

**AMERICAN SOCIETY OF CIVIL ENGINEERS
REGION 9
STRATEGIC PLAN
AND
IMPLEMENTATION ACTION ITEMS
2014-2015
Approved: 12/09/14
Revisions Added: 02/11/15**

INTRODUCTION

Region 9 of the American Society of Civil Engineers (Society) is comprised of approximately 15,100 civil engineers and affiliate members, and approximately 3,700 civil engineering students. Region 9 is organized into the following organizational entities: 4 Sections; including 1 Life Member Group, 13 Younger Member Forums, 25 Student Chapters, and 13 Institute Local Chapters and 7 Technical Groups. *(Data as of October 2014.)*

This Strategic Plan was prepared in order to focus on matters most important to the Region 9 and the civil engineering profession, and how our profession can best contribute to the people we serve.

SUMMARY

This Plan has 4 goals that are essential for Region 9 to be successful in carrying out the Society delegated responsibilities:

1. Communicate with the entities within Region 9 to serve member needs and facilitate collaborative activities between these entities
2. Advocacy for Infrastructure improvement, including legislative and policy support
3. Expand Region 9's Sustainability Initiatives
4. Increase Region 9 Activities Related to the Societies Raise the Bar Initiative
5. [TBD]

The highest priority will be given to goal numbers 1, 2, and 3. Goal number 4 will be implemented if progress is being made on goals 1,2,and 3. Goal number 5, which is to be determined in the future face-to-face meetings during FY 2015, will be implemented after the successful implementation of goal numbers 1, 2, and 3. Some of the action items in Goals 1, 2, and 3 are continuous as indicated in the "Time Frame" column.

AMERICAN SOCIETY OF CIVIL ENGINEERS
REGION 9
STRATEGIC PLAN
AND
IMPLEMENTATION ACTION ITEMS
2014-2015
 Approved: 12/09/14
 Revisions Added: 02/11/15

ACTION ITEM	END PRODUCT	RESPONSIBLE FOR IMPLEMENTATION	TIME FRAME
<i>GOAL #1 Communicate with the entities within Region 9 to serve member needs and facilitate collaborative activities between these entities</i>			
<i>Objective 1.1 - Improve communications between Region 9 and its entities to increase members' awareness of Region 9 activities and of civil engineering issues that are of statewide significance.</i>			
1.1.1 Regular contact and sharing of advice by Section Governors with Sections and Branches	Address areas of need for Sections and Branches	All Geographic Governors	Continuous
1.1.2 Attend meetings at the following local organizational entities: Section, Branch, Life Member, Younger Member, and Student Chapters	Communicate with local members and identify areas of need for these entities	All Geographic Governors	Continuous
1.1.2.1 See Attachment for Action Item 1.1.2 for Specific Action Items for Success			
1.1.3 Attend meetings of Local Institute Chapter and Technical Group	Establish relationship with local institute chapters and Technical Groups in each the geographic area and identify areas of need of the entities	Geographic Governors with help from At-Large Governors	Continuous
1.1.4 Attend meetings of Engineer without Borders student and local chapters	Establish relationship with local institute chapters in each the geographic area and identify areas of need.	Geographic Governors with help from At-Large Governors	Continuous

**AMERICAN SOCIETY OF CIVIL ENGINEERS
REGION 9
STRATEGIC PLAN
AND
IMPLEMENTATION ACTION ITEMS
2014-2015
Approved: 12/09/14
Revisions Added: 02/11/15**

