

NEW JERSEY SOCIETY OF
PROFESSIONAL ENGINEERS

STRATEGIC PLAN

2003 ISSUE

Introduction

Not having revised the existing NJSPE Strategic Plan in a few years, a group of volunteers – both Society leaders and grassroots members - gathered in May and September to contemplate appropriate revisions to reflect issues affecting the engineering profession and NJSPE, available resources to implement the goals, and specific strategies to satisfy the goals.

In order to utilize the previous plan (vintage November 2000) and to further our knowledge of our current and prospective members, we asked the questions...

...Why do members belong?

...How will those reasons change over the next 3 to 5 years?

...What would you say or do to convince a potential member to join?

Why do our current members belong?

- ✓ Networking
- ✓ Learning
- ✓ Staying current
- ✓ Society for PE (affinity)
- ✓ Personal Development
- ✓ Personal/Invite/Involvement
- ✓ Fellowship/Social
- ✓ Products & services
- ✓ Get on licensure track

How will this change over the next 3 to 5 years?

- More high tech
- Cyber active
- Quick real time
- More efficient

What would you say/do to convince a member to join?

- Professionalism
- Ethical practice
- Career advancement
- Protecting your license
- Networking
- Recognition
- Basic assumption of membership as a professional

Because our current membership tends to be less diverse than the engineering profession as a whole, we listed some characteristics.

- ✓ Diversity
 - People who look and think differently
 - People who do different things
 - Responsible for defining what an engineer is and what an engineer must do to maintain status
 - Stronger, active and politically influential organization
 - Engineer is most trusted and respected professional

Mission Statement

The mission statement defines a clear philosophy, focus and direction for the Society and answers the questions...

- ... Why do you exist?
- ... Who are you?
- ... Whom do you represent?
- ... Whom do you serve?
- ... What do you do as a Society?

NJSPE MISSION STATEMENT:

“PROMOTING, SERVING AND REPRESENTING NEW JERSEY’S ENGINEERING PROFESSIONALS FOR THE PUBLIC’S BENEFIT”

Values & Visioning

We asked the questions...

- ... What are the overriding deeply held beliefs of the Society?
- ... What do you vision the Society to be in the year 2008?

Overriding Beliefs

- ✓ High Morals/Ethical/Competent Practice
- ✓ Protection of health, welfare & safety of the public
- ✓ Professionalism in procurement & employment
- ✓ Safeguarding the PE license
- ✓ Embrace all engineering disciplines (diversity)
- ✓ Embrace all demographics

2008

- ✓ Total membership higher % (Member category)
- ✓ Eliminate negativism
- ✓ Adaptation
- ✓ Widely recognized/well funded/politically involved.

**GOAL #1
PROMOTE THE COMPETENT, ETHICAL AND PROFESSIONAL PRACTICE OF
ENGINEERING**

<i>No.</i>	<i>Objectives</i>	<i>Time Frame</i>	<i>Measurement</i>	<i>Result</i>
1.1	Post code of ethics on web site	2 weeks from report	Availability to all members with Internet access	Done
1.2	Develop & deliver forum /seminars to highlight problems, pitfalls, etc.	End of 2Q 2004	Increased awareness by participants	No action as of June, 2004.
1.3	Publicize/circulate QBS information & materials	End of 1Q 2004	Increased use of these criteria for awarding projects	No direct action, but presented as part of June '04 legislative issues.

Strengths

- ✓ Communication (web site/newsletter/email)
- ✓ Active lobbying effort
- ✓ Code of ethics

Weaknesses

- ✓ Lack of involvement in ethics questions
- ✓ MCPC?
- ✓ Lack of state wide forum/conference

Opportunities

- ✓ Enhance relationship with regulatory agencies
- ✓ Larger/more aggressive PAC

Threats

- ✓ Encroachment of other disciplines through legislation
- ✓ Bidding/certifications, etc. used by agencies (lack of understanding by owner)

GOAL #1 STRATEGIES

Objective 1.1

- ✓ Get code of ethics to web site

Objective 1.2

- ✓ Develop Forums/Seminars
 - Identify appropriate resource(s) to do a seminar on regulations/ethical practice
 - Review available material currently available
 - List what we need
 - Pick venue, time, cost, registration materials
 - Determine pricing based on costs

Objective 1.3

Publicize/circulate QBS information and materials



- Apply for QBS grant – Executive Committee to assign responsibility
- Obtain materials - Executive Committee to assign responsibility
- Distribute to approximately 600 municipalities & school boards - Executive Committee to assign responsibility
- Post bibliography & blurb for members' info

