

# STRUCTURAL ENGINEERS ASSOCIATION OF CALIFORNIA

## LONG-RANGE PLANNING SESSION TO DEVELOP OBJECTIVES, GOALS, AND STRATEGIES

March 13 & 14, 2009

### LONG-RANGE PLANNING PARTICIPANTS BY REGIONAL ASSOCIATION

#### **Northern California**

Doug Hohbach  
Greg Luth  
Caroline Tsang

#### **Southern California**

Mike Cochran  
Joe La Brie  
Mark Ibarra  
Don Gilbert (Ex-officio)

#### **Central California**

Samantha Kersting  
Matt Melcher  
Joyce Fuss

#### **San Diego**

Bart Hill  
Jim Miller  
Melissa Kroskey

#### **SEAOC**

Dan McNaughton, President  
Bill Warren, President-elect  
Lee Adler, Executive Director

#### **Facilitator**

Mike Pfeiffer, President,  
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### INTRODUCTION

The Structural Engineers Association of California (SEAOC) Long-range Planning Group met at the Hilton Oakland Airport Hotel on March 13 and 14, 2009.

The planning period is three years with short-term and long-term elements. This would allow a reasonable amount of time to implement the plan, while still imposing a finite time frame for achievement of goals and objectives. The plan is intended to be “living.” At least annually, plan elements will be reviewed and updated/modified as necessary, such that the plan can remain fresh and relevant to SEAOC’s then current needs. Following final approval by the Board of Directors, it is intended that the plan will become effective immediately.

**This plan of work update was approved by the SEAOC Board on June 6, 2009, with the reordering of the objectives under each Strategic Focus Area in priority sequence in terms of high, medium, and low considering the availability and allocation of financial and human resources. Priority status is indicated before each objective statement in accordance with those classifications.**

### MISSION STATEMENT

It is the mission of the Structural Engineers Association of California (SEAOC) to advance the structural engineering profession, protect public safety, and serve the business and professional needs of the membership.

## **Strategic Focus Area One – Education and Professional Development**

**Goal:** Develop educational programs to keep the membership informed on emerging technologies, code changes, and business practices.

### **Objectives:**

1. **HIGH** - Continually seek to develop needed original publications such as the **Blue Book article series, testing and inspection manual, and the structural/seismic design manual series.**

**Critical Steps:** Continually scan for possibilities utilizing ICC, academia, and professional sources, making recommendations to the SEAOC Board as opportunities are detected.

**Assigned to:** SEAOC Publications Committee.

**Timeline & Resources:** Ongoing with financial and human resources allocated as needed and available.

2. **MEDIUM** - Evaluate developing webinar series including content and delivery system.

**Critical Steps:** Develop course of study/seminars for basic professional training package and guidelines specifically including effective business practices. Determine methodology for developing and delivering Webinars.

**Assigned to:** Greg Luth chairing task group of two representatives from each member organization plus additional representation as deemed necessary.

**Timeline & Resources:** Began meeting via conference call in July 2009 – Initial recommendations to SEAOC Board at their September 23 meeting.

3. **MEDIUM** - Enhance educational program coordination among member organizations.

**Critical Steps:** Develop policy statement regarding sharing of seminar speakers and materials and other educational efforts.

**Assigned to:** Samantha Kersting in concert with current member organization presidents.

**Timeline & Resources:** Recommendation to SEAOC Board at their June 6, 2009 meeting.

4. **LOW** - Develop guidelines for potential mandatory continuing education.

**Critical Steps:** Outline scope, content, and structure of a mandatory continuing education program with the understanding a universally applicable mandate would have to be imposed by state legislative enactment.

**Assigned to:** Doug Hohbach.

**Timeline & Resources:** Submit initial recommendation to SEAOC Board at June 6 meeting. If approved, timeline and strategy for submission to the Legislature would have to be determined as would resources required.

## **Strategic Focus Area Two – Membership Value**

**Goal:** More strongly focus on member relations and the delivery of valued member benefit programs to stimulate greater involvement in association activities.

**Objectives:**

**1. MEDIUM - Define member value: real vs. perceived vs. desired.**

**Critical Steps:** Develop a written narrative of the benefits of membership.

**Assigned to:** Marc Ibarra, Joe La Brie, and Caroline Tsang.

**Timeline & Resources:** Provide draft narrative to the SEAOC Board for consideration at their June 6 meeting. No resources required.

