

TO: NSPE Board of Directors

cc: House of Delegates
NSPE Committee, Task Force, Council and Interest Group Chairs
State Society Presidents and Presidents-elect
State Society Executives Council
NSPE Past Presidents

FROM: Mark J. Golden, FASAE, CAE 
Executive Director

DATE: 17 May 2017

RE: Board Update: May 1-15, 2017

Discussions into the proposed membership business model continue as state and national leaders assess and probe the proposal to understand its implications for NSPE, collectively, as well as for their own individual states. Regional directors continue to field questions and facilitate dialogues on the matter during their regular, monthly conference calls with state leaders. As the spring calendar of state meetings picks up, national directors and officers are increasingly being asked to participate in state society board meeting discussions, which they are more than happy to do. This week, the House of Delegates (and other interested state society leaders) engaged in another webinar to discuss the proposal, the third such opportunity for delegate business model discussions since June of last year, when the HoD directed that the project move forward. (There will be two more HoD webinars between now and the vote in Atlanta.) The State Society Executives Council (SSEC) devoted much of their May 3rd call to the model, as they have on each of their four conference call meetings since October.

Just in the last two weeks, the national board has spent a total of nearly nine hours, over the course of three days in conference call meetings to review questions and discuss the feedback from states, generated since the detailed analysis of Working Group I's proposal was circulated in April. On May 10th, the board made adjustments and additions to the model in response to the feedback. The board is currently starting up Working Group II, which will address implementation questions and keep the process of perfecting the model going. (Each region may appoint one volunteer leader and one state exec to the working group.)

I want to thank the directors and officers who have spent so much time over the past several weeks collecting and responding to questions from state leaders. With 53 state and territorial societies, each with unique situations and concerns to be addressed, this has been a monumental task. Prior to the most recent HoD call, we were able to organize and condense the questions into an [online FAQ](#) that I sincerely hope is helpful. As each of you continue your conversations with states, we will add and expand upon that online resource.

While most state societies will not take formal action on the proposal until much closer to the House of Delegates General Assembly meeting itself, a few states have already taken official action on the model proposal.

NSPE encourages states to use the information in this report in newsletters or other updates to their membership to inform members on the activities of NSPE. As a suggestion, it may be most useful to take the bullets of most interest from the transmittal email. The full report (and past reports) can always be found [online](#).

Specifically, the California, Michigan, Nebraska, South Carolina and Texas societies have formally adopted positions in support of the business model. I will keep you informed as other states take action.

Championing the PE License

NSPE sent a letter to the Office of Personnel Management urging the department to revise its individual occupational requirements for all “Professional Engineering Positions, 0800.” OPM’s use of the term “professional engineering” to define positions that are not professional engineering positions creates substantial confusion about job scope and responsibilities. NSPE, therefore, urges OPM to stop using the term “Professional Engineering Positions” and to retitile the classification as “Engineering Positions.” In the [letter](#), NSPE President Kodi Verhalen, P.E., Esq., F.NSPE, states, “NSPE advocates that federal employees who are in responsible charge of engineering activities should be required by federal agency policy to be licensed professional engineers in at least one jurisdiction. NSPE urges OPM to revise the engineering licensure standard to require compliance with state licensure laws.”

NSPE and the Professional Engineers of Oregon are urging state legislators to oppose a bill that would enable commercial interior designers to engage in the practice of engineering. The bill (H.B. 2153), if enacted, would permit commercial interior designers to practice engineering if they have completed a voluntary certification program. In the [letter](#) to the co-chairs of the Oregon Joint Committee on Ways and Means, NSPE President Kodi Verhalen and PEO President Matthew Cash state, “The professional engineering licensure process, and the verification process by the State Board of Examiners for Engineering and Land Surveying of those deemed to meet the basic education and testing requirements to train in the practice of engineering, demonstrates an engineer’s qualifications and commitment to the highest standards of engineering practice. We urge you to oppose H.B. 2153 and any legislation that exempts professional engineering licensure for the practice of engineering as defined by the State of Oregon.”

