

Section and Branch Best Practices Webinar

Wednesday March 29, 2017 - 2pm EDT

ASCE Leader Training Committee



- Communications
- Section Operations
- Government Relations
- Membership Development
- K-12 Student Outreach
- College Student Outreach
- Continuing Education
- Public Outreach
- Engineer's Week



Discussing Best Practices at Presidents and Governors Forum

- Section / Branch communication with the Leader Training Committee (LTC) or Geographic Services Department (GSD)
- Section / Branch Award Nomination Forms
- Section / Branch Annual Reports
- Submission of “Best Practices Information Request Form”
 - Tony Akel (LTC)
takek@akeleng.com
 - Nancy Berson (GSD)
nberson@asce.org

ASCE - Best Practices Guide for Regions

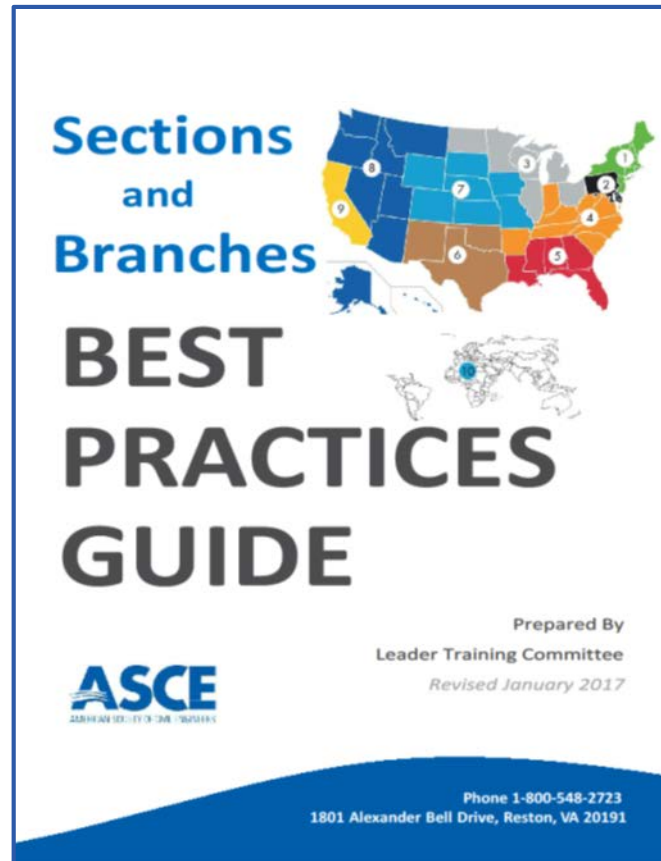
Information Request Form

The Leader Training Committee (LTC) is continuously expanding their Best Practices Guide to document successful activities and practices in our Regions. Please help us document your Region's successful activity so we can share it with others. We are requesting that you use MS Word to address the questions below, and we strongly encourage you to attach relevant graphics and photos (either embedded in the MS Word document or separate as PDF, jpg, tif, or other formats). LTC will review and compile the received information and update the guide for use by all Regions.

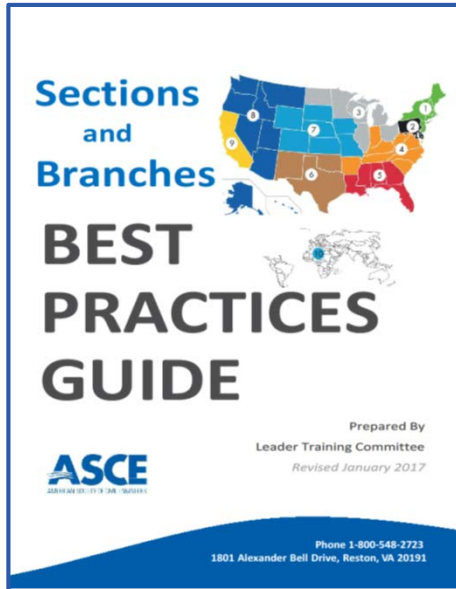
- Semi-annual Section / Branch Best Practices Webinars (today)
- Articles in the Section Informant portion of the Leadership Letter
- Conference Breakout Sessions
 - Workshop for Section and Branch (WSBL)
 - Presidents and Governors Forum (PGF)
- *“Sections and Branches Best Practices Guide”, Jan. 2017 Ed.*
 - http://www.asce.org/section_and_branch_resources