**2. LOW - Evaluate existing and possible mentoring programs to be applied more widely.**

**Critical Steps:** SEAOC Board appoint a task group made up of one representative from each member organization to develop a recommendation to implement expanded mentoring opportunities.

**Timeline & Resources:** Appoint task group at September 23 Board meeting with a charge to report their recommendation by the February, 2010, Board meeting. Resources minimal.

**Strategic Focus Area Three – National Organizations**

**Goal:** Maintain and monitor relationships with designated national organizations with SEAOC representatives to these organizations reporting at least annually or as requested to the Board and through the Board to the members via member organization newsletters on issues and actions involving the specific entity on which they serve.

**Objectives:**

**1. HIGH - Have a continuous SEAOC presence on national bodies that have principal influence on code development.**

**Critical Steps:** Verify that those currently in place represent SEAOC views and identify new replacements as vacancies occur that can be occupied by a SEAOC representative. SEAOC representatives are to be advised of the expectation that they will make periodic reports of the activity of the body they serve on as requested by the SEAOC Board.

**Assigned to:** National Organization Appointments Committee Chair Matt Melcher and designated representatives serving on those bodies.

**Timeline & Resources:** Ongoing and the SEAOC budget contains a standing line item to assist in supporting national organization representative travel not covered by the body they serve on.

**2. MEDIUM - Maintain awareness of the decision making processes and level of participant involvement whereby national organizations arrive at their final actions.**

**Critical Steps:** SEAOC representatives to national bodies make such processes part of their periodic reports.

**Assigned to:** The representatives.

**Timeline & Resources:** Ongoing and the SEAOC budget has standing line items to fund the National Organization Appointments Committee and SEAOC representatives.

**Strategic Focus Area Four – Communications**

**Goal – Internal Communication –** Increase member awareness of the range member benefit activities and organizational achievements to emphasize member value.

**Goal – External Communication** – Enhance the public image and awareness of the contributions structural engineers and their representative organizations make to the resiliency of the built environment.

**Goal – Web Sites** Develop a more effective and better coordinated web presence for the state and member organizations.

**Objectives - Internal:**

**1. HIGH - Make SEAOC committee and Board action information available to members on a regular basis.**

**Critical Steps:** Provide member organizations with regular SEAOC committee and Board reports via member organization newsletters and posting on the SEAOC web site. Consider webinars as an additional means of keeping the general membership abreast of issues and activities – possibly coordinate with focus area one - Education and Professional Development, objective 1.

**Assigned to:** SEAOC committee chairs/staff and member organization staff.

**Timeline & Resources:** Ongoing and no specific resources required.

**Objectives – External:**

**1. MEDIUM - Maintain the capability of the Public Relations Committee to effectively carry out their mission.**

**Critical Steps:** Continue engaging the services of a media relations consultant to assist the state and member organizations in their media relations and public outreach efforts. Update the current SEAOC Media Relations Guidelines manual. Consider developing a blog as a means of communication.

**Assigned to:** SEAOC Public Relations Committee.

**Timeline & Resources:** Ongoing, supported by SEAOC budget line item.

**2. MEDIUM - Utilize any and all opportunities at the local level to create or participate in existing events to a conduct public outreach effort.**

**Critical Steps:** Utilize opportunities such as Engineers Week in February and other local events throughout the year to deliver the message to as many members of the public as possible.

**Assigned to:** SEAOC Public Relations Committee.

**Timeline & Resources:** Ongoing supported by SEAOC budget line item.

**3. LOW - Maintain a continuous presence with local print and visual media and develop stories for distribution on a regular basis.**

**Critical Steps:** Use all reasonable opportunities to develop stories emphasizing the contributions of structural engineers to the built environment and providing guidance to the public in terms of seismic safety measures they can take in their homes.

**Assigned to:** SEAOC Public Relations Committee.

**Timeline & Resources:** Ongoing with annual SEAOC budget line item allocation for support of the Public Relations Committee.

**Objectives – Web Sites:**

**1. MEDIUM - Construct and maintain web sites that are effective in providing quality communication and information to members and the general public.**

**Critical Steps:** Form a SEAOC website task group made up of two representatives from each member organization with the charge of clearly defining the needs/wants of both entities and devising site format and content that meets those needs/wants. Define

how the state and member organization site can be better coordinated. From the member standpoint, develop a SEAOC convention registration system that is “portable” from convention to convention and can be modified to meet the needs of a specific event. Develop an RFP defining what is sought and solicit bids from potential providers. Consider the possibility of moving in the direction of one web site eventually.