Education and experience requirements are a vital component of the engineering licensure process. In a [new report](#), Education and Experience Requirements for Professional Engineers” NSPE provides a comprehensive overview of state requirements so that NSPE members, state societies, professional engineers, and the public can better understand the laws and regulations that define these requirements for the professional engineer. The report is available to members at no cost and can be purchased by non-members.

NSPE reports on various aspects of professional engineering practice are [available on the website](#) to members at no cost. These reports cover continuing education requirements, definitions of the practice of engineering, education and experience requirements for PEs, exemptions to engineering licensing laws, and state licensing fees.

Ethical Guide to the Profession

The 2017 edition of *A State-by-State Summary of Liability Laws Affecting the Practice of Engineering* is now available for purchase on the [website](#). Members get half off the purchase price.

Powering Professional Advancement

All the professional and leadership sessions are confirmed for the [2017 PE Conference](#) in Atlanta, putting us well ahead of schedule compared to this time last year. Attendees can earn up to 12 PDHs for the two days of learning. Highlighted speakers include Min Tang, PhD, a leader from the Virginia Tech Flint Water team speaking on ethical issues related to the Flint water crisis (speaking on Thursday, July 20th) and Assistant Commissioner Calvin Farr, Jr., P.E., from the City of Atlanta's Department of Watershed Management (DWM) who will be a panel speaker on a water management session, (Friday July 21st). Major topics areas for the 2017 PE Conference are ethics, energy, infrastructure, sustainability and the future of the profession. Currently there are 97 registered for the conference. Early bird registration discounts end May 31st.

Uniting the PE Community

The feature articles in the May/June issue of *PE* about [sexual harassment](#) and [bias](#) in the engineering workplace have generated 34 posts in the Open Forum of NSPE's [Communities](#). Posts on professional education and the industrial exemption have also sparked conversation, with 31 and 26 posts respectively.

It was a real pleasure to attend the Raytheon MATHCOUNTS National Finals again this year and tweet the results of the Countdown Round as it was happening. NSPE President Kodi Verhalen captured the decisive moment in the competition on [video](#). 2017 National Champion Luke Robitaille's reaction is certainly priceless and was widely circulated across the social networks. Kodi also MC'd the Awards Ceremony and Banquet, presenting Robitaille the \$20,000 Donald G. Weinert college scholarship (named for the former NSPE Executive Director) and a trip to the U.S. Space Camp.

NSPE officers and board members participated in the following meetings and events during the first two weeks in May:

- President-elect Tom Roberts met with the Executive Committee of the Rhode Island Society of Professional Engineers in Newport on May 4th before traveling to Columbus, NE to participate in the 2017 annual conference of the Nebraska Society of Professional Engineers;
- President Kodi Jean Verhalen attended the 2017 annual meeting of the Michigan Society of Professional Engineers in Ann Arbor; and
- Western & Pacific Region Director Greg Latreille traveled to Sunriver, OR to represent NSPE at the annual meeting of the Professional Engineers of Oregon.

From now until the end of June, officers, directors, volunteers and staff will represent NSPE at [seventeen](#) state and territorial meetings. In addition, President Verhalen will be traveling internationally first to St. John's, Newfoundland to attend the 2017 Annual General Membership Meeting of Engineers Canada and then to Tokyo to meet with and address members of the Japan Society of Professional Engineers and the Japan Accreditation Board of Engineering Education. She will also be visiting NSPE's Guam affiliate during her visit to the South Pacific.

Attached is the third quarter analytics on the NSPE website (NSPE.org). Nearly a quarter of a million users visited the site from January through March, and there were more than three-quarter of a million page views. The NSPE Code of Ethics remains the most frequently downloaded item from the website (more than 11,000 downloads last quarter;

almost 15% of visits to the NSPE site begin on the ethics page). It is also encouraging that the second most visited page (after ethics) is the “What is a PE?” section, which received 44,036 views.

The bounce rate is the percent of visitors who look at only one page on the site and then immediately leave. It can be a good measure of engagement: high bounce rates can mean the content didn’t live up to expectations or grab the user’s attention. The bounce rate on the NSPE homepage (33.63%) is extremely low, an excellent indication that the page effectively encourages visitors to view more pages and dig deeper into the site. The average user session lasts 2.08 minutes, which is quite high.

