

PSEC Inter Society Officers Workshop Notes May 6, 2017

PSEC ISOW Programs Discussions (led by Sam Gheesling)

How does your chapter participate in Program meetings, and other program activities.

Some Summary Comments from the discussions:

- People are very busy which impacts the numbers showing up at dinner meetings.
- The topic will also influence the size of the audience
- Local chapters are using the web to communicate events to the members

ASCE:

Seattle

Section has a monthly dinner meeting. The young members forum has lunch or breakfast socials.

The professional section also has monthly tours. There is a golf tournament in August. The section also sponsors the popsicle bridge event.

ASME:

Traditionally has a dinner meeting with a speaker, and a tour every month. Move of a Section chair in 2015, led to dropping off the traditions. An events committee was established in 2016/2017. Held Dinner meetings in January, February, March, and April, one planned for May was cancelled.

ASQ:

Dinner with a speaker meeting on the 2nd Thursday of the month. Local chapter has hosted National conferences. Local chapter has assisted the conferences with volunteers to run various certification tests.

ASHRAE:

Technical meetings are usually lunch meetings with some dinner meetings.

IEEE:

Has a monthly board meeting. Also does monthly tours.

IISE:

IISE offers two or three tours. No dinner meetings. There are Quarterly board meetings. Only have two or three Tech talks. Has instituted use of a checklist to evaluate and document activities.

SAME:

Monthly board meetings held downtown Seattle. Program meetings do not have a meal.

SME:

Local SME chapter has monthly dinner tech talks at Razzi's pizza, and does monthly tours.

SWE:

Executive meetings online, and one meeting in person. Annual banquet at Ray's Boat house.

WSPE:

Monthly dinner meetings with a speaker. Dinner meetings are planned at an annual planning meeting in July.

PSEC ISOW Social Media Discussions (led by Kathi Shoemake)

Kathi – ASHRAE

- LinkedIn and Facebook pages
- Neither are frequently updated

Dave Butcher – current PSEC president, IEEE

PSEC – twitter and LinkedIn

Calendar aggregation – for members

- Individual societies may post on the PSEC calendar

Ray Willaford - INCOSE

- LinkedIn & Facebook
- Members use email webpages for information

Jenny IEEE

- Younger members respond to Facebook and emails well
- If social media was more personalized people responded better
- Lesson learned: Focus on people involved focus on pictures.
- Stories about alumni, members tagged in photos
- Use mailchimp people that did read it.
- Younger generation react better to facebook

Don Fleming IISE

- Organized student conference last year
- Events include tours, TED talks
- Difficulties getting more people to reach out from society
- Social media lacking
- Looking into app for media devices
- Looking for cost effective ways to do it.
- National group has Facebook and LinkedIn

Jason Salazar PSEC

- Organizes mentor events
- Volunteer recruitment
- PSEC can post to multiple platforms
- Bellevue college mentor night one volunteer found PSEC on City list of volunteer organizations. Takeaway: good web presence is useful
- Social media for a long time has been a newsletter – can post
- Need to understand who your target is
- Telling people to bookmark page through website – update & maintain frequently

Angela SME

- No social media beside personal LinkedIn
- Concern in industry of jobs going elsewhere
- Provide Webex meetings but members prefer face to face

ASME – has a website

?Is there one person to upkeep?

IISE – one person does newsletter and social media

SME - secretarial position & social event position (vacant)

- Webex meetings and agenda

PSEC – webmaster takes role of LinkedIn and social media

INCOSE – long term webmaster

ASHRAE – eventually hired

Collegiate level hack-a-thon with a gift

Question for group: Is Youtube being used?

INCOSE publishes key presentations and training modules on youtube

IEEE – student branch projects –presentations & speeches (reference for attendees & presenters)

- Capture technical meetings – be sure to sign waiver at door
- App for checkin and waiver

SME – event where you had to be US citizen on the checkin

Waivers/disclaimers in eventbrite event

Facebook

events are better for sudden items like room change etc.

