



Oregon

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

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EXTERNAL RELATIONS COMMITTEE

Minutes of Meeting

April 12, 2013

Members present:

Amin Wahab, Chair

Sue Frey

Jim Doane

Sue Newstetter

Staff present:

Mari Lopez, Executive Secretary

Jenn Gilbert, Executive Assistant

Joy Pariante

Others present:

Katharine Lozano, Assistant Attorney General

Steven Burger (Observer)

Carl Tappert (Observer)

Tom Van Liew (Observer)

The meeting of the External Relations Committee was called to order at 11:30 p.m. in the OSBEELS Conference Room at 670 Hawthorne Avenue SE, Suite 220, Salem, OR 97301.

Public Comment

There were no public comments.

Oregon Examiner

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

- What types of courses meet PDH requirements?
Ms. Frey had questions regarding how much of a repeated course needs to be new material for it to count as additional PDHs for the instructor and students. Ms. Newstetter was concerned about registrants only using non-technical PDHs to fulfill renewal requirements, which would not properly gauge the registrant's continuing *professional* development. **The Committee determined to bring this issue to the Board for further discussion during the May meeting.** The Committee also determined to postpone publication of this article until the questions regarding PDHs are answered by the Board.
- Grace Period – How does it work?

The Committee determined to present this article to the Board for approval during the May meeting.

Outreach and Engagement Events

Ms. Pariante reported that Staff will speak at the following engagements:

- Regulation Department
 - Professional Engineers of Oregon (PEO) Conference – May 17, 2013

AAG Lozano said she admires OSBEELS staff traveling throughout the state to educate registrants. She pointed out that many other regulatory boards don't make that kind of effort.

Social Media Update

Ms. Pariante gave the Committee an overview of how well Facebook is doing at connecting OSBEELS with applicants, registrants and the public. She indicated that, during the first quarter of OSBEELS' social media presence, the Facebook page has garnered 40 "Likes" and reaches 96 people per week. She explained that "Likes" aren't the best gauge of effectiveness because many people may visit Facebook pages and get information without ever liking the page. Most of the clicks on this Facebook page are organic and posts are averaging 5-7 views each. The OSBEELS Facebook page is reaching an audience which is 50.5% female and 47.4% male with the majority being between 35-44 years of age.

The meeting adjourned at 11:30 a.m.