Slightly more than 20% of traffic to the site is coming from mobile devices. Facebook continues to be the primary social media driver of traffic to the site, far ahead of Twitter and LinkedIn.

And remember, you always have access to NSPE leadership resources in the [Leadership Toolbox](#). This includes [talking point](#) scripts and presentations for use by NSPE officers, board members, and other leaders during state visits, chapter meetings, or other venues to promote NSPE and its activities, updated on an at least quarterly basis. Current board members can access an online library of board meeting materials (past, current and future) through the online board book site, ([BoardBookIt](#)).

If you want to review NSPE’s history and how that has been translated into current plans with a future-focus, NSPE’s purpose, mission, vision and a history of the *Race for Relevance* and the resulting Strategic Plan is summarized in a section called “[Who We Are and What We Do](#).”

NSPE.org Quarterly Report

FY 2016-17 Q3 Report

(January - March 2017)

The purpose of this report is to help us know our visitors and how our website is performing. The key findings are listed at the beginning of the report.

Key findings of this report:

- 231,799 users visited the website, generating 319,882 sessions, 782,517 pageviews.
- On average, users viewed 2.45 pages per session with an average session duration of 2.08 minutes.
- Returning visitors (30.1%) decreased by 3% since the last quarter (33%).
- 67.48% of the traffic to NSPE.org was the result of searches (Google, Bing, Yahoo). The following key words were used in an external search that brought people to the website: nspe; join now; pe; professional engineer; national society of professional engineers; national engineers week; engineers week; national engineers week 2017; engineering ethics; pe license; webinar; engineering week; nspe code of ethics; engineering code of ethics; code of ethics for engineers.
- Top ten most visited pages: Code of Ethics (47,132 sessions); What is a PE? (44,036); homepage (35,320 sessions); National Engineers Week (16,414 sessions); How to Get Licensed (13,856); Ten Exciting and Fun Facts About Engineering (12,654 sessions); Demonstrating Qualifying Engineering Experience for Licensure (6,415 sessions); Licensure FAQs (6,019 sessions); Licensure (4,577 sessions); Fifteen Free Courses (4,492 sessions).
- Most popular download: Code of Ethics for Engineers (11,681)
<https://www.nspe.org/sites/default/files/resources/pdfs/Ethics/CodeofEthics/Code-2007-July.pdf>

EFFECT/IMPACT

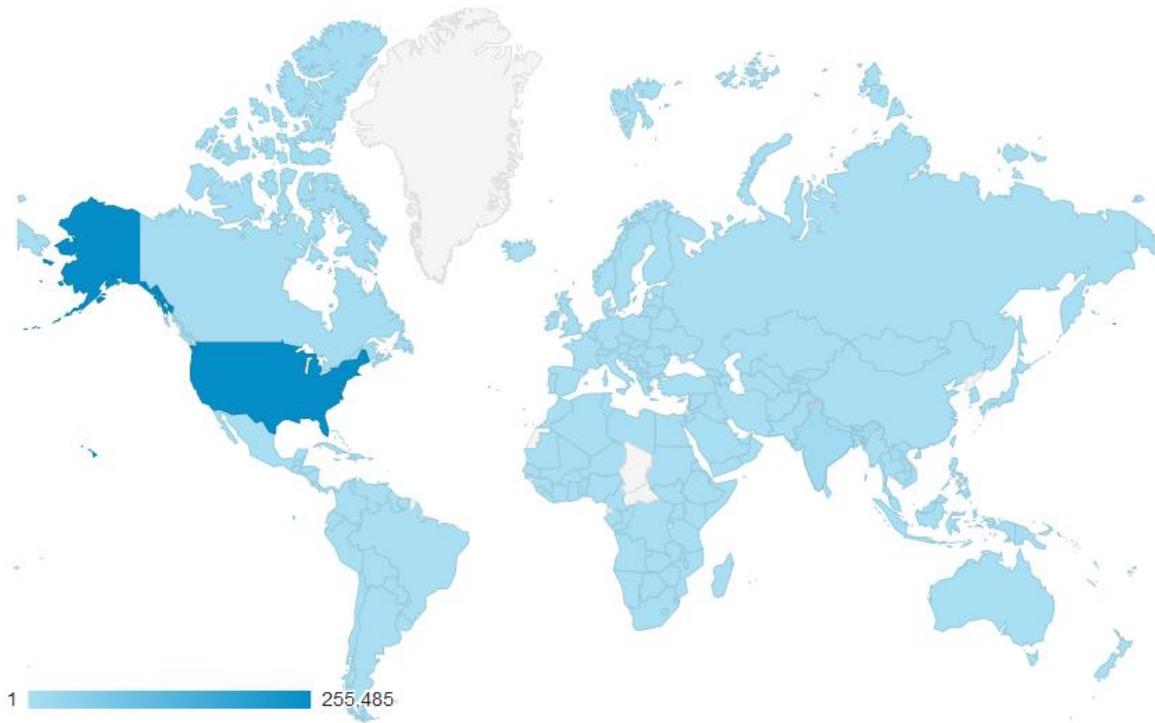
1. How many people visited the website?