Brad Williams, PE at 2017 MRLC in Newark, NJ

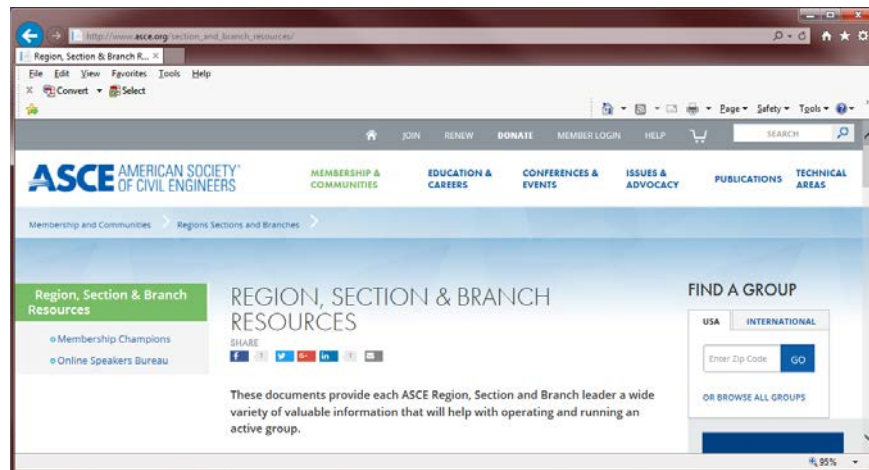


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- BP Guide Compiled by LTC in 2010 and updated once a year
- Currently comprised of **77 Best Practices** and Includes lessons learned and contact info
- BP Guide last updated in January 2017. PDF can be downloaded from Society's website.

www.asce.org/section_and_branch_resources



- **Communications – Creating a Successful Website**

Presented by Brad Williams, P.E., M.ASCE
Montgomery Branch, Alabama Section



- **Section Operations – Life Members**

Presented by Jay Higgins, P.E., ENV SP, F.ASCE
Los Angeles Section, Region 9 Director



- **Government Relations – Joint Societies Legislative Breakfast**

Presented by Peter Moore, P.E., F.ASCE
Florida Section





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- Maintain a Professional Online Presence
- Advertise Meetings and Events
 - Use HTML from the website with Constant Contact in order to make a professional newsletter
- Outreach Tool to Local High Schools and Colleges
- Keep Content Up-To-Date
 - Weekly/Bi-Monthly Updates
- Innovate Often with Ideas from other websites
- Use website as a Library of Presentations and Photos



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- Cloud Based Website Design Programs
 - Wordpress (i.e. www.alabama-asce.org)
- Challenge Yourself!!



■ References

- 2017 MRLC Presentation about Websites: <http://www.montgomery-asce.org/2017/mrlc/presentations/pdf/Creating%20a%20Successful%20Website%20and%20Use%20of%20Constant%20Contact%20-%20Brad%20Williams.pdf>
- ASCE Branding Toolkit
 - www.ascebrandingtoolkit.org



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Life Member Involvement in Section / Branch Activities

- Approximately 20K Society Life Members Not Fully Utilized
- Goal
- Life Member Involvement Guidelines Brochure
- Examples of Life Member Involvement



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- **Life Member Organizational Options**
- **Critical Success Factors for Life Member Involvement**
 - Key Life Member Champion
 - Section/Branch Support
 - Meaningful Activities
 - Recognition of New Life Members
 - Person to Person Contact



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San Diego Section Life Member Memoirs Book

Jacob Dekema DIST. M.ASCE

EDUCATION
 U.S. CIVIL ENGINEERING
 UNIVERSITY OF SOUTHERN CALIFORNIA, 1950

REGISTRATION
 REGISTERED PROFESSIONAL ENGINEER,
 CALIFORNIA

PROFESSIONAL AFFILIATIONS
 AMERICAN SOCIETY OF CIVIL ENGINEERS
 (ASCE) – LIFE MEMBER, PAST PRESIDENT
 AMERICAN PROFESSIONAL ASSOCIATION
 (APWA) – PAST DIST. LEADER OF THE YEAR,
 1957

