

In September, the Western Region adopted a preliminary WR Administration Plan to provide a degree of structure for the WR given its increase importance in the NSPE structure. A committee was established to further develop this structure and present it to the WR meeting at San Francisco NSPE Winter Meeting. Part of the committee's charge was also to look at funding options for any staffing that was felt to be needed. Therefore, below are the functions that we felt were important to be maintained in a central location.

There are six functions that were deemed core to the Western Region:

1. Maintain the WR records. As officers change records are available in one location. Keep necessary record filing with National current.
2. Maintain WR billing information and assist WR Secretary/Treasurer. This can be as simple as sending the yearly statements to confirming with National and State Societies the correct membership for each state. This can be a service to those states that have a part time or volunteer Exec that may not have the time to spend maintaining accurate records. WR dues is collected based on membership.
3. Hold the WR checking/savings account and keep signatures current.
4. Maintain the Regional VPs schedules for travel on official NSPE business and travel within the Region. This will help the states and the VPs in scheduling state meetings.
5. Based on the results of the Communication Committee - maintain list services and other regional communications, including WR web site.
6. Assist host state in the setup and running of the WR Annual Meeting.

These items and additional functions that may arise out of the Communications Committee and the Programs Committee will probably increase the list. Based on these items, the committee believes that a Western Region Executive is needed.

Costs - Keep in mind that we have approximately 5,600 members in the region with a dues of \$0.90 per member (not including the \$200 per state that is assigned to the host state for the Annual Meeting).

Preliminary estimate for a paid Exec is \$50,000 per year. This includes the following:

1. Salary
2. Travel to official WR Meetings.
3. Internet Service to include costs associated with findings of Communications Committee.
4. Bank fees for WR Accounts
5. Bonding
6. Mailing
7. Phone/Fax

Based on these numbers, the WR dues would need to jump from \$0.90 to \$10.00 per person per year. This is a major hit on each state and at the very least would need to be implemented over a two year period to allow adjustment in the states dues structures. NSPE has been asked to assist but funds from National are not available. Assisting States with their records for a fee may offset some of the direct Regional costs. The creation of successful programs (PDH) sponsored by the Region may offset costs. Corporate sponsorship is another option but this is usually in the form of services not financial.

Please give these your consideration and either bring your thoughts to the Winter Meeting or send them to me. I look forward to seeing you all in San Francisco.

WR Administrative/Finance White Paper – Presented by Sam Grossman

Introduction: The Changing Landscape for Professional Engineering Organizations – A Case for Meeting the Challenge of Change

Each of the state societies within NSPE has a rich yet extremely diverse history. Every state is unique in its size, governance, program offerings and available resources. There are several common elements among the states. Each have communities of membership segmented by geography; each are part of a larger community known as the Western Region, and each are represented within NSPE through their collective regional voice and representation. Each state is dependent on the membership of individuals and their subsequent commitment, interest and loyalty to sustain active programs and membership growth.

In 1999 NSPE reorganized into a regional representation model of governance. Each state representative serving on the national board had to essentially vote themselves out of a job. The new model that members chose to move to was one where a regional representative, comprised of a Regional Vice President, represented the states' voices. The purpose of this shift was to combine, and thereby strengthen, NSPE and the states.

The current economic environment has created a unique set of circumstances. These combined with the NSPE changes have surfaced several factors for the Western Region to explore. These factors include, but are not limited to, the following:

- Change in the NSPE *Governance* Structure requiring states to communicate with the NSPE Board through a Regional Vice President
- Change in modes of *communication* through technology where email communication has increased and on-line and electronic communication has become the norm, replacing formal written letters, telephone calls, and face-to-face meetings.
- Change in members' expectation of *speed of response* to communication and increased expectations in *quality, quantity and availability of information* 24/7.

- Change in number of members represented and decline in resources to attract, recruit and retain members.
- Change in the *number of hours volunteers* are able to donate to their professional society and inability to bring new members into leadership positions.

How The Western Region Rose To The Challenge July 30, 2000 – Norfolk Virginia – Western Region Members met and charged a task force with the responsibility of drafting a governance model.

September 23, 2000 – Las Vegas, Nevada – Western Region Members met to discuss the draft governance plan to administer the Region. The Operating Guidelines for the Western Region were developed which included the election and implementation of the Western Region Leadership Council.

February 4, 2001 – Anchorage, Alaska – Western Region met and unanimously approved the WR Governance Model.

September 29, 2001 – Reno, Nevada – Western Region members met and developed five work groups to research issues. A sixth subcommittee was formed (Financial Resource Committee) to develop one or more proposals on how to handle the financial and staff support of the WR.

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Administrative Services: The committee is of the opinion that NSPE is responsible for the cost of these administrative services. Last year CA spent 20-30 hours per month providing administrative services to the WR. So, 20 hours per month at \$40 per hour for 12 months is \$9,600 per year. This represents \$1.77 per member for the WR member states. This is a 352% increase in WR dues. The state assessment should not be raised this much to pay for these services. The other alternatives are to lower services or find volunteers to do the work. The committee feels that NSPE is responsible for the cost of this service. The increased activities at the regional level are the result of the reorganization of NSPE. It was moved that the WR charge George Zinckgraf to negotiate with NSPE to obtain funding to support the cost of staff service for the WR. As long as the WR is moving to find funding to support its staffing activities, CA will continue to maintain its current level of support. The group commended CSPE for its support this past year.

January 20, 2002 – Washington, D.C. – The Administration and Communications work group delivered their report/plans to the attendees. It was decided that a clean Statement of Objectives regarding the reorganization of the WR would be developed at the July 2002 meeting.