231,799 users visited the website, generating 319,882 sessions and 782,517 pageviews.



How visitors flow: Visits to the site are highest Monday, Tuesday, and Wednesday, then begin to fall off with Saturday being the least visited day of the week. The above graph shows a drop in visits over the weekend.

The geographical distribution of visitors is mostly from the US (79.87%), followed by India (3.65%), Canada (1.92%), Philippines (1.28%), United Kingdom (1.11%), Malaysia (1.02%), and other countries make up less than 1% of the distribution: Nigeria, Saudi Arabia, Pakistan, Mexico, South Korea and many more.

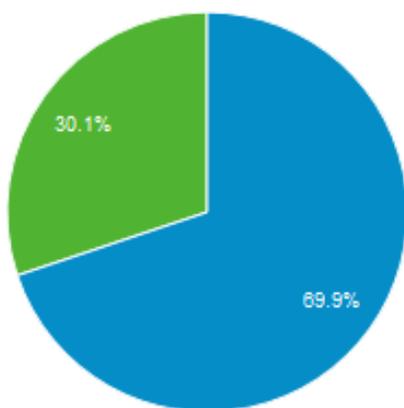


PERFORMANCE/ENGAGEMENT

2. How engaged were visitors while on NSPE.org? There's a few metrics to look at for engagement:

- **Bounce Rate** 59.65%
- **Average pages per session** 2.45
- **Average time on site** 2.08 minutes
- **Percent new visitors** 69.9% vs. **returning visitors** 30.1%

■ New Visitor ■ Returning Visitor



Bounce rate is the percent of visitors who look at only one page on the site, and then immediately left. This can be a measure of engagement. High bounce rates can mean the content didn't live up to people's expectations. High bounce rates of about 70% can indicate the content doesn't match people's expectations. The bounce rate is about the same this quarter (59.65%) compared to last quarter (58%).

Returning visitors (30.1%) is slightly down from the last quarter (33%), but continues to indicate that visitors are coming back to the website because they find the content helpful.

TRAFFIC SOURCES

3. Where do these visitors come from?

67.48% of visitors came from search (Google=61.27%; Bing; Yahoo), 17.69% came directly to the site (by typing in the address or using bookmarks or e-mail links), and the remaining 13.89% came from links on other websites (referrals – all websites that link to our site.) 0.89% of the visitors came from social media.

20.97% of traffic is coming from mobile devices and 3.05% of traffic is coming from tablet. This information can help drive decisions when developing mobile apps. Apple iPhone accounts for 42.04% of the mobile devices.

55.33% of visitors are using Chrome as a browser, followed by Safari (15.73%), Internet Explorer (14.56%), Firefox (7.78%), Edge (3.75%) and a few others.

SOCIAL TRAFFIC

4. Where does social traffic originate? We can identify the social networks where people engage with our content. This section will help us learn about each and identify our best performing content on each social network.

