2 – Region Operations

Brainstorming Sessions – Region 3

1. Region

2. Project Contact

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3. Project Category

Section and Branch Brainstorming Sessions

4. Project Description

The brainstorming session is intended to be conducted by a governor, a director, or a national officer. The following components are:

1. Ask each Officer to name one attribute, success, or program of which they are proud or of which they believe have merit, or of which they believe is successful.

2. Ask each Officer to name a struggle or challenge for the unit.

3. Build upon the successes and challenges to facilitate the identification of a Step Up in the unit program.

4. Facilitate a discussion regarding the individual nature of the unit.

Help the Officers discover new opportunities based upon based upon the above feedback:

1. Continuing Education

2. New Program Opportunities

3. Collaborations with other engineering groups, and with neighboring Sections and Branches.

4. ASCE Strategic Initiatives

5. Membership Development, including using the ASCE Pizza Initiative

6. Large Civil Engineering Employer Engagement
7. Life Members  
8. Young Member Groups  
9. Student Chapters  
10. Public relations  
11. Sponsoring a Civil Engineering Club  
12. Mobilizing Reserve Funds directed at Membership Recruitment  
13. Establishing Institute Chapters  
14. Holding Local Infrastructure Updates in collaboration with Local Municipal, County, and State Engineers  
15. Family Friendly Social Events  
16. Create Legislative Forums with Local Legislators, State Senators, and Congressmen

| 5. The Process  
(What you did, When and How) |
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| 6. Those in Charge  
(Committee, Task Committee, Etc.) |
| Governor, Director, or National Officer |
| 7. Time Frame  
(When Started, When Completed) |
| Single, two-hour event |
| 8. Success Factors  
(The Parts that Worked Really Well) |
| The session is successful if the Unit Officers discover a new initiative that generates excitement. |
| 9. Setback Factors  
(The Parts that did Not Work Well) |
| 10. Creativity  
(This is something off the wall that we did) |
| No ideas are bad. |
| 11. Administration  
(What was most Important) |
| Plan ahead, schedule a mutually convenient time, and feed the participants. |
| 12. Follow-Up  
(What was most important?) |
| Communicate to assure the Step Up happens. |
| 13. Recommendations  
(What you should ALWAYS do with this project?) |
| Be positive and inspiring |
| **14. Cautions**  
(What you should NEVER do with this project?) | Learn from the negatives and failures. Strengthen them. Don’t dwell on them. |
| **15. The Outcome** | Stronger Unit Programs |
| **16. Ongoing Activity**  
(Would you do it again?) | Yes |
| **17. Speaker Contact information**  
(person from your Region who would be willing to speak about the Best Practice) | |
| Name | John Fraunhoffer |
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| **18. Additional Comments** | |