ACTION ITEM	END PRODUCT	RESPONSIBLE FOR IMPLEMENTATION	TIME FRAME
<p>1.13 Publish monthly articles in Section newsletters about recent or upcoming ASCE activities of statewide significance</p>	<p>Newsletter articles of interest to all organizational entities within Region 9</p>	<p>Coordinated by Region 9 Vice Chair, Mark Norton to assure submittal of newsletter articles written by Board of Governors, Region 9 Committee Chairs, and Section Presidents or local Institute Chapter designee</p>	<p>Monthly in accordance with the approved "Newsletter Article Schedule"</p>
<p>1.14 Provide education about ASCE Region's role and obtaining feedback from attendees at the Multi-Regional Leadership Conference about how Region Governors can further assist Region 9 organizational entities. Encourage YMF and Student Chapter involvement</p>	<p>Offer advice and support in addressing common issues of concern.</p>	<p>Chair of Committee on Communication with Sections and Branches, Richard Haller, Board of Governors, and Region 9 Advocate, Richard Markuson.</p>	<p>Conduct quarterly conference calls with Section and Branch leaders</p>
<p><i>Objective 1.2 - Facilitate collaborative activities between all ASCE groups within Region 9 to help address the common challenges with membership, fund raising, member engagement, leadership succession, and promoting the civil engineering profession within their areas.</i></p>			

**AMERICAN SOCIETY OF CIVIL ENGINEERS
REGION 9
STRATEGIC PLAN
AND
IMPLEMENTATION ACTION ITEMS
2014-2015
Approved: 12/09/14
Revisions Added: 02/11/15**

ACTION ITEM	END PRODUCT	RESPONSIBLE FOR IMPLEMENTATION	TIME FRAME
<p>1.2.1 Coordinate and promote ASCE National, Sectional and Branch membership within each Section and Branch by sharing best practices and ideas; to be achieved through the following steps:</p>	<p>A 10% increase in membership</p>	<p>Membership Committee Chair, Gregg Fiegel</p>	<p>Assess and evaluate achievement of membership outcomes by December 31, 2015</p>
<p>1.2.1.1 See <u>Attachment for Action Item 1.2.1.1</u> for Specific Action Items for Success</p>			
<p>1.2.2 Coordination between Section Presidents and the Board of Governors through monthly teleconferences calls and the three face to face meetings</p>	<p>All Section Presidents and Geographic Governors participate</p>	<p>All Geographic Governors, Director and Section Presidents</p>	<p>Continuous</p>
<p>1.2.3 Bring practicing engineers and infrastructure industry advocates together to discuss statewide issues related to infrastructure at an annual Infrastructure Symposium</p>	<p>Successful Infrastructure Symposium with 5% growth in participation each year.</p>	<p>Different designated Section each year with Region 9 participation as follows:</p> <ul style="list-style-type: none"> • Symposium Committee Chair, Jim Frost; • Water Committee Chair, Xavier Irias; • Transportation Committee Chair, Ken Rosenfield; • Government Relations Committee Chair, Tyler Lawson; • Region 9 Administrator, Lori Campbell 	<p>Annually in the spring</p>

**AMERICAN SOCIETY OF CIVIL ENGINEERS
REGION 9
STRATEGIC PLAN
AND
IMPLEMENTATION ACTION ITEMS
2014-2015**

Approved: 12/09/14

Revisions Added: 02/11/15

ACTION ITEM	END PRODUCT	RESPONSIBLE FOR IMPLEMENTATION	TIME FRAME
1.24 Celebrate civil engineering excellence by recognizing outstanding projects and individuals at an annual Awards event	Successful Awards event with 5% growth in participation each year.	Different designated Section each year with major Region 9 participation as follows: <ul style="list-style-type: none"> • Awards Committee Chair, Kwame Agyare; • Region 9 Administrator, Lori Campbell 	Annually in the spring
1.25 Facilitating training for Section, Branch, Younger Member, and Student Chapter officers in ASCE Regions 8 and 9 at the annual Multi-Regional Leadership Conference	All Section Presidents and Geographic Governors participate	Director and Section Presidents	Annually in the winter at the Multi-Regional Leadership Conference
GOAL #2 Infrastructure advocacy, including legislative and policy support			
Objective 2.1 - Region 9, working with its Legislative Advocate and with input from each of the Sections, will continue to support and promote statewide policies that benefit the public through enhanced quality of life, safety, and support of sustainable systems.			
2.1.1 Tracking legislation and reaching out to public officials regarding issues related to water and transportation infrastructure and policy; principally led by the Water and Transportation Committees of the Region 9 Board of Governors	Track legislation and relationships with public officials that are of interests to the Sections and Branches	Water Committee Chair, Xavier Irias; Transportation Committee Chair, Ken Rosenfield; and Region 9 Advocate, Richard Markuson.	Continuous