Part II

Louie SAME

- Communication committee w/ 3 non-engineers members
- No engineers doing social media
- Facebook LinkedIn Seattlesame.org magazine
- National & local coverage

Grace SWE-PNW

- Very active social media presentation

- Virtual brand coordinator & committee
- Hootsuite to manage Facebook Twitter
- Instagram LinkedIn Website Eventbrite
- All integrated together w/ minimal upkeep
- Instagram business account connected to other
- Amazon Smile purchases skimmed

Don ASCE

- Don takes care of Facebook page
- Member & section newsletters
- Facebook used mostly for events
- Volunteer at popsicle stick videographer – photowaiver
- Younger members with social media presence

Steve SME

- Last year appointed social media chair.
- Eventbrite and internal webpage emails for communication
- Datebook on webpage = social media
- International organization has apps
- Chapter looking at webpage – may not have the younger members
- Webcast of meetings for next year
- Older group of engineers - to attract younger members

Art ASQ

- 750 members from Microsoft & Boeing w/ corporate membership, ½ engineers
- National has published national magazine
- Programs announced by email and newsletters
- Website for meeting signup
- Meetings available via webinar
- Local website tied into national website ASQseattle.org
- Facebook & LinkedIn no Twitter
- Posts PSEC and other society events on ASQ LinkedIn and Facebook pages
- Art is well connected 960+ connections

Abdir IEEE

- Bad luck with social media, not updated, no comments
- Facebook not really used for RSVP
- Posting pictures of events afterwards was most effective
- Calendar is successful -all posted thru national
- Searchable for keywords

To make up for a deficiency of activity – hire a consultant to do social media

ASCE has person paid for website

- Constant Contact is cheaper than Eventbrite (reduced fee for non-profits)

SWE has everything connected

- Facebook Page & group
- Page for announcements and Group for conversations

Before ASQ dinner meetings, introductions and job announcements

SWE uses Facebook Jobs for volunteer positions and jobs – a lot of span so far

ASQ – website has a local jobs and ask an expert

IEEE advertises meetings as a great place for employment notification

SAME - Webex for online conferencing and face time (\$50 w/ 25 call connections)

- Conference calls (1000 lines on) free service (freeconferencecall.com, freeconference.com)

PSEC calendar – is everyone posting on the PSEC Calendar

- SWE has been having issue
- IEEE not linked

Facebook groups can track other groups of similar organizations

PART III

Bobbie ASCE

- Every event, someone must take a picture and post – really important
- Linked in for section and National
- Website frequently updated
- Webmaster does website
- Facebook to secretary and pres & vp

Elaine SWE/IEEE

- Mascot, bluejay, Stella has Instagram account
- Facebook account and Facebook Forum & Group
- Videos for Youtube – ask me anything with section reps
- Using # for more connections, increase

John WSPE

- No social media presence, lack of volunteer

Kids post a lot of pictures and posts – increase social media traffic

SWE – issues with newsletter and populating volunteer positions

- Pushed out to blog instead

PSEC ISOW Volunteer Leadership Discussions (led by Steve Snelling)

Finding ways to engage members to volunteer to lead projects, events, and become board members, while avoiding burn out.

[PSEC link to Society names (and their websites): <http://pseconline.org/Societies/>]

Some Summary Comments from the discussions:

- Utilize your Student Chapter Officers, and Younger Member Forum Officers & Leaders, to groom for Leaders of the parent Society/Section.
 - Set up a way for someone to start small on a successful activity or project, before having them take on a more difficult leadership position.
 - Have a succession plan for the top positions of Chair/Chair-Elect/Past Chair (or President/Pres.-Elect/Past Pres.).
 - Recruit for key leadership positions with direct contact with potential candidates, and be constantly looking for new leaders.
 - Utilize Social & Networking events, to communicate open leadership positions.
 - PSEC may want to consider having a YMF or YP rep. from our member Societies, attend the monthly PSEC Council meetings.
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SWE

Has trouble getting Leaders to volunteer for Officer & Board positions, but can get volunteers for smaller events & activities. They do lots of Outreach activities, and try to have potential new Leaders do some of the smaller, easier events (like Review Scholarships) so they can experience some small success early on. Then they build them up to larger activities & officer positions.

They have about 10 key positions to fill, and utilize a Nominating Committee. Their officer duties follow the by-laws of their National organization. They get good roll-over from Student University Chapters, particularly Student Chapter Officers – which they recruit for Leadership positions in their professional Chapter.

ASCE

Their Younger Member Forum (YMF) group is very active, with 15-20 officer positions. They have their own events and also run the annual Popsicle Stick Bridge Building Contest. They get lots of volunteers, but it can be difficult to get someone to be the Coordinator of the Popsicle Stick Bridge Building activity

(which takes several months of planning by a 10-person sub-committee, and is a lot of work).

The Student Chapters' Officers, tend to feed the officer positions in the Younger Member Forum, with some of these volunteers later stepping up to officer positions in the Seattle ASCE Section (the parent professional group). The U.W. has a lot of Civil Engineering contests and activities that attracts volunteers.

