than IMAX, the section received donations and grants. In addition, they engaged in outreach to the local area.
- Northern Colorado Branch had a red-carpet event: reached out to private firms and received a considerable amount of donations.

SECTION DUES

Issue: How to convince members to pay section dues. Can National make them mandatory?

Tony (LTC and Fresno Branch) mentioned that this subject has been debated for a long time by ASCE, and the current decision is to maintain Section dues as an optional line item on the renewal statement. The Section and Branch can promote the Section membership by emphasizing the value it brings to the local Section/Branch. Maybe include a brief article in the newsletter and list most recent highlights, and thank members for supporting the local section/branch by attending events and paying their Section dues.