**AMERICAN SOCIETY OF CIVIL ENGINEERS
REGION 9
STRATEGIC PLAN
AND
IMPLEMENTATION ACTION ITEMS
2014-2015
Approved: 12/09/14
Revisions Added: 02/11/15**

ACTION ITEM	END PRODUCT	RESPONSIBLE FOR IMPLEMENTATION	TIME FRAME
2.1.2 Tracking legislation and reaching out to public officials regarding issues not related to water and transportation infrastructure and policy	Track legislation and relationships with public officials that are of interests to the Sections and Branches	Government Relations Committee Chair, Tyler Lawson; and Region 9 Advocate, Richard Markuson.	Continuous
2.1.3 Identify the Key Contact members within Region 9 and involve them in the statewide notification process for Region 9 support of legislation	All Key Contacts participant in notifying their legislators when Region 9 takes a position on pending legislation	Government Relations Committee Chair, Tyler Lawson	Continuous
2.1.4 Develop and update the California Infrastructure Report Card and other public outreach tools about the importance of investment in infrastructure and education on the condition of California infrastructure	Infrastructure Statewide Report Card which updated every six years	Report Card Committee Chair, Yaz Emrani; and Government Relations Committee Chair, Tyler Lawson	Plan a six year cycle Last report card published in 2012 Next report card to be published in 2016
2.1.5 Organize Legislative Activities	Ongoing activities that brings ASCE members from each of the four Sections to meet with Federal, State and Local elected officials to discuss critical issues that can be addressed by the civil engineering profession		In the spring, legislative fly-in to Sacramento for legislative process training and meetings; and In the fall, Section Legislative drive-in to local legislators offices
2.1.6 Publish monthly articles in each of the Section newsletters, written by the Legislative Advocate	Legislative update articles	Region 9 Vice Chair, Mark Norton; and Region 9 Advocate, Richard Markuson	Monthly

**AMERICAN SOCIETY OF CIVIL ENGINEERS
REGION 9
STRATEGIC PLAN
AND
IMPLEMENTATION ACTION ITEMS
2014-2015
Approved: 12/09/14
Revisions Added: 02/11/15**

ACTION ITEM	END PRODUCT	RESPONSIBLE FOR IMPLEMENTATION	TIME FRAME
2.1.7 Seek opportunities to appoint ASCE members to State registration boards for the civil engineering profession	Find candidate and get them appointed to the next opening for the civil engineer position on BPELSG	BPELSG Committee Chair, Oscar Serrano; and Region 9 Advocate, Richard Markuson	Continuous
2.1.8 Assisting with designation of ASCE civil engineering landmarks of Statewide infrastructure significance.	Recognition of historic civil engineering of Statewide significance	History and Heritage Committee Chair, Chuck Spinks	At least one project per year
GOAL 3 Expand Region 9's Sustainability Initiatives			
Objective 3.1 - Increase Section Representation and Activities of the Region 9 Sustainability Committee			
3.1.1 Form the ASCE Region 9 Sustainability Committee consisting of representatives or Sustainability chairs from each ASCE Section in CA	Region 9 Sustainability Committee will have at least one Section Sustainability Committee Chair from each Section	Sustainability Committee Chair, Mark Norton	January 31, 2015
3.1.2 Hold regular conference call meetings every other month to coordinate activities and share progress on Section and Region goals.	Regular participation of Section Representatives	Sustainability Committee Chair, Mark Norton	Continuous
3.1.3 Increase the number of certified Envision Sustainability Professionals in Region 9 (355 ENV SP as of 10-22-14)	Increase of 25% over number of trained Region 9 members as of October 2014.	Sustainability Committee Chair, Mark Norton	October. 2015

