**Continuing Education**

1. CONTINUING EDUCATION

**2.1 Geotechnical Seminar – South Jersey Branch**

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| **1. Section/Branch** | New Jersey Section, Central Jersey Branch |  |
| **2. Section/Branch Size** | Large |  |
| **3. Project Contact** |  |
| Name | Brian Mausert, 2009-2010 President |
| Phone Number | (908) 236-9001 |
| Email | bmausert@gpinet.com |
| **4. Project Category** | Continuing Education |
| **5. Project Description** |  |
| **6. The Process**(What you did, When and How) | Set up a geotechnical seminar with an expert known in the field. Seminar was conducted in November 2009. It was set up by identifying a speaker known for this expertise and had a course available. Conducted a comprehensive advertising campaign a couple of months prior to the event. Branch obtained the NYSPE Continuing Education credits through PIE. |
| **7. Those in Charge** (Committee, Task Committee, Etc.) | Geotechnical Committee Chair and Branch President Elect. (2 people) |
| **8. Time Frame**(When Started, When Completed) | August 2008 – November 2008. |
| **9. Success Factors**(The Parts that Worked Really Well) | Lecturer was great (Jerry Dimaggio). Provided documents to the class and was a good speaker. |
| **10. Setback Factors**(The Parts that did Not Work Well) | None – event was highly successful and raised a lot of money for the branch. It was important to conduct a lot of coordination for advertising, getting a hotel, and speaker on board months in advance. |
| **11. Creativity**(This is something off the wall that we did) | Worked with a graphic artist to produce seminar flier and mailings. Mailed to entire section not just branch members. Seminar was offered to non-ASCE members to increase attendance. |
| **12. Administration**(What was most Important?) | Advertisement far in advance of the seminar. |
| **13. Follow-Up**(What was most important?) | Providing continue education documents to PIE. No other follow- up was needed which made it a good event. |
| **14. Recommendations**(What you should ALWAYS do with this project?) | Line up speaker, advertisement, coordination well in advance (months). |
| **15. Cautions**(What you should NEVER do with this project?) | Avoid last minute activities. Work within a few months of an event is not good. |
| **16. The Outcome** | Made approximately $10K for the branch which was used to support Section Scholarship, E-Week, and Future City activities. |
| **17. Ongoing Activity**(Would you do it again?) | Yes – working on a similar event in 2009 |
| **18. Speaker Contact Information** (person from your Region who would be willing to speak about the Best Practice) |  |
| Name |  |
| Address |  |
| Phone Number |  |
| Email |  |
| **19. Additional Comments** |  |