

## Brainstorming Sessions – Region 3

<b>1. Region</b>	3
<b>2. Project Contact</b>	
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<b>3. Project Category</b>	Section and Branch Brainstorming Sessions
<b>4. Project Description</b>	<p>The brainstorming session is intended to be conducted by a governor, a director, or a national officer. The following components are:</p> <ol style="list-style-type: none"> <li>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.</li> <li>2. Ask each Officer to name a struggle or challenge for the unit.</li> <li>3. Build upon the successes and challenges to facilitate the identification of a Step Up in the unit program.</li> <li>4. Facilitate a discussion regarding the individual nature of the unit.</li> </ol> <p>Help the Officers discover new opportunities based upon based upon the above feedback:</p> <ol style="list-style-type: none"> <li>1. Continuing Education</li> <li>2. New Program Opportunities</li> <li>3. Collaborations with other engineering groups, and with neighboring Sections and Branches.</li> <li>4. ASCE Strategic Initiatives</li> <li>5. Membership Development, including using the ASCE Pizza Initiative</li> <li>6. Large Civil Engineering Employer Engagement</li> </ol>

	<ol style="list-style-type: none"> <li>7. Life Members</li> <li>8. Young Member Groups</li> <li>9. Student Chapters</li> <li>10. Public relations</li> <li>11. Sponsoring a Civil Engineering Club</li> <li>12. Mobilizing Reserve Funds directed at Membership Recruitment</li> <li>13. Establishing Institute Chapters</li> <li>14. Holding Local Infrastructure Updates in collaboration with Local Municipal, County, and State Engineers</li> <li>15. Family Friendly Social Events</li> <li>16. Create Legislative Forums with Local Legislators, State Senators, and Congressmen</li> </ol>
<b>5. The Process</b> (What you did, When and How)	
<b>6. Those in Charge</b> (Committee, Task Committee, Etc.)	Governor, Director, or National Officer
<b>7. Time Frame</b> (When Started, When Completed)	Single, two-hour event
<b>8. Success Factors</b> (The Parts that Worked Really Well)	The session is successful if the Unit Officers discover a new initiative that generates excitement.
<b>9. Setback Factors</b> (The Parts that did Not Work Well)	
<b>10. Creativity</b> (This is something off the wall that we did)	No ideas are bad.
<b>11. Administration</b> (What was most Important)	Plan ahead, schedule a mutually convenient time, and feed the participants.
<b>12. Follow-Up</b> (What was most important?)	Communicate to assure the Step Up happens.
<b>13. Recommendations</b> (What you should ALWAYS do with this project?)	Be positive and inspiring

<b>14. Cautions</b> (What you should NEVER do with this project?)	Learn from the negatives and failures. Strengthen them. Don't dwell on them.
<b>15. The Outcome</b>	Stronger Unit Programs
<b>16. Ongoing Activity</b> (Would you do it again?)	Yes
<b>17. Speaker Contact information</b> (person from your Region who would be willing to speak about the Best Practice)	
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**18. Additional Comments**