



Oregon

STATE BOARD OF EXAMINERS
FOR ENGINEERING &
LAND SURVEYING

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EXTERNAL RELATIONS COMMITTEE

Minutes of Meeting
October 10, 2014

Members present:

Sue Newstetter, member and Ad Hoc Chair
Shelly Duquette, Ad Hoc member

Members absent:

Anne Hillyer (excused)
Oscar Zuniga (excused)

Staff present:

Mari Lopez, Board Administrator
Jenn Gilbert, Executive Assistant
Adaira Floyd, Social and Communications Media Specialist

Others present:

Katharine Lozano, Assistant Attorney General
Ken Hoffine (Observer)
Jason Kent (Observer)

The meeting of the External Relations Committee was called to order at 11:03 a.m. in the OSBEELS Conference Room at 670 Hawthorne Avenue SE, Suite 220, Salem, OR 97301.

Public Comment

There was no public comment.

New Business: Oregon Examiner Articles

The Committee reviewed two articles for a future edition of the *Oregon Examiner*.

A. *The Oregon Examiner* Article: "OSBEELS Welcomes New Board Member, Dave M. Van Dyke, P.E."

Staff mentioned that Oscar Zuniga, who was also appointed during the same month as Mr. Van Dyke, would be interviewed for the next newsletter. Ms. Duquette suggested staff mention that Mr. Zuniga will be featured in the Winter 2015 newsletter as a "stay-tuned" message in the Fall

2014 newsletter. Ms. Lopez indicated that Jim Doane would also be featured in a farewell blurb and directed staff to also include any board reappointments. The Committee recommends the Board approve the article for inclusion in the *Oregon Examiner*.

B. *The Oregon Examiner* Article: “2014 Symposium Focuses on Innovation in Industry”

Staff informed the Committee that quotes from the anonymous after-event survey were included in the article draft and the Committee agreed that this is helpful information for readers and symposium speakers. Ms. Duquette suggested OSBEELS make attendee feedback available to speakers. The Committee recommends the Board approve the article for inclusion in the *Oregon Examiner*.

2014 OSBEELS Symposium Feedback

Ms. Newstetter discussed the outcome of the 2014 Symposium, where she mentioned that the speakers and sessions were relevant and effective. Ms. Newstetter suggested that the Digital Signatures session be reintroduced in a future symposium as there was some audience confusion when it came to third party certificates. Ms. Newstetter reported that the session included information on ODOT-specific examples and if reintroduced in the future, a live example applying to all professionals would be more appropriate. CH2M Hill was identified as a possible contact on digital signatures. Also regarding topics for future symposiums, Ms. Newstetter provided positive remarks on the Keynote presentation (construction automation) and the unmanned aircraft mapping presentation. These topics were suggested to be readdressed in future symposiums due to industry development and interest.

Staff provided screen shots from the after-event survey taken by 45 attendees. Committee members were able to see the sessions that attendees voted as favorites and attendee feedback on the event location. Staff informed the Committee that the survey was sent out to attendees via email with the event certificates. Other survey findings that were presented to the External Relations Committee included the following:

- 1) Most attendees indicated in the survey that they will be attending the 2015 Symposium. No attendees mentioned that they would not be attending the 2015 Symposium. The remaining attendees indicated their attendance to the 2015 Symposium would rely on dates and topics presented.
- 2) Parking information was requested to be put on event materials. The Committee also discussed putting the actual event address on event materials (fliers, handouts, emails, event registration, etc.)

Staff asked the Committee to review the attendee feedback more closely and to also assist in brainstorming next year’s date and topics during the next External Relations Committee meeting. There was no further discussion.

The meeting adjourned at 11:24 a.m.