July 14, 2002 – Orlando, Florida - A facilitated session ranked the priorities of the Western Region attendees and found that three hot issues required action:

1. Communications platforms
2. Regional programs
3. Administration/Finance.

September 28, 2002 – Portland, Oregon – The Communication Platforms Task Force reported the following: Four main categories of communication needed – newsletters; issue management; announcements; formal meetings. The Regional Programs Task

Force reported the following: Database development; specific programs, implementation strategies. The Administrative and Finance Task Force had surveyed the state societies and found the following:

STATE NEEDS - Accurate membership records and billing; Increased non-dues revenue; Beefing up local programs; Increase membership; L&GA information; Promoting NSPE and society goals; Increasing number and quality of volunteers; Getting members to be active; A regional newsletter.

SCOPE OF ACTIVITY NEEDED FROM STAFF – Membership recruitment and retention, database and records management; Mathcounts; Tax reporting; Communication with NSPE; State convention planning; Educational activities; Newsletters; Website/links; Speakers bureau; EWeek; Scholarship/Grants; Monitoring regulatory issues; Non dues revenue.

CURRENT ADMINISTRATION MODELS WITHIN THE STATES –

Combination of staff and volunteer - AK; AZ; CA; ID, MT, NV, OR, WA

Volunteer only – GU, HI, UT

Eight of the eleven states within the WR pay for some sort of staff support.

FUNDING ISSUES – Possible funding sources: Seed money, WR seminars, non-dues programs, members special assessments, membership growth, sustaining firms, NSPE funds, dues increase.

Currently under consideration is a Western Region Centralized Services model. We have completed *Phase One* – the conceptualization and basic scope of activities the model should provide. *Phase Two*, the research and development of what the model would look like and what the features, services and benefits to having such a model, will be completed at the January 12, 2003 meeting in San Francisco. *Phase Three* and the vote to adopt or go forward with whatever model emerges will occur in July 2003 at the NSPE Annual Meeting in San Antonio Texas. Implementation could begin to occur in the fall of 2003.

Western Region Administrative Model Option –

Current:

- Individual state administration performed by staff and/or volunteers

Proposed:

- Centralized administrative staff to perform Western Region
 1. Communications functions (e.g. website; listserv; issue management; e-newsletter)
 2. Meeting management (e.g. NSPE meetings January and July; September Regional meeting)
 3. NSPE Liaison functions

Benefits:

- Pooling of resources to accomplish similar redundant administrative tasks.
- Pooling of administrative costs to accomplish scale of economy and savings.
- Continuity and centralization of support to WR Leadership Council.
- Increased accountability for timely provision of services.

- Frees volunteers to provide program services such as mentoring and participation in speakers bureaus.

NSPE White Paper “The Ten Year Horizon” planning for 2011

- Taken from pages 14 and 15 Recommendations:
 - #11 – *NSPE must be the mechanism for the individual engineer to stay connected to the local, state, regional, practice division, and national society...NSPE must succeed in maintaining engagement with the sub-organizations.*

Next steps:

- Circulate model white paper to Admin. Task Force and WR members via listserve December 2002
- Discuss and vote on conceptual model at January 2003 meeting in San Francisco. Development implementation timeline.
- Delegates return to states and continue discussion there.
- Vote on final model and implementation strategy San Antonio July 2003.

Discussion – Basically the Western Region has been getting ready to get ready to unify and act as a region for three years. Although the final precise model of what this will look like is not for certain, the concept of a centralized administrative model was approved by those present and consent was given for a go forward to the Administration/Finance Committee.

Regional Planning Committee Report – Presented by Michael Hardy

A survey of the states was developed by the committee to enable:

1. A searchable database of information for use by its members. The data base would be located on the NSPE Western Region website, and would include information on the following topics:
 - State Society/Local Chapter Programs
Objective and Purpose: To develop a searchable database of programs and contact persons implemented by societies and local chapters in the WR, in order to provide a resource for local chapters regarding prospective or current programs. Programs would include fundraising, membership, education, service, or any other program your society or chapter implements to serve members, the community, or the profession.
 - Local Chapter Meeting Topics
Objective: To develop a searchable list of meeting topic ideas with a rating system indicating popularity to members
Purpose: To provide local chapters a meeting topic database to aide in planning local chapter meetings.
 - A database of experts in various fields
Objective: To develop a searchable database of engineering experts in various fields.
Purpose: To provide a reference resource to members searching for an expert in various fields. This database is not meant to be a comprehensive list of the

activities of all members, nor is it meant to serve as an endorsement by NSPE or the Western Region. The intent is to provide contacts in more obscure fields.

- Continuing education resources.

Objective: To develop a searchable database of continuing education opportunities for members.

Purpose: To alert local chapters of continuing education opportunities in their area.

Michael Hardy Oregon– There is a need for a clearing house between states and chapters. Currently Oregon is spending \$150 for 3 hours of their Web Diva’s time just to compile and uplink the information from Oregon that is provided by it’s volunteer members. Additionally Oregon contracts with an association management firm to provide their newsletter and meetings.

Michael will create a proposal on cost sharing for this type of service.

Karen Doherty Idaho – Idaho currently pays a women to manage the “administrative work” on behalf of ISPE. That includes bulk mailings, their convention, newsletter and web.

The July meeting in San Antonio will be the place where these assignments will be presented in their formats for a vote.

The next official Western Region meeting will be held September 19/20 at the Keauhou Beach Hotel in Kona Hawaii.