**ASCE DISTRICT HIGHWAY DEVELOPMENT
 ACHIEVEMENT (1954/55) – ANNUAL MEETING**



JACOB DEKEMA

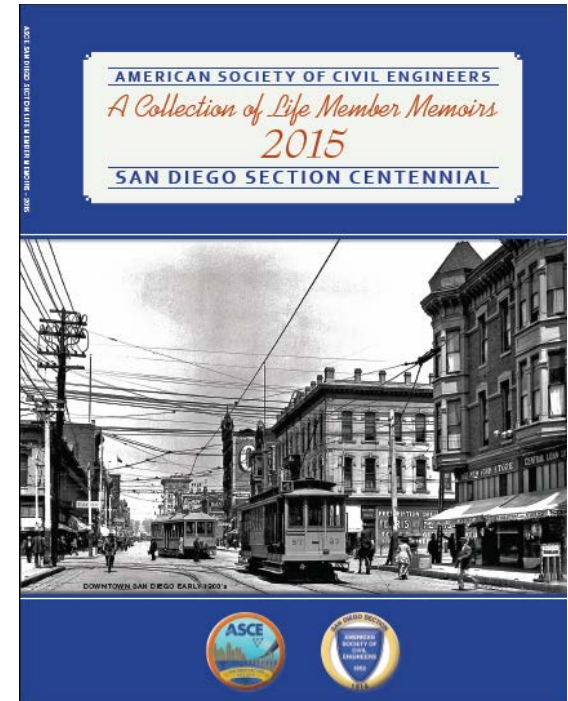
1980

You may have heard the name Jacob Dekema before. If not, take a closer look as you drive around San Diego. In particular Interstate 805, also known as the Jake Dekema Freeway. In many people's opinion, every freeway in San Diego could be called the Jake Dekema Freeway. When asked what it is like to have a freeway named after him, Mr. Jacob Dekema says that it "feels pretty nice". Dekema has certainly left a lasting mark on the freeway systems and infrastructure of this city through his 25 years of service for the State of California Department of Transportation.

Dekema was born on the eastern side of the island of Java, Indonesia, and spent much of his childhood moving – from Indonesia to San Francisco, Holland, Vancouver, and finally to Los Angeles. He attended Los Angeles High School and, following his graduation in 1950, enrolled in the University of Southern California (USC) where he received his Bachelor of Science degree in Engineering in 1953, graduating with top honors. He worked a summer job at District 6, building a highway from Fresno to Yosemite. In 1958 he went to work for the State Division of Highways District 7 in Los Angeles, and after the Los Angeles Road in the spring of 1962 went to work as a bridge engineer in Sacramento.

During WWII, Dekema served in the Navy as an instructor in the Atlantic Fleet Training Command, traveling up and down the East Coast. After the war, Dekema returned to Los Angeles to work in the Bridge Department in construction. He worked on the Ford Avenue Bridge at Terminal Island and when he passed the Senior Highway Engineer exam in 1946, he went to work in District 4 (Riverside) as the District Construction Engineer. As he was highly sought after, in 1951 Dekema moved back to Sacramento to work as an Assistant Construction Engineer and then to San Bernardino for three years.

Dekema was the District Engineer and later the District Director of Transportation for the State of California in charge of developing the California Freeway and Expressway System in San Diego, Imperial, and east Riverside Counties (District 11) from 1955 to 1965. During this period, Dekema administered the planning, development, and construction of 465 miles of this system with minimal public controversy. Few can now recall what the State Highway System in San Diego County was like when Dekema took charge of District 11. Only 25 miles of freeway existed – Route 565 in Balboa Park (now State Route 163) and a couple of sections on Route 161 in Chula Vista and Oceanside. No other person has done so much to change the face of San Diego in such a time span. On February 20, 1982, the 29-mile stretch of Interstate 805 was officially named the Jake Dekema Freeway to honor the man who spent a quarter-century heading the San Diego District and is known locally as "Mr. Freeway".





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Hosted by the Palm Beach Branch

- Annual Event with Multiple Societies Involved in Infrastructure and Development
 - Free to Attend (Sponsored) – Over 250 Attendees
- Panelists are Local Legislators
 - Palm Beach, Martin and St. Lucie Counties
 - Representatives and Senators
- Begins with Legislative Priorities
- Solicited questions from our board, officers, and moderator beforehand to get the ball rolling
- Attendees also had an opportunity to ask questions directly to the panel



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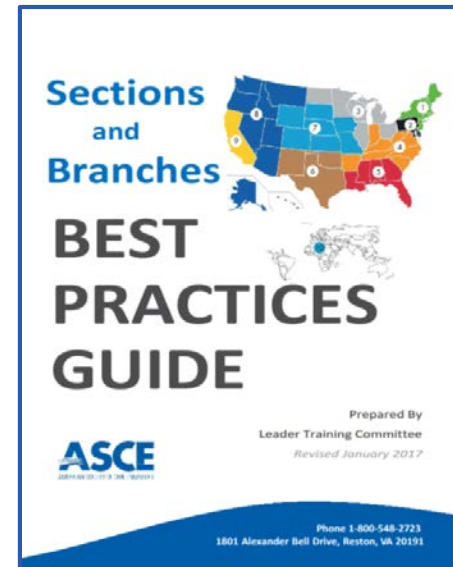
General Tips for Relationships:

- Participate in GR Committees and Technical Panels – Legislators are Looking for Experts
- Attend Fly-In/Drive-In Events to Learn Latest Legislative Agendas
- Off Session, Schedule Meetings at Home Offices
- Develop a “Bottom Up” Approach
 - Most Legislators are Not First Time Electeds
- Get Involved
 - Civic Associations, Local Boards, Leadership Organizations, Volunteerism
- Follow Up, Follow Up, Follow Up

Remember to share what you learn!

- Contact the Leader Training Committee (LTC) for a Best Practices submission form or download online at:

www.asce.org/section_and_branch_resources





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