



Membership Engagement Committee Minutes

CHA Office, Union Station
300 S. Meridian St., Indianapolis, IN
October 10, 2018 1:00 – 2:30 pm

CALL IN NUMBER: 1-866-780-3080, Conference ID: 36745845

ATTENDEES:

Jackie Dohrenwend	RQAW
Zach Bishton (by phone)	Christopher B. Burke Engineering
Ann Dryer	Commonwealth Engineers
Zed Hott	Corradino LLC
David Lahey	Butler, Fairman & Seufert
Will Lyon	American Structurepoint
Jeff Mahan	Civil Engineering Consultants
Nick Parsons	WSP
Dustin Quincy (by phone)	Infrastructure Engineering
Teresa Rathburn (by phone)	Michael Baker International
Adam Burns (for Cassie Reiter)	Crawford, Murphy & Tilly (CMT)
Scott Sandstrom	CDM Smith
Natalie Stephen	Etica Group
Matt Taylor	Parsons
Robert Winebrinner	CHA Consulting, Inc.
Colleen Merkel	ACEC
Shelby Courtney	ACEC

1. Welcome/Introductions

Went around the table with introductions
Colleen discussed the upcoming Diversity event

2. Subcommittee Check-Ins

a. Member Survey

*Process of determining questions was presented.

*Survey to be distributed to full membership (individuals), not “1 per firm”

*Draft questions went through with entire committee. See Attachment A for questions and comments.

b. Emerging Professionals

i. December Event Details:

- scheduled for the afternoon of December 4.
- Colleen indicated that we are looking at 1899, a venue at the old Central State Hospital site. Would be able to cater in and have alcohol

ii. Roundtable questions

- Committee to review and comment within a week (by 10/18)
- See Attachment B for draft questions

Asked for ideas for next event in the Spring.

c. Emerging Leadership

*Natalie presented the subcommittee's progress:

- Want to get ownership buy-in to the program. The thought is to start with a few workshops per year for a few years, then possibly merge them into a full program (like the Engineering Leadership program).
- The first workshop geared toward existing owners/leaders on how to identify emerging leaders. This would get owners engaged right away.
- Another workshop idea is an executive forum. Could be like a "speed-dating" event. Go over items to consider.
- Potential mentorship opportunities: retired owners, former ACEC board members
- Strategic plan/vision event to go over how these are developed.

*Adam suggested to look into the possibility of having ACEC National's Business of Design Consulting program hosted here in Indiana.

(<https://www.acec.org/education/bdc/>)

*Colleen said other states have had attendance issues with similar programs. Maybe a program of individual workshops where a "graduate" certificate could be earned after a given number of events may be an option rather than a formal multi-day program

*Open for more suggestions

d. Firm Engagement Outreach

*Will stated that much of the firm engagement efforts are expected to be a direct result of the survey responses. Preliminary plan of attack is as follows:

- Sit down with ACEC staff to:
 - i. Understand how members are currently engaged
 - ii. Understand struggles ACEC staff are currently experiencing
 - iii. Understand Board vision and goals
 - iv. Assign ambassadors to all members to assist staff to engage firms
 - v. Understand other Committee outreach programs, if any
 - vi. Tentatively have a lunch meeting scheduled for 10/29/18.
- Understand results of Survey
 - i. Address deficiencies
- Low Hanging fruit: New members & Least engaged members. Plan is to have the subcommittee reach out to this group directly with the following:
 - i. Welcome them
 - ii. Understand their key areas of focus and contacts
 - iii. Send notice of upcoming events
 - iv. Inform them of upcoming survey and its importance

Wait until we have the survey results before finalizing outreach plan for the rest of the membership.

- Better Categorize Companies
 - i. Strategically engage them on various events
 - ii. If not interested in activities/events, determine "why?" - Only for insurance?; No "regional" events near them; Other???