**AMERICAN SOCIETY OF CIVIL ENGINEERS
REGION 9
STRATEGIC PLAN
AND
IMPLEMENTATION ACTION ITEMS
2014-2015
Approved: 12/09/14
Revisions Added: 02/11/15**

ACTION ITEM	END PRODUCT	RESPONSIBLE FOR IMPLEMENTATION	TIME FRAME
3.2.4 Increase the number of verified Institute for Sustainable Infrastructure (ISI) Project Awards in Region 9	Increase by 100% California received awards for 3 out of 5 nationwide ISI verified Award Projects as of October 22, 2014	Sustainability Committee Chair, Mark Norton	
<i>GOAL 4 Increase Region 9 Activities Related to the Societies Raise the Bar Initiative</i>			
<i>Objective 4.1 - Increase Section Representation and Activities for the Raise the Bar Initiative</i>			
4.1.1 Form the Region 9 Raise the Bar Task Committee	Task Committee with representation from all four Region 9 Sections	Region 9 Board of Governors	January 2015
4.1.2 Determine who among the Region 9 members would be interested in being Chair of the Region 9 Raise the Bar Task Committee	Task Committee Chair appointed	Region 9 Board of Governors	February 2015
4.1.3 Create Region 0 Specific Raise the Bar presentation from existing Society resource material	Presentation that can be used by Governors, Section and Branch Presidents, and others at local organization meetings	Raise the Bar Task Committee	March 2015

AMERICAN SOCIETY OF CIVIL ENGINEERS
REGION 9
STRATEGIC PLAN
AND
IMPLEMENTATION ACTION ITEMS
2014-2015
 Approved: 12/09/14
 Revisions Added: 02/11/15

Attachment for Action Item .1.1.2

Specific Action Items for Success

SPECIFIC ACTION ITEM	END PRODUCT	RESPONSIBLE FOR IMPLEMENTATION	TIME FRAME
1.1.2.1 Ensure that each local organizational entity is listed on a visit log and visited by a Governor or the Director as indicated under the "Time Frame" column	Visit logs required for Region9 annual report	External Secretary (Oscar Serrano) will review Regional Annual Report of Visits	Sections at least once (1) per year, Branches & YMF at least once (1) per year and Student Chapters at least once every three (3) years. Review visit logs monthly and report annually

**AMERICAN SOCIETY OF CIVIL ENGINEERS
REGION 9
STRATEGIC PLAN
AND
IMPLEMENTATION ACTION ITEMS
2014-2015
Approved: 12/09/14
Revisions Added: 02/11/15**

Attachment for Action Item 1.2.1

Specific Action Items for Success

SPECIFIC ACTION ITEM	END PRODUCT	RESPONSIBLE FOR IMPLEMENTATION	TIME FRAME
1.2.1.1 Student Transition: Inventory Region 9 officers lists to determine which groups currently elect/appoint membership chairs, officers, and/or committees. Ensure that all Region 9 Sections and YMGs have a membership representative	A 10% increase in membership	Membership Committee Chair, Gregg Fiegel	Deadline: December 31, 2015
1.2.1.2 Student Transition: Work with Sections to ensure all Region 9 student chapters have two active and enthusiastic Practitioner Advisors; encourage recruitment of a younger member for one of the PA positions at each student chapter	A 10% increase in membership	Membership Committee Chair, Gregg Fiegel	Deadline: December 31, 2015
1.2.1.3 Student Transition: Pilot at least one YMG/student chapter- sponsored "graduation ceremony" in each Section where students are recognized for their achievements and strongly encouraged to sign-up for Associate Membership.	A 10% increase in membership	Membership Committee Chair, Gregg Fiegel	Deadline: December 31, 2015
1.2.1.4 Student Transition: Pilot at least one student chapter alumni tracking plan in each Section where students collect contact information from seniors prior to graduation.	A 10% increase in membership	Membership Committee Chair, Gregg Fiegel	Deadline: December 31, 2015