



Oregon

**State Board of Examiners for
Engineering & Land Surveying**

670 Hawthorne Ave. SE, Suite 220

Salem, OR 97301

(503) 362-2666

Fax (503) 362-5454

E-mail: osbeels@osbeels.org

EXTERNAL RELATIONS COMMITTEE

Minutes of Meeting

October 12, 2012

Members present:

Amin Wahab, Chair

Sue Frey

Jim Doane

Sue Newstetter

Staff present:

Mari Lopez, Executive Secretary

Jenn Gilbert, Executive Assistant

Joy Pariante, Social and Communications Media Specialist

Others present:

Katharine Lozano, Assistant Attorney General

Steven Burger (Observer)

Carl Tappert (Observer)

The meeting of the External Relations Committee was called to order at 10:48 a.m. in the conference room of the Oregon State Board of Examiners for Engineering and Land Surveying (OSBEELS) office at 670 Hawthorne Avenue SE, Suite 220, Salem, OR 97301.

Oregon Examiner

The Committee reviewed three articles for the upcoming *Oregon Examiner*:

- [Importance of keeping CPD documentation](#)
After discussion, the Committee determined to present the Importance of keeping CPD documentation article to the Board during the November meeting for approval.
- [An overview of Oregon's Infrastructure Report Card](#)
Mr. Wahab and Mr. Doane suggested adding all categories by which Oregon was evaluated, with corresponding letter grades, to the sidebar for the Infrastructure Report Card article.
After discussion, the Committee determined to present the Overview of Oregon's Infrastructure Report Card article, with corrections to the sidebar, to the Board during the November meeting for approval.
- [OSBEELS 2012 Symposium helps registrants earn PDHs](#)
Mr. Doane questioned the inclusion of industrial exemption information in the OSBEELS 2012 Symposium article. He was concerned about whether the Board was prepared to take a stance on removing industrial exemptions. Ms. Newstetter explained that the article was simply reporting on what was presented by the National Council of Examiners for Engineering and Surveying (NCEES) President Gene Dinkins during the Symposium. She added that it would be good to start a discussion on industrial exemptions in Oregon.

Ms. Lopez pointed out that Oregon is watching what NCEES is doing regarding industrial exemptions. Mr. Wahab briefed the Committee on the purpose and goals of the Industrial Exemptions Task Force, of which he is a member.

After discussion, the Committee determined to present the OSBEELS 2012 Symposium article, with minor changes, to the Board during the November meeting for approval.

Symposium 2012

Ms. Pariante presented an after action review on the [OSBEELS 2012 Symposium](#). It included feedback from attendees regarding the event. Mr. Wahab suggested sending thank you notes along with feedback from attendees to each of the speakers. Ms. Newstetter asked if the slideshows from the presentations could be made available on the OSBEELS website for attendees. Ms. Pariante explained that the files, even as PDFs, would take a very long time to download from the website, based on current download times of smaller files on the Oregon.gov server. Ms. Frey suggested loading slideshows onto thumb drives for next year's event and handing them out as part of the registration materials. Other Committee members agreed that this would be a good solution. Ms. Newstetter and Mr. Wahab said that the Salem Conference Center was a good location with enough parking. Dates for next year's Symposium were discussed. Mr. Wahab and Ms. Newstetter preferred September 20, 2013 instead of September 27, 2013 because of potential conflicts with the start of the school year and hunting season.

The Committee requests the Board approve the date of September 20, 2013 for next year's Symposium.

CWRE certificate

Committee members reviewed the new design for the [CWRE certificate](#). **After discussion, the Committee determined to present the certificate to the Board during the November meeting for approval.**

Oregon's Public Perception

Committee members discussed hiring a company to conduct a survey of Oregon citizens to determine how to best communicate the Board's mission with the OSBEELS audience. Ms. Lopez informed the Committee that the results of this survey will help OSBEELS promote licensure and communicate effectively with the community OSBEELS serves. Ms. Newstetter pointed out that much of the general public doesn't realize engineers and land surveyors need to be licensed to practice and many students don't realize that it's an important, and often necessary, step on their career path. Ms. Frey asked if OSBEELS would be able to utilize presentation materials from professional organizations to help OSBEELS with community outreach. Ms. Lopez said the problem with that is people get OSBEELS and its role confused with the professional organization's purpose. Ms. Frey also suggested that there is outreach potential in creating a short OSBEELS slideshow which professional organizations can include when they attend community outreach events as a starting point in getting licensure information disseminated.

After discussion, the Committee determined to recommend drafting a Request for Proposal for [research and consulting services](#) to the Board during the November meeting for approval.

Social Media Policy

Committee members reviewed the final draft of the [Social Media Policy](#), which has been reviewed by AAG Tessa Sugahara. Committee members recommended a January 2013 launch date for the OSBEELS Facebook page.

After discussion, the Committee determined to present the Social Media Policy to the Board during the November meeting for approval of the policy and the January 2013 launch date.

The meeting adjourned at 11:10 a.m.