GOAL #2

ENHANCE THE IMAGE AND STATURE OF THE ENGINEERING PROFESSION

<i>No.</i>	<i>Objectives</i>	<i>Time Frame</i>	<i>Measurement</i>	<i>Result</i>
2.1	Create Speakers Bureau at Hqtrters. – announce to civic organizations, schools, etc.	End of 1Q 2004	Presentation(s) available; dates secured to give presentations	No action as of June 2004.
2.2	News releases/relationships with 3 or 4 papers of wide circulation	Ongoing	Articles, inter-views published in each paper	Only limited pick-up thru June 2004.
2.3	Features in <i>PErspectives</i> publicizing public involvement of members	Ongoing	At least one item in every other issue	No material received. . .re-request to be put in July issue.
2.4	Promote use of NSPE logo by members	Ongoing	Confirmed use by members	No action thru June 2004.

Strengths

- ✓ Experience through Career Day, Engineers' Week, MATHCOUNTS, etc.
- ✓ Identification of noteworthy achievements via State Awards Dinner and local chapter awards

Weaknesses

- ✓ Lack of money
- ✓ Visibility/Involvement outside of profession
- ✓ Lack of corporate support
- ✓ Bad news makes headlines, good news does not

Opportunities

- ✓ News releases/articles
- ✓ Institute for Professional Leadership
- ✓ Speakers Bureau

Threats

- ✓ Mixing personal with profession
- ✓ Typecast (graying white male)

GOAL #2 STRATEGIES

Objective 2.1

- ✓ Create Speakers' Bureau at Headquarters (also see Objective 6.2)
 - Identify appropriate volunteers to implement
 - Select a few topics that should be of interest to target audiences
 - Prepare content in convenient media
 - Inform civic organizations, schools, etc. of the availability of them

Objective 2.2

- ✓ Issue News releases – especially to a few ‘friendly’ Media outlets
 - Make contacts to appropriate newspapers/broadcast outlets
 - Promote projects designed by member engineers
 - Determine what is newsworthy
 - Coordinate with Headquarters – staff to coordinate

Objective 2.3

- ✓ Publish featured stories in *PErspectives* (NJSPE's bimonthly electronic periodical)
 - Inform members of opportunity to publish civic/community activities
 - Submission from member by email for “Member News” column
 - Assist members in preparing and providing article for *Perspectives*

Objective 2.4

- Promote use of NSPE logo by members
 - Y Provide all members with information about the use of NSPE logo
 - Y Suggest use of logo by member's employers consistent with NSPE guidelines

GOAL #3

PROVIDE INFORMATION ABOUT EDUCATION, CAREER DEVELOPMENT, NETWORKING, AND OTHER BENEFITS TO THE ENGINEERING PROFESSIONAL AND ENGINEERING STUDENTS

<i>No.</i>	<i>Objectives</i>	<i>Time Frame</i>	<i>Measurement</i>	<i>Result</i>
3.1	Develop minimum of two new revenue generating seminars	By end of 1Q 2004	Seminars identified and available for presentation	No seminars developed thru June, 2004.
3.2	Recruit three new IPL committee members	1Q 2004	IPL Committee includes new members	Not a single new member identified thru June, 2004.
3.3	Recruit minimum of 12 participants for two IPL Programs	2003-2004 Administrative Year	IPL Program #3 started in 1Q '04; Program #4 in 2Q '04	Open item for September, 2004 program.

Strengths

- Members collective experience to educate
- Professional staff to manage programs
- Successful completion of two IPL Programs
- Success and experience with Underground Storage Tank seminars

Weaknesses

- Not keeping current with what our members want

Opportunities

- Increasing CPC emphasis – especially for NJSPE members licensed in New York State
- Tendency for “life long learning”
- Greater job mobility (i.e., career development, mentoring)

Threats

- Competition from other sources
- Time constraints
- Cost Factors

GOAL #3 STRATEGIES

Objective 3.1

- ✓ Develop minimum of two new revenue-generating seminars
 - Ensure appropriate make-up of Continuing Education Committee and assign Staff to the committee
 - Identify topics that might sell, e.g. courses to provide PDH credits to NJSPE members licensed in other state jurisdictions that require MCPC
 - Assess ability to deliver, i.e. Instructor, Content, Resources, etc.
 - Select two topics and conduct seminars

Objectives 3.2 & 3.3

- ✓ Add three new members to IPL Committee and plan two new IPL Programs
 - Identify potential committee recruits
 - Obtain commitment to serve
 - Equip committee with tools to sell program
 - Engage participants (minimum 12 for January 2004 and 2Q 2004 start dates)