Social media accounts for 0.89% of referrals or 2,858 sessions. Facebook makes up the majority with 1,704 sessions, followed by Twitter (437 sessions), LinkedIn (383 sessions) on the social networks.

On Facebook with 1,704 sessions, people shared links to the following pages: Federal Engineer of the Year Award (433 sessions); Code of Ethics (178 sessions); NSPE.org (168 sessions); National Engineers Week (143 sessions).

On Twitter with 437 sessions, people shared links mostly to NSPE.org (124).

On LinkedIn with 383 sessions, people shared links to various pages. The most popular were NSPE.org, National Engineers Week, and various Latest News pages.

SEARCH TERMS

5. What were our users looking for? What keywords did people search for that brought them to the website?

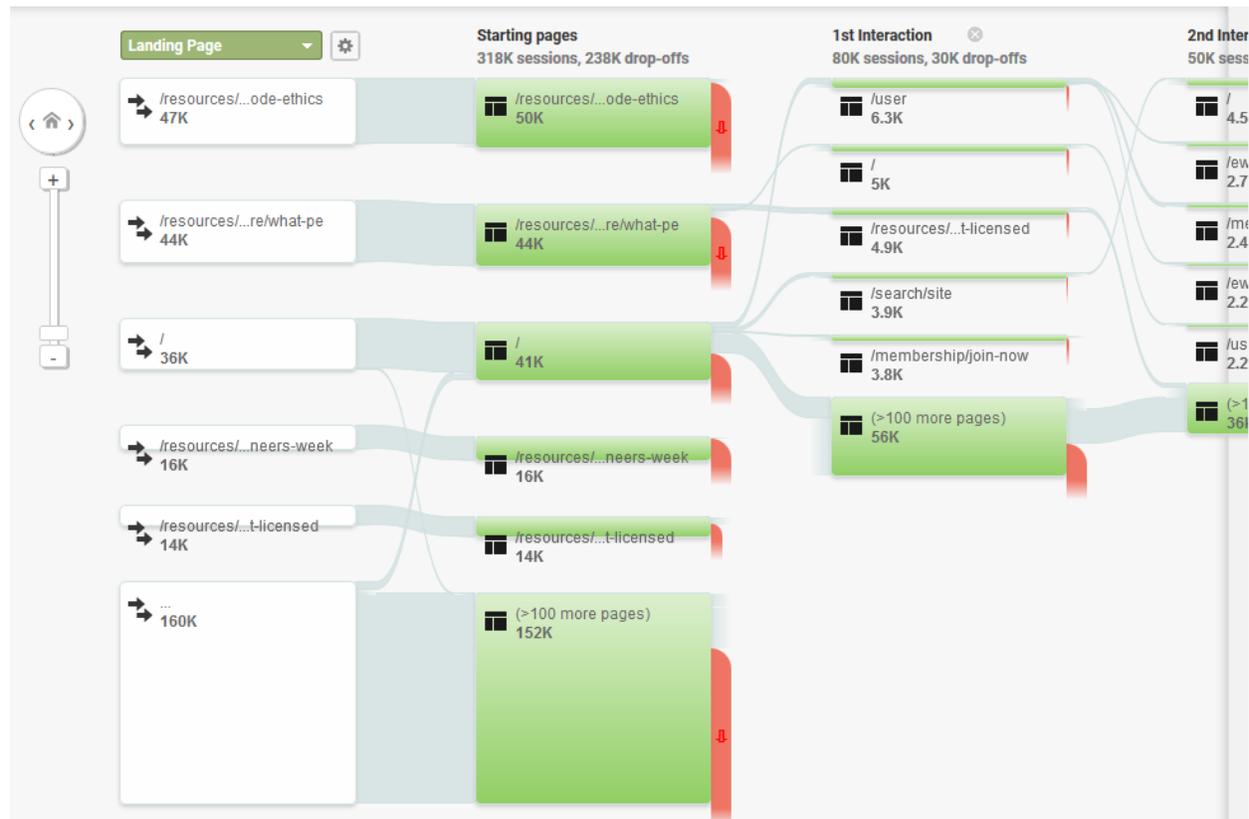
The following is a list of external search words: nspe; join now; pe; professional engineer; national society of professional engineers; national engineers week; engineers week; national engineers week 2017; engineering ethics; pe license; webinar; engineering week; nspe code of ethics; engineering code of ethics; code of ethics for engineers.