**Assign to:** Website Task Group to be authorized by the SEAOC Board at their June 6 meeting.

**Timeline & Resources:** The Task Group is to be operational by July 15 and will present an initial report to the Board at their September 23 meeting. The Task Group Chair is to present a recommended budget to the Board as part of that report. A final recommendation including service provider selection is to be presented to the Board at their February 2010 meeting.

### **Strategic Focus Area Five – Public Relations**

**Goal:** Effectively present the desired image of the organization to key publics with the aim of positively influencing public opinion and policy.

#### **Objectives:**

#### **1. MEDIUM - Maintain an effective legislative and regulatory government relations program.**

##### **Critical Steps:**

- (a) Engage the services of a professional advocate (lobbyist) whether it be the current arrangement of a dual role for the current Executive Director or an outside contract lobbying firm.
- (b) Produce regular legislative summaries of bills of importance to be presented at each Board meeting and posted on the SEAOC web site.
- (c) Be sensitive to initiating pro-active legislative initiatives when an issue arises that can only be resolved by legislative means.
- (d) Encourage the leadership of member organizations to proactively work with local government entities to resolve issues of direct concern to the structural engineering community within their jurisdiction.
- (e) Continue current strategy to prepare for the introduction of legislation in January of 2010 to adopt a SE Practice Act in California.

**Assigned to:** SEAOC Board of Directors and Executive Committee serving as the Legislative Committee.

**Timeline & Resources:** Ongoing, supported by current SEAOC budget line items.

#### **2. MEDIUM - Maintain a continuous media relations program.**

**Critical Steps:** Continue to use reporters and journalists at local newspapers, TV, radio, magazines, and outlets on the internet to represent the viewpoints of structural engineers and raise the visibility and credibility of the profession. Determine how the internet may be effectively used as a resource for reporters, providing timely, accurate information. Expedite the approval process whereby press releases and other communications to the media are released.

**Assigned to:** SEAOC Public Relations Committee and Member organization Public Relations Committees.

**Timeline & Resources:** Ongoing, supported by SEAOC and member organization budgets as required.

**3. MEDIUM - Conduct a comprehensive public outreach program at the local level.**

**Critical Steps:** Establish programs offered to schools and other venues providing “hands on” projects and demonstrations relating to engineering principles and the practice of engineering. Participate in events related to engineering and earthquake safety.

**Assigned to:** SEAOC and member organizations Public Relations Committees.

**Timeline & Resources:** Ongoing, supported by member organization and SEAOC committee budget line items.

**4. LOW - Further existing relationships with university faculty and students.**

**Critical Steps:** Cultivate an ongoing relationship with professors, counselors, and students through student competitions, scholarship programs, participation in curriculum development to the extent possible, and guest lecturer appearances.

**Assigned to:** Member organizations and their Student Liaison, Younger Member, and/or Public Relations Committees.

**Timeline & Resources:** Ongoing, supported as required by member organization budget line items.

**Strategic Focus Area Six – Technology**

**Goal:** Assure members are informed and capable of taking advantage of emerging technologies.

**Objectives:**

**1. MEDIUM - Assist members to learn to effectively use new technologies and strategies including equipment, systems, and business practices.**

**Critical Steps:** Develop and make available educational experiences utilizing technical seminars at member organization meetings and the annual convention, webinars, posting of articles on web sites, and member organization newsletters.

**Assigned to:** Member organizations, convention technical session committee, and a Business Operations and Practices Working Group to be appointed by the SEAOC Board.

**Timeline & Resources:** SEAOC Board appoint a Business Operations and Practices Working Group at the upcoming September 23 Board meeting. Member organization and convention committees are to include educational experiences in this area when establishing the technical seminar content of their respective programs. The Working Group is to be supported by a SEAOC budget line item to be determined and adopted. Member organizations and the convention committee include support in their budgets.

**Strategic Focus Area Seven – Industry Trends**

**Goal:** Monitor and report on key trends impacting the profession, attempting to influence, to the extent possible, the most critical trends.

**Objectives:**

**1. MEDIUM – Monitor and respond to trends such as design-build, “green” buildings, LEEDS, lean efficient buildings, IPD, virtual design construction, and BIM.**

**Critical Steps:** Develop a centralized monitoring and reporting process.

**Assigned to:** Greg Luth to develop initial recommendations as to the configuration of such a process.

**Timeline & Resources:** Process recommendation to be submitted to the SEAOC Board at their upcoming September 23 meeting. Resources to be determined.