



Membership Engagement Committee Minutes
CHA Office, Union Station
300 S. Meridian St., Indianapolis, IN
July 19, 2018 2:00 – 3:30 pm

CALL IN NUMBER: 1-800-321-6959, Ext. 520, Conf. Access No. 5210

ATTENDEES:

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

1. Welcome/Introductions

- a. Chair (Jackie Dohrenwend)
- b. Secretary (Jeff Mahan)
- c. ACEC Staff and Board Liaison
- d. Committee Members

2. Committee Overview

- This was a new committee last year. First year committee pushed social media, emerging professionals.
- Briefly went through the packet of materials provided to attendees (and as attachments to previous meeting emails), including: Committee roster, ACEC Indiana Strategic Plan, ACEC Indiana Pathway to Leadership, ACEC Forums, ACEC Indiana member benefits, ACEC Indiana Engineering Leadership program, and ACEC Indiana events calendar
- Committee members were asked to be sure to follow ACEC Indiana on social media platforms, including Twitter, Instagram, and LinkedIn
- Any committee members not currently receiving ACEC Indiana weekly emails will be added to the distribution list – let Shelby know if you need added.
- Committee reviews candidates and recommends winner for the Young Engineer of the Year Award

3. Set Quarterly Meeting Dates

- Committee will continue to meet quarterly. Plan is to meet the second Wednesday of the quarter from 1-2 pm. Next meeting will be October 10.

4. ACEC Indiana Strategic Objectives

- ACEC Indiana Strategic Objectives were read
- ACEC mission: To respect, elevate and cultivate the engineering profession for a better Indiana.

5. Develop Committee Goals and Action Items

- Colleen shared about association engagement – the average industry association is split, with 30% of members strongly engaged, 50% of members of moderate activity (see them from time-to-time), and 20% weakly engaged (pay dues, maybe participate in one thing). She stated that ACEC is similar to this breakdown. ACEC's need is to “move the line” – move members' activity/engagement levels up. This committee's charge is to assist with this.
- There are currently 105 engineering firm members of ACEC Indiana, plus 30 associate firms.
- Goals/Action items brainstorming and discussion:
 - From last committee year, “emerging professionals” engagement started to take off, while the outreach to weakly engaged members did not appear to be very effective.
 - Firm engagement:
 - Some weakly engaged firms only join for ACEC Trust benefits (insurance)
 - Outreach only went to ACEC contact person or principal. May be more effective to speak with others at these firms. However, as these are typically unfamiliar firms, committee generally doesn't know others/peers.
 - **ACTION ITEM: Target the right person.**
 - We should further develop the script (talking points, questions) for outreach calls. Last year's talking points will be provided to committee.
 - We also don't want to leave out active firms. Good to give them a call, get feedback, etc.
 - Seems to be gaps in ACEC programs.
 - ACEC does well with transition from PM level to leadership (Leadership Program), and with Owners/Principals. Could be more done for transition from Younger professional to PM level, and for transition from Leadership to Principal level.
 - ACEC National website references the Senior Leadership Institute (SEI), a program for transition from Department leadership to Firm leadership. This program is held at the national conventions and online.
 - Could be good to have something locally. Wouldn't want to encroach too much into the existing Leadership program.

- Young members:
 - Noted that young members seem not engaged. Rarely hear of events. We need to keep getting younger members involved. Maybe more informal, happy-hour type events.
 - This was discussed during last year's committee as well. Sometimes firms' leadership don't like to encourage their younger staff for such events fearing poaching of talent. Also, ACEC wants their events to have "meat", resulting in some sort of Return on Investment for the firms. However, ACEC events typically include "networking" time as well.
 - Need to have events geared toward younger members, like the networking event last year. Maybe a presentation skills event?
 - An event discussed last committee year was a roundtable event. Have multiple tables of 10 or so, each has a topic led by a Principal or ACEC Officer/board member. Could be professional development options, ACEC information, etc.
 - Noted that other groups hold monthly meetings, such as Urban Land Institute. Also, monthly breakfast-meetings with engaging topics.
 - ACEC held an event at an Indianapolis Indians game awhile back – it had a learning component ("engineering" tour of Victory Field facility)
 - Colleen referenced last year's Networking 101 event, which had 75 attendees and a wait list. We could do another "101"-type topic.
 - Need to be cognizant of event format – what works for Owners/Principals probably not right for Younger member event.
 - Young member events introduce members to other events/offerings, like the Leadership program.
 - **ACTION ITEM: Come up with event(s)**

- Membership survey
 - Previous survey results were passed around the table. Will be provided to the committee.
 - Colleen indicated ACEC wants to regularly survey membership, every couple of years. They currently do event-specific surveys, but this is only for attendee feedback.
 - May develop a subcommittee to survey membership – "what do we want to see?"
 - Cash Canfield, ACEC Board liaison for the committee, indicated that they had received a good survey from ACEC Ohio. Colleen will get with them
 - Shelby indicated that the survey, although response anonymous, could be sent out in groups to segregate the results, i.e. between non-engaged firms and engaged firms.

6. Create Subcommittees- Four subcommittees were formed. **Subcommittees should each have a meeting and come up with their goals off-line prior to the next full committee meeting.**

- Emerging Professionals:
 - Members: Dave Lahey, Nick Parsons, Ann Dryer, Scott Sandstrom (chair)
 - **ACTION ITEM: Have fall/winter event planned**
- Member Survey:
 - Members: Justin Perry, Zed Hott (chair)
 - **ACTION ITEM: Have a survey worked up**
- Firm Engagement Outreach:
 - Members: Will Lyon (chair), Jeff Mahan, Cassie Reiter
 - **ACTION ITEM: Come up with a game plan**
- Transition:
 - Members: Natalie Stephen (chair), Jackie Dohrenwend
 - **ACTION ITEM: Come up with a game plan**



7. ACEC Indiana Current Programs

- a. Engineering Leadership Program – This year’s program is full
- b. Forums – annual meetings, each led by a subject-matter expert
The upcoming HR forum will be led by two INDOT HR personnel
- c. Benefits Flyer
- d. Monthly events at a glance



8. Upcoming ACEC Events

- Committee members can be liaisons to their own firms to ensure they know about events.



THURSDAY, JULY 26, 2018

Annual Scholarship Golf Outing 2018
7/26/2018
Location: Indianapolis Time: 12 p.m. noon
 Export to Your Calendar  Register



WEDNESDAY, AUGUST 8, 2018

ACEC Indiana Principals & Owners Summer Summit
8/8/2018
Location: Indianapolis, Indiana Time: 3- 6 p.m.
 Export to Your Calendar  Register

TUESDAY, AUGUST 14, 2018

Human Resources Forum Luncheon 2018
8/14/2018
Location: Indianapolis, Indiana Time: 11- 1 p.m.
 Export to Your Calendar  Register

WEDNESDAY, SEPTEMBER 19, 2018

Environmental Business & Funding Sources Conference 2018
9/19/2018
Location: Indianapolis, Indiana Time: 8:30- 4:30 p.m.
 Export to Your Calendar  Register

TUESDAY, OCTOBER 16, 2018

Finance Forum Luncheon 2018
10/16/2018
Location: Indianapolis, Indiana Time: 11- 1 p.m.
 Export to Your Calendar  Register