

NCSEA's 2011-2015 Strategic Plan

By James Malley, S.E., Vice President, NCSEA



On March 11th of this year, the NCSEA Board of Directors held an all-day Long Range Planning meeting, attended by a number of its committee chairs and past presidents, in addition to the current Board members. The meeting was called to update the NCSEA Strategic Plan, the first version of which served our organization for the last five years. Following a day of vigorous discussion, Board members and three Past Presidents created a new strategic plan out of many notes, shared ideas, and audio files. Board members critiqued and re-worked the plan, with the idea that it would be ready for unveiling at NCSEA's Annual Meeting in New York. This article briefly summarizes the "Who, What, When, Where, Why, How (and How Much)" of the 2011-2015 NCSEA Strategic Plan that resulted.

NCSEA's articulated Vision and Mission statements serve, respectively, as the statements of the ideal of our organization in the future and the reason for our existence. The group that met in March agreed upon the following (the "Why's"):

Vision: NCSEA and its Member Organizations constitute the premier professional society for practicing structural engineers in the United States of America.

Mission: NCSEA serves to advance the practice of structural engineering and, as the autonomous national voice for practicing structural engineers, protect the public's right to safe, sustainable and cost effective buildings, bridges and other structures.

With these guideposts in place, the group set out to develop the "What" portion of the plan, that is, specific goals which speak to what is needed, to get from our present position to our Vision. A total of 6 goals were developed, three that are primarily externally focused and three that are internally focused:

External Goals

- 1) Promote the Practice
- 2) Represent the Profession
- 3) Improve the Profession

Internal Goals

- 1) Enhance Communication with the Member Organizations
- 2) Energize Committee Activity
- 3) Ensure Financial Security

External Goal #1, "Promote the Practice", focuses on developing effective communication tools, to increase the awareness and appreciation of our profession by related stakeholder communities, including the Media, General Public, Students, Allied Professionals and Potential Clients, Regulators, Elected Officials, and even Structural Engineers. External Goal #2, "Represent the Profession", addresses strengthening ongoing NCSEA activities to represent the practicing structural engineer on national issues, such as Building Codes and Standards, Emergency

Response Programs, and Professional Licensing. This goal also addresses our Continuing Education and Membership Services Programs, as well as our interactions with related national organizations such as SEI, CASE and NCEES. External Goal #3, "Improve the Profession", focuses on programs to encourage the separate licensure of structural engineers and structural engineering degree programs at specific universities. Other areas of focus under this goal are programs that will help ensure that quality-based selection processes are followed nationwide, and continued development of other programs that "raise the bar", such as certification and quality continuing education.

Internal Goal #1, "Enhance Communication with the Member Organizations", seeks to better ensure that NCSEA and its Member Organizations are effectively sharing information and activities, and working together in a way that will benefit the local organizations and individual members to the greatest extent possible. Internal Goal #2, "Energize Committee Activity", recognizes that committee structure and effectiveness are vital to NCSEA's health and success; therefore, this goal focuses on breathing new life into our present committees, to ensure continued and future success. The final major goal of the new plan is "Ensure Financial Security". Multiple long-term revenue streams will be necessary, to secure the future of the organization.

In order to address the "How" related to each of these major goals, the Strategic Plan identifies and prioritizes key long-term objectives for the next few years. Specific steps to be taken are detailed and include performance metrics by which progress can be measured. Finally, responsible parties and the resources required are identified, thereby addressing the "Who, When, Where, and How Much" portions of the plan.

The above-described 2011-2015 NCSEA Strategic Plan sets out a path for what we believe NCSEA must do over the next five years, to achieve the organization's long term Vision. With the help of NCSEA's staff, committee chairs, committee members, past presidents, and other willing volunteers, the NCSEA Board of Directors will be working hard to achieve these major goals over the next few years. If you are interested and would like to hear more about the plan, join us at the Annual Meeting, September 30 – October 2, at the Hyatt on the Hudson in Jersey City, New Jersey, or visit the NCSEA website (www.ncsea.com). As always, we would appreciate any feedback on the Plan, especially from our Member Organizations, Associate Members, Affiliate Members, Sustaining Members, and Partnering Organizations. Even better, if something I've said peaks your interest and you feel the urge to contribute to the achievement of any of the above-listed goals, please contact us. We can always use the help!■

Editorial Board

Chair

Jon A. Schmidt, P.E., SECB
Burns & McDonnell
Kansas City, MO
chair@structuremag.org

Craig E. Barnes, P.E., SECB
CBI Consulting, Inc.
Boston, MA

Brian J. Leshko, P.E.
HDR Engineering, Inc.
Pittsburgh, PA

Mike C. Mota, P.E.
CRSI
Williamstown, NJ

Greg Schindler, P.E., S.E.
KPF Consulting Engineers
Seattle, WA

Executive Editor

Jeanne M. Vogelzang, JD, CAE
NCSEA
Chicago, IL
execdir@ncsea.com

Richard Hess, S.E., SECB
Hess Engineering Inc.
Los Alamitos, CA

John A. Mercer, P.E.
Mercer Engineering, PC
Minot, ND

Evans Mountzouris, P.E.
The DiSalvo Ericson Group
Ridgefield, CT

Stephen P. Schneider, Ph.D., P.E., S.E.
BergerABAM
Vancouver, WA

Mark W. Holmberg, P.E.
Heath & Lineback Engineers, Inc.
Marietta, GA

Brian W. Miller
AISC
Davis, CA

Matthew Salvesson, Ph.D., P.E.
Dokken Engineering
Folsom, CA

John "Buddy" Showalter, P.E.
AF & PA/American Wood Council
Washington, DC