GOAL #4

ADVOCATE THE INTERESTS OF ENGINEERING PROFESSIONALS AND PROTECT THE PUBLIC THROUGH AN EFFECTIVE GOVERNMENTAL RELATIONS PROGRAM

<i>No.</i>	<i>Objectives</i>	<i>Time Frame</i>	<i>Measurement</i>	<i>Result</i>
4.1	Organize Legislative Day 2004	February 2004	Minimum participation by 30 legislators	Event conducted with disappointing participation by Legislators.
4.2	Win legislative approval for reduced PE requirements to sit for Land Surveyor exam	In 2003-04 Administrative Year	Legislation in place	Despite discussions, nothing accomplished thru June, 2004.
4.3	Provide on line access for NJSPE members for proposed regs. affecting engineers	1Q 2004	NJSPE members able to access on website proposed regulations, etc.	Altho on-line access is not available, Staff is positioned to provide bills summaries to any

				interested member.
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Strengths

- Current staff remains focused on this goal
- Strong membership interest

Weaknesses

- Low level of PAC funding

Opportunities

- Legislators familiar with our lobbyist
- Organization credible with legislators

Threats

- Competing lobbyist
- Continuing attacks on “engineering” title

GOAL #4 STRATEGIES

Objective 4.1

- ✓ Schedule Legislative Day II
 - Select date and venue (concurrent with Governor’s 2004 Budget Address)
 - Engage funding partners
 - Inform & persuade legislators to attend
 - Conduct event

Objective 4.2

- ✓ Secure legislative approval for reduced PE requirements to take PLS exam
 - Staff enlists legislative sponsor to introduce current bill
 - Staff negotiates with opposition
 - Refine/modify bill as necessary for passage
 - Obtain NJSPE approval
 - Win approval

Objective 4.3

- ✓ Provide on line access for proposed NJ regulations affecting engineers
 - Using members only section of www.njspe.org, list regulation and legislative synopses
 - Provide link to appropriate New Jersey web site for further information

GOAL #5**STRENGTHEN THE SOCIETY THROUGH REVAMPING THE INFRASTRUCTURE, INCREASING RECRUITMENT, LOYALTY AND RETENTION - ESPECIALLY YOUNG ENGINEERS, AND INCREASING DIVERSITY**

<i>No.</i>	<i>Objectives</i>	<i>Time Frame</i>	<i>Measurement</i>	<i>Result</i>
5.1	Implement NSPE membership programs, Member-Get-A-Member and Enterprise Membership Program	End of 1Q 2004	Net increase of 5% in dues paying members; four Enterprise agreements	Membership has decreased and no Enterprise agreements have been achieved.
5.2	Implement “Get License Get Ahead” seminar for all engineering schools – semi annually	End of 2003–04 Administrative Year for each college	Presentations made at each of the Engineering Colleges	Only Rowan Univ. presentation has been made.
5.3	Obtain diversity numbers by discipline, age, ethnic background & minority status, etc.	End of 2003 – obtain numbers	Demographical data in-hand for NJSPE members	Nothing has been done on this thru June 2004.
5.4	Develop & present to each chapter a program on benefits of diversification	End of 2003–04 Administrative Year	Presentations made at a regular meeting of each NJSPE Chapter	Program not even developed as of June 2004.
5.5	Change self-perception of engineers being dull	End of 2004	Obtain feedback via member survey that image has been improved	No action thru June, 2004.

Strengths

- ✓ Implement “Get License Get Ahead” seminar
 - Existing infrastructure – no need to start from scratch
 - Reality of need for licensure for young engineers
 - Ability to represent a variety of engineers
 - Respect of society/government

Weaknesses

- ✓ Weak diversity by discipline – 60% civil
- ✓ Perceived as “stodgy”
- ✓ Young engineers program starts late

Opportunities

- ✓ Umbrella for upstart organizations
- ✓ Good thriving engineering schools
- ✓ Profession is diversified
- ✓ NSPE ‘Give Back – Bet Back’ Incentive Program

Threats

- ✓ Economy
- ✓ Employer attitudes
- ✓ Outside personal pressures

GOAL #5 STRATEGIES

Objective 5.1

Implement NSPE membership programs, viz. Member-Get-A-Member and Enterprise Membership Program

- € Publicize to dues-paying members the opportunity via NSPE's 'Give Back – Get Back' Program to avoid NSPE dues for 2004-05 cycle by recruiting only two new members by March 31, 2004
- € Follow-up with firms to which Enterprise letters were sent in 7/03
- € Identify and approach other enterprises to sell benefits of participation