BEGINNINGS

6. Where do visits begin? What percentage started on the homepage? This is good to know for your first impression from users.

14.73% of traffic to the site began on the “Code of Ethics” page; 13.77% began on the “What is a PE” page; 11.04% began on the homepage; 5.13% began on National Engineers Week page; 4.33% on the “How to Get Licensed” page; and 3.96% began on the “Ten Fun and Exciting Facts About Engineering” page.

15% of the visits that began on a “Code of Ethics” page left the site without viewing any other pages. The remaining visitors continued to other sections of the sites: Ethics; NSPE homepage; Ethics Resources; Ethics Examination; Site Search (246 sessions).



CONTENT INTERESTS

7. What pages are users viewing?

Top ten most visited pages: Code of Ethics (47,132 sessions); What is a PE? (44,036); homepage (35,320 sessions); National Engineers Week (16,414 sessions); How to Get Licensed (13,856 sessions); Ten Fun and Exciting Facts About Engineering (12,654 sessions); Demonstrating Qualifying Engineering Experience for Licensure (6,415 sessions); Licensure FAQs (6,019 sessions); Licensure (4,577 sessions); and, Fifteen Free Courses (4,492 sessions).

Primary navigation sections: Resources (49.91%), Eweb (Shop NSPE and My Account Profile 19.24%), Membership (9.78%) received 78.93% of the total pageviews.

Within Resources on the primary navigation “Licensure” and “Ethics” received the most page views.

Within Membership on the primary navigation “Join Now”, “Member Benefits”, and “About NSPE” received the most page views.

Most popular download: Code of Ethics for Engineers PDF (11,681)
<https://www.nspe.org/sites/default/files/resources/pdfs/Ethics/CodeofEthics/Code-2007-July.pdf>

SHARING & PRINTING

8. What content is being shared and printed? Website visitors can easily share or print content on the website using the share icons on all pages. Visitors have printed 225 pages and shared several pages using the following channels: Email (40); Facebook (147); Twitter (114); and, LinkedIn (65).

There's a wide range of pages being shared and printed on the site.

The following pages are being printed: Code of Ethics; What is a PE; Demonstrating Qualifying Engineering Experience Licensure; Code of Ethics Examination.

The following are a few pages that are being shared on Facebook and Twitter: National Engineers Week; What is a PE; About NSPE; Code of Ethics; Ten Fun and Exciting Facts About Engineering.

HOMEPAGE ANALYTICS

9. Where are users going from the homepage? Once on the homepage on the left side navigation, visitors navigated to:

- Log In (13%),
- Join Now (4.2%)
- Why Join (2.0%)
- Renew Now (2.2%)
- Member Benefits (2.6%)
- Types of Membership (2.7%)
- About NSPE (3.7%)
- Who We Are & What We Do (1.6%)
- Licensure (3.6%)
- Continuing Education (3.9%)
- Ethics (5.4%)
- Issues and Advocacy (1.5%)
- Career Center (1.5%)
- Interest Groups (0.4%)
- Professional Liability (0.5%)
- Partners and State Societies (0.5%)
- News & Publications (1.1%)
- Students (1.7%)
- NSPE Educational Foundation (0.4%)
- PE Conference (1.4%)
- Press Room (0.3%)
- Podcasts (0.2%)
- Professional Engineers Day (.5%)
- NICET Certification (0.4%)
- Calendar of Events Green Button (0.5%)

A small percentage of visitors (0.4%) clicked on links on the right hand column of the page.

The bounce rate on the homepage is 33.63%, an excellent indication that the page effectively encourages visitors to view more pages and dig deeper into the site. Website visitors spend an average of 1.23 minutes on the homepage.