3. Upcoming ACEC Events

- Finance Forum – 10/16
- Diversity Fair – 10/24
- Engineering Excellence Awards entry deadline – 10/26
- Northern Roundtable – 11/7
- IT Forum – 12/11

ATTACHMENT A: MEMBER SURVEY SUBCOMMITTEE – DRAFT QUESTIONS & *COMMENTS (in BLUE)*

GENERAL QUESTIONS

1. What should be ACEC’s top priority:
 - a. Qualifications Based Selections
 - b. Interaction with major clients (INDOT, CEG, etc...)
 - c. Infrastructure Funding (transportation)
 - d. Infrastructure Funding (non-transportation)
 - e. Business Services
 - f. Young professional development
 - g. Lobbying representation
 - h. Other, please specify:

Do we allow to pick more than one? Selecting top three was suggested.

Does “Business Services” include ACEC Insurance? Maybe should be worded as “Business Practices (forums, insurance,...)”

2. What would you like the association to be doing that ACEC is not currently delivering to your firm?
3. What is the one most important reason you remain a member?
 - a. Advocacy
 - b. Networking/teaming opportunities
 - c. Business Practices
 - d. Education
 - e. Insurance
 - f. Other, please specify:

STRATEGIC OBJECTIVE #1 – ADVOCACY

Colleen suggested some of these be prefaced with some facts at the “advocacy” level, such as \$30k to Indiana Statehouse, \$30k to Indiana reps in DC.

4. Did you know ACEC Indiana manages a Political Action Committee (PAC) for the engineering industry in Indiana.
 - a. Yes, we contribute to the PAC
 - b. Yes, we do not contribute to the PAC
 - c. No, we were unaware ACEC manages a PAC.

Suggested to change “we” to “I” for responses.

Since ACEC already has records regarding who contributes, maybe this question could be replaced with just the “elevator speech” for the PAC.

Colleen indicated that the most important information for ACEC to obtain is the “why?” someone does not contribute. Maybe this question should just ask why (like in the Ohio survey).

5. Would you find a PAC education endeavor useful for you, your staff, or clients?
 - a. Yes
 - b. No
6. Describe your feelings related to the perceived return on contributions to the PAC:

- a. Excellent
 - b. Good
 - c. Neutral
 - d. Poor
 - e. No Opinion
7. Please describe your impression of ACEC fundraising
- a. There are too many requests
 - b. When I see an opportunity to channel additional funds to specific needs (scholarship, PAC, other), I'm happy to do so
 - c. If more people would be willing to help fund it, we could do so much more

STRATEGIC OBJECTIVE #2 – BUSINESS PRACTICES

8. In what ways could ACEC Indiana more effectively promote Qualifications Based Selections *Maybe include some background on QBS, what is currently done. This one needs to be reworked. Responses could encourage members to promote QBS.*
- a. ACEC is effectively promoting QBS
 - b. Clients do not know who or what ACEC Indiana is. Continued *(Additional?)* education for member firms to promote QBS to clients would be beneficial.
 - c. I'm not sold on QBS for every firm in the market *(seems negative – do we need this phrase?)*. It would be beneficial to show how QBS is good practice for both small and large firms, as well as new and established firms
 - d. Other, please specify:
9. Please indicate your level of concurrence with the following statement: The education forums for in-house professionals (legal, financial, human resources, IT, etc.) are effective and need to continue development.
- a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
 - f. I was unaware these events were offered.
10. Regarding ACEC Events: *Rework this one. Networking vs technical, maybe client related events. May want to make this one multi-response.*
- a. I am more likely to attend a series of ACEC events with a broad scope of discussions that provides some technical information, but more networking opportunities
 - b. I am more likely to attend a series of ACEC events that focus on a narrow range of topics that are relevant to me but may limit general networking.
11. Are there any specific conferences, seminars or workshops that you would find valuable if offered by ACEC Indiana?
- a. Yes, please specify:
 - b. No

