

Chapter Board Strategic Planning Session  
Silver Falls Lodge and Conference Center  
20022 Silver Falls Hwy SE  
Sublimity, Oregon  
December 5, 2018



Call to Order: 8:37 am Munro called to order

Board Member Attendance

		Present	Absent
Jenifer Willer	President	X	
Gordon Munro	President-elect	X	
Nikki Messenger	Secretary	X	
Mike Bisset	Treasurer		X
Dan Boss	National Delegate	X	
Russ Thomas	Immediate Past President		X
Tim Blackwood	Director		
Ashley Cantlon	Director	X	
John Lewis	Director	X	
Russ Norton	Director	X	
Tony Roos	Director	X	
Doug Singer	Director	X	
Gregg Weston	Foundation Liaison	X	
Terry Song	Foundation Liaison		

\* Present via Conference Call

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**Guests**

Brad Patterson – APWA National  
Shannon Williams – incoming board member

Munro opened by recognizing Willer for her outstanding work as president.

Officer Responsibilities - Munro handed out officer responsibility to incoming treasurer Roos.

Oath of Office – Munro asked Willer to administer oath of office. Willer pointed out the quick start guide available from APWA. Munro stated he will forward a link via email. Willer read the oath of office. Everyone said aye.

Munro handed out letter head for corrections. Changes were submitted to Messenger for updates.

2019 Chapter schedule:

Munro handed out schedule of 2019 chapter milestones. Changes to board meeting for August and September were made since PWX has been moved to September. Munro stated he will update the schedule for getting nominations together for the 2020 officers to get to the August board meeting. Discussion ensued regarding national committees and applications. Munro will update and include in the January agenda packet.

Brad Patterson gave updates on activities at National:

- Oregon Chapter Rocks – we do everything
- Oregon membership is at 783 members as of Monday December 3<sup>rd</sup>
  - Life membership rolls culled for inactive members
  - Goal for us should be to get back to 800
- There are currently around 30,000 members consisting of 63 independent chapters
- Brad stated you can call him for any questions and he will get you to the right person
- Budget is around \$21million – \$11.1M for national, \$10.9M for chapters
- APWA a is bottom up organization, national exists because of chapters
- Survey results indicate the #1 reason new members join (72%) is that their supervisor suggested they get involved
- Four strategic goals
  - Value - define value of public works to public, elected officials, etc.
  - Voice – be voice of public works in the media & public
  - Education and credentialing
  - Memberships and chapters – examine membership model
- Tammy is the new hire. She understands public works and is currently a Public Works Director

- Connie Hartline is retiring. She is the editor of publications and books and the longest serving employee of APWA
- Passed around educational offerings and what's coming down with credentialing
- Advocacy – explained how to sign up to be an APWA advocate
- Two major efforts are in progress
  - Public Works First Responders
  - Fallen Heroes Program
- National Young Professionals is now an official committee
  - Working on getting student outreach up and running
- Chapter leaders training January 31<sup>st</sup> in Kansas City – Brad promises no snow.
- PWX in Seattle ☺
- Snow conference in Salt Lake City next year

*Took a 15-minute break*

Roos captured questions that he will email to Brad for response when he is back in the office.

Boss mentioned he is on a national scholarship working group and they will be recommending that National not get involved in scholarships but let the chapters continue to do the scholarship programs at the chapter level.

### **Strategic Plan**

Munro asked for input on ideas people may have that they want to address in the plan:

Norton – branching out into additional training  
 Mechanism to track 1<sup>st</sup> timers and student attendees – do they come back?

Weston student outreach – how we go about that  
 Student memberships – how to implement

Messenger involving CECOP students

Ashley investing in student outreach – can we use part of the war chest?

Roos Project Manager training, inspector training, what's next for PWI graduates, young engineers going into field for the first time

Blackwood	outreach and training, advocacy legislatively or educate legislators on neutral issues
Lewis	advocacy around the right of way, tools to help agencies get accredited, public education via social media – short videos of public works activities to post and educate the public
Willer	Student outreach – implement short term goals into action items, training – 1. Project management for engineering and construction projects 2. Stand-alone leadership and management type training – expand PWI topics for full day in depth training outside of a conference
Boss	expand training, how to bridge operations and engineering, PSAs, how to give a presentation, membership retention especially around retirements
Singer	inspector training beyond paperwork, project management, PSAs
Williams	student outreach, better use of social media including LinkedIn, inclusion – increase membership diversity

Discussion ensued regarding doing a survey about training needs that members would like to see.

Munro led a discussion regarding the existing strategic plan. Input was given on what items have been accomplished, what to keep, what to remove and what to add.

### **Professional development**

Willer recommended the following action items –

- Education Committee do a survey
- Education Committee develop one new training this year

### **Outreach**

- Willer will put together template for letter congratulating NWPWLI graduates.
- Keep action item for President to attend at least one training
- Discussion regarding filming Roadeo for PSA
- Discussion regarding chapter booth requirements – Cantlon running with work Kerber started
  - Subcommittee to have approval authority – Dan, Shannon and Gordon
- Add dates for subcommittee requests for financial requests to annual calendar
- Implementation of student outreach plan –
  - Engineer’s week – participate in ASCE events
  - Host a pizza event at a university

- Talk about how to implement free membership concept
- Survey of who is already doing what

### **Advocacy**

- Norton discussed ideas brought forth about how to better link to newsletter articles with social media and hot links. No further action has been accomplished at this time.
- Norton reported that Younger needs help with annual awards
- Develop communication/social media plan by May.
- LOC conference – keep on list
- Develop template for awards letter - keep on list
- Come up with a plan to develop PSAs. Gather information from agencies that have done short videos. Report back to board by June.

### **Chapter Administration**

- Keep goal of drafting committee chair roles and responsibilities
- Update financial plan/status
- Remove item to host PWX

### **Other**

- First timer tracking – committee issue
- Location of training – discussion
- Retired members – how to reach out – Munro will talk to Membership Committee
- Lewis to reach out to retired Pw Admin Kathy to gauge interest in helping with tasks

Munro will update the Strategic Plan and bring to January meeting.

### **Tentative Board Meeting Schedule**

January 4	Tetrattech
February 8	Oregon City
March 1	OTAK
April	conference
May 3 <sup>rd</sup>	Kittelson
June 7	McMinnville
July 12	WSP
August 2	Eugene
September	no meeting PWX
October	conference
November 15	Roseburg

December 10-11 Strategic planning

**Committee Liaison Assignments** - Tabled until January meeting