**Enhancing Public Outreach and Legislative Involvement Efforts in Your SEA**

**Opportunity:**To sustain efforts in both public outreach and legislative involvement can be a struggle. Both public outreach and legislation supportive of structural engineering are critical for the future of the profession. They represent a tremendous opportunity for SEAs to engage and represent their members in the community at large.

**Solutions**

* **Follow and pursue legislation**
  + Form partnerships with ACEC and other coalitions to follow legislation
  + Share Executive Director time/costs, and lobbyist costs.
  + Establish a committee to reach out to areas of the state where inventories of unsafe buildings are prevalent (URM, for example)
  + Use vulnerabilities as a forum for discussion with public and local legislators.
  + Assign or hire a person to follow pertinent legislation and report back
* **Establish outreach programs**
  + Provide opportunities for SEAs to get involved with local schools (presentations, scholarships).
  + Consider using Young Members as an effective link between students and practicing engineers.
  + Young members can generate and present relevant material to younger students
  + Use activities (bridge building, Lego shake table, tumble towers, etc.) for students to learn about structural engineering in a hands-on way.
  + NCSEA website and staff have materials to help SEAs with outreach.
  + Use Basecamp for Delegates to learn and share with other SEA leaders
  + Do not omit a key person in student efforts: the guidance counselors
* **Advocate for the profession**
  + Consider launching public service campaigns, alone or jointly with other​ SEAs on what SEs do and why it’s important to the public. Use NCSEA as a resource.
  + Consider hiring a PR firm on behalf of local SEs
  + Work with outspoken SEs to present their views to non-structural engineers about the profession.
  + Consider using social media as a forum for spreading structural engineering news and information.
* **Engage with Building Officials**
  + Collaborate with local building departments on code adoption issues, using Executive Director or part-time Admin to assist with managing the process.
  + Volunteer the MO to serve as a resource for building officials for the purposes of building their technical proficiency.

For additional information see: [**“Advocacy”**](https://netforum.avectra.com/public/DocumentGenerate.aspx?wbn_key=650FC4F8-BDF7-45DE-9A23-6393F4BDA5C6)