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"**