IEEE

The Seattle Section is very large, with around 4,500 members. Within the Seattle Section they have several active Chapters. Their Power Systems Chapter is one of the largest local groups, and also runs the Washington Regional, Future Cities Competition, with a separate, very active sub-committee. The Seattle Section officer positions hardest to fill are Chair, Vice-Chair & Treasurer. They have a 2 yr. maximum limit on holding an officer position.

One of the other active groups is their 700 member, Young Professionals (YP) group, which does a lot of Networking (peer-to-peer) and Social events. The YP group is very active with 2-3 meetings a month. They have a 14 person YP Committee that holds a Planning meeting every 2 months; they also use a message app. for smart phones. Committee members get to attend events for free.

One of their more successful YP events was a Bowling event. The first time it was a well-attended event, but they didn't get any volunteers from it. Later, they learned the need to follow-up after these types of events to get volunteer leaders. They also learned to have people pay something to attend the event (so it's not free) – so they would feel some obligation to attend, once they signed-up (otherwise they may be a no-show). Even a very small fee, was enough to get better commitment to attend.

They also have an active Women In Engineering (WIE) group, with its own internal leadership structure, within the larger Seattle Section of IEEE.

SAME

The Seattle post has around 700 members. Being a military engineering organization, they usually get a lot of volunteers for leadership positions. Until recently, they had trouble filling the PSEC rep. position, and are having difficulty getting SAME back active in PSEC & at PSEC events. A lot of their local membership is located throughout the Greater Puget Sound area, including over on the Olympic Peninsula.

IISE

Until the last 2 years, the Puget Sound Chapter had extreme difficulty getting new officers & board members. It was particularly difficult to get a new Pres.-Elect, Treasurer, & PSEC rep. But currently, have most key positions filled, and have a new Chapter President, President-Elect, Treasurer, and soon will have a new PSEC rep. The Chapter has written officer duties that are up on the local Chapter website.

The last several years have held quarterly Planning meetings, and also several Social & Networking events. Communicated the need for volunteers in e-mail distributions, and on the Chapter's website. Worked behind the scenes to encourage individual volunteers, who then used word-of-mouth to recruit their co-workers & friends. As the Chapter got stronger, and started having more events (Tours, Speaker meetings, & Social/Networking events) – the attendance at events increased, as did the number of volunteers to help with the events and become officers.

Still have difficulty getting roll-over of U.W. Student Chapter officers (working locally upon graduation), to join the professional Chapter & volunteer.

The national organization has a pre-Conference Leadership workshop (VoLT - Volunteer Leadership Training) at the annual Conference, that has helped in getting trained & willing volunteers for key leadership positions (Pres.-Elect & President).

INCOSE

The Seattle Chapter has around 110 members, many from Boeing. A lot of their members are active globally with the parent organization. A lot of their local leaders hear about local leadership openings from their co-workers and peers.

WSPE

The Seattle Chapter is fairly small, with only 60 members, many of them senior members. They have trouble getting new, younger members to join WSPE. They look for new members from those that have recently passed their PE exam, and live in this area. They use a standard succession plan for the top positions (Pres./Pres.-Elect/Past Pres.).

They have a few unique leadership needs, such as a Coordinator for the Math Counts competition, a Coordinator for their high school Scholarship program, a Trustee position for corporate donations, and a

Coordinator for talking to Olympia on engineering-related laws.

They utilize a lot of local corporate & university help (for donations, event venues & volunteers) – to run some of their larger annual events & activities, like the Math Counts competitions. They hold joint meetings with the Lake Washington Chapter of WSPE (but both groups hold separate Math Counts events).

SME

Serves a very broad region of the Greater Puget Sound area. They use a lot of WebEx meetings, to be as inclusive as they can with their spread-out membership. They still like to hold live events when they can (often rotating the location from N. Sound to S. Sound to minimize travel to a live event). They have found Tech Talks to be very effective for getting participation at events.

They do not have a Young Professionals group, but have several active Student Chapter groups. They get a lot of leadership volunteers from the U.W. Bothell Student Chapter. But they still have trouble filling the top leadership positions.

ASME

Has difficulty getting volunteer Leaders. A while ago, they lost a block of officers, who moved out of state – and it has been difficult to back-fill some of their key positions.

Suggested if PSEC did more Outreach, it might help the member Societies; also PSEC may want to consider having a YMF or YP rep. from our member Societies, attend the monthly PSEC Council meetings.