STRATEGIC OBJECTIVE #3 – DEVELOP AND DIVERSIFY LEADERSHIP

12. Have you, or someone from your firm attended the ACEC Indiana Leadership program?
- Yes, it was valuable. *And/or I would recommend it. Possibly add "why?"*
 - Yes, someone attended it and that is enough for our firm at this time. *add "why?"*
 - No, I do not know what this program is
 - No, please specify:
13. Do you feel the make-up of the ACEC Indiana Board adequately represents your firm? *add "why?"*
- Yes
 - No
 - No opinion
14. Do you feel there is a fair (*clear?*) path to becoming more involved with ACEC leadership opportunities?
- Yes
 - No
 - No opinion (*remove this option?*)
- ~~15. **STRIKE THIS QUESTION** Would you be willing to participate in an expanded ACEC Community Outreach Program?~~
- ~~Yes~~
 - ~~No~~
 -

STRATEGIC OBJECTIVE #4 – NETWORKING

16. Does your firm view ACEC as the right resources for creating network opportunities for young professionals?
- There was much discussion on this question regarding its intent. Was intended to draw out from younger members what they think. Rework the wording, possibly "should ACEC offer..."*
- Yes
 - No
 - No Opinion
17. How can ACEC best engage other members of your firm?
- Increase distribution and content of Shortlist
 - Offer additional networking opportunities to specific groups (younger members, xbe, etc.)
 - Offer additional networking opportunities to larger groups
 - My firm has enough members participating directly in ACEC events

Maybe add "Other" option for this one.

18. What is the most effective form of communication that ACEC Indiana delivers?
- Weekly "shortlist" email
 - Twitter
 - LinkedIN
 - Mobile App
 - Other:
19. Have you downloaded the ACEC Indiana mobile app?
- Yes. I find the most valuable asset of the app is:

- b. No, I was not aware ACEC Indiana had an app
 - c. No, I do not see the value
20. Please indicate your concurrence with the following statement: I find ACEC Indiana's current electronic media strategy is the most effective it can be.
- a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

Recommend adding additional question: "Would you recommend ACEC to co-worker, etc.?"

ATTACHMENT B: ROUNDTABLE EVENT QUESTION IDEAS

ACEC

- If you could select one ACEC Indiana event to attend per year, which would you choose, and why?
- Why is ACEC important to emerging professionals?
- How can ACEC help further my career development goals?
 - Provide an example of an emerging professional at your firm that has benefited as a result of their involvement with ACEC.
- Provide an example of something that ACEC is doing that is critical to the profession that an emerging professional might not be aware of. What is the issue and why is it critical?
- I am not an engineer, but I work for an engineering firm. Why should I be involved in ACEC?
 - What type of non-technical issues are covered by ACEC.
- How did you first get involved in ACEC Indiana?
- How has involvement in ACEC Indiana benefited you personally? How has it benefited your firm?
- How would you suggest young professionals engage in ACEC Indiana?
- What is your favorite ACEC committee and why?

Career Development

- What would you say are the top 3 'soft' skillsets a young professional must have to succeed in the consulting engineering community?
- Are there any small daily things you did in your career that you felt helped thrust you into a leadership role at your company?
- What has been the most challenging project or roadblock in your career you've faced? How did you deal with that and what did you learn from that?
- What professional attributes do you wish young engineers were more familiar with early in their career? (Management, Finance, BD, Marketing, etc.)
- Did you hit a pivotal point that you had to make a personal sacrifice or choice to focus on your career rather than family or other opportunities? Do you have any regrets?

Industry

- What challenges do you foresee our industry facing over the near and distant future?
 - What can we, as emerging professionals, do to overcome this challenge as an individual and in the industry?
- What are the three greatest challenges facing the engineering profession?
 - How is ACEC addressing those issues?
 - Why is this important to emerging professionals?
- What are your biggest challenges in keeping the doors open and the lights on?
- What do you view as the most serious threat to and most significant opportunity for the Indiana consulting engineering community over the next 10 years?