Objective 5.2

- ✓ Implement "Get License Get Ahead" seminar
 - Establish speakers group
 - Contact schools & schedule presentations
 - School publicity – engineering school professors
 - Young Engineers Committee to run

Objective 5.3

- ✓ Obtain diversity numbers
 - Contact NSPE for available data
 - Analyze numbers
 - Prepare a diversity report
 - Diversity Committee to run

Objective 5.4

- ✓ Develop & present a benefits of diversification program
 - Train speakers on program presentation
 - Contact chapter to schedule presentation
 - Reach out to associations e.g., SWE, NSBE, etc.
 - Help chapters to publicize presentation
 - Deliver presentation
 - Diversity Committee to run

Objective 5.5

- ✓ Change self-perception of engineers being dull
 - Create an image steering committee
 - Organize and mail out activities survey
 - Research survey results
 - Schedule outings & family oriented events (& chapter level activity)
 - Sporting event organization (chapter level activity)

GOAL #6**STRENGTHEN CHAPTERS AND THEIR CAPACITY TO CREATE INTERESTING ACTIVITIES TO ATTRACT MEMBER PARTICIPATION, PASSION, AND LOYALTY**

<i>No.</i>	<i>Objectives</i>	<i>Time Frame</i>	<i>Measurement</i>	<i>Result</i>
6.1	Assess chapter set up, performance of each of the 10 existing ones, and recommend changes in boundaries as needed	End of 2003-04 Administrative Year	Existing chapters either are committed to function or are revamped	Discussion initiated with RVSPE to consider possible mergers; no action yet with Northwest Chapter; other chapters have been active to a greater or lesser extent.
6.4	Increase joint activities with other chapters & organizations that would aid diversity	End 2004	Each chapter conducts at least one joint meeting	A few joint meetings were conducted in 2003-04, but not 'across-the-board'.
6.2	Develop data base of meeting programs and speakers	End 2003-04 Administrative Year	Compilation of past programs is available to all functioning chapters	NSPE is developing a process to accomplish this objective, but nothing has been done thru June, 2004.
6.3	Develop a mission statement for local chapter	End 2004	Each functioning chapter has its own Mission Statement	Yet to be done...should be discussed at 2004 Leadership Conference.

Strengths

- ✓ Current infrastructure with seven of 10 chapters having held at least one meeting already in the 2003-04 Administrative Year
- ✓ Some chapters have good core groups

Weaknesses

- ✓ Current infrastructure with one chapter not even having officers nor current plans for a chapter meeting
- ✓ Core group not open to change

Opportunities

- ✓ Web server at state level
- ✓ Changes for "short term" involvement
- ✓ Joint chapter/organization meetings

Threats

- ✓ Conflicts with other groups
- ✓ Demands on time

GOAL #6 STRATEGIES

Objective 6.1

- ✓ Assess chapter set up, performance of each of the 10 existing ones, and recommend changes in boundaries as needed
 - Report from president on state of chapters
 - Chapters/trustees to review report
 - Chapter Activities Committee to obtain information on “virtual chapter” from CA and possibly develop one in NJ
 - Executive Committee to oversee

Objective 6.2

- ✓ Develop data base of meeting programs and speakers
 - Poll each chapter and practice division to obtain data on past program topics that were perceived as successful and obtain info about same including speaker and contact info
 - List topics and speaker contacts and evaluations on web page
 - Leverage NSPE canned talks – make them available on web, specific to NJ
 - PE speakers for schools and others
 - Chapter Activities Committee

Objective 6.3

Develop a mission statement for local chapter

- € Consult NSPE model chapter constitution & bylaw document to draft suggested statement
- € Circulate suggested statement to each chapter with guidance for customization
- € Work with each chapter to finalize appropriate statement
- € Chapter Activities Committee

Objective 6.4

Increase joint activities with other chapter & organizations that would aid diversity

- Obtain information from chapters regarding past successful joint meetings with organizations reflecting different demographics from the existing NJSPE profile, e.g. NSBE, SWE, SHE
- Distribute available data and past experiences with all chapters
- Publicize other organizational events on an-going basis
- Offer unique NJSPE topics to other organizations (ZOOM, “Get Licensed – Get Ahead”)
- Chapter Activities Committee

Initial Work Session conducted in May 2003

Finalization Session conducted in September 2003

Revised Concept Plan Adopted by Board of Trustees on Sept. 26

Editorial Contents completed on Dec. 26, 2003

‘Results’ comments by outgoing President GRO’B, PE, F.NSPE on July 6, 2004