**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)