Executive Director’s Report
9/25/20

CPD Opportunities
- An ADA seminar by Brett Bayard and Life Safety Code seminar by Warren Bonisch were held this month.
  9/16 – ADA via GoToWebinar – 18 attendees
  9/22 – LSC via GoToWebinar – 70 attendees
- An Ethics seminar by Jeff Pike was held in September via GoToWebinar with 117 attendees
- We have another Ethics seminar scheduled on October 1st with 66 attendees registered as of today.
- On October 14th we are having a Project Management seminar in Baton Rouge presented by Aziz Saber. 10 are registered for his seminar to date.

GoToWebinar
- If the annual purchase of GoToWebinar is approved, the Chapters are invited to use the subscription for their chapter meetings. See attached instructions and request form.

LES Minutes on Webpage
- Discussion item – We recently added the General Membership Minutes to the LES web page. Would the Board like to add the minutes from every Board Meeting to the web page? We would post the minutes with the attachments, minus the financial reports.

LAPELS Board Vacancies
- The LAPELS Board has one board member whose term will expire on March 31, 2021. Thomas Carroll, who is active in Government. Individuals who are interested in serving on the LAPELS Board will need to submit a resume and LES questionnaire to the State Office no later than December 11, 2020.
- Chris Knotts indicated that our nominations from February will be made soon. And perhaps the Governors Office will be looking for diversity in the future. Chris will speak on this when he joins the meeting today.

Advertising Campaigns were Launched
- An ongoing campaign has been launched to attract new advertisers in the Louisiana Engineer & Surveyor Journal. Both business card ads, full page, ½ page and ¼ page ads are being solicited. If your company is not advertising in the magazine, please consider taking out an ad!
GoToWebinar/GoToMeetings

LES has recently switched to GoToWebinar which comes with a free subscription to GoToMeeting. If the LES Board approves the annual purchase, the Chapters are invited to use the subscription for their chapter meetings.

What it will do for you
1. It will record your speaker and we can re-purpose (re-sell) the hour session as a PDH in our On-Demand Library.
2. It will handle registration for your chapter luncheon.
3. It will email the meeting notice and meeting reminders.
4. It will send out the PDH certificate when the luncheon is over.
5. It will collect the attendance sheet of those in attendance.

An LES staff person will be on-line to start the meeting and will hand off to the chapter co-organizer. Each chapter will need to identify a co-organizer as who will run the meeting.

After the meeting, LES State Office will email the co-organizer the attendance sheet for your chapter’s record keeping.

See the one-page request form attached.

Brenda Gajan
LES Executive Director
LES Chapter Meeting/GoToMeeting Request Form

Please return the following information to the state office at least one week prior to your chapter meeting.

Requests are taken on a first come, first serve basis, and are available during the office hours of 8:00 AM to 4:30 PM. If the date and time you requested are not available, we will contact you to reschedule as soon as possible.

Chapter: ________________________________________________

Date of Chapter Meeting: ____________________________________

Time of Meeting: __________________________________________

Title of Meeting: __________________________________________

PDHs Available? Yes No How Many Hours? ______

What is the fee to attend? ____________________________________

Speaker’s Name: __________________________________________

Speaker’s Email: __________________________________________

Chapter Co-Organizer Name: _________________________________

Chapter Co-Organizer Email: __________________________________

Do you need a certificate of completion sent out after the seminar? Yes No

Address of Meeting: ________________________________________

City: __________________________________ St: __________ Zip: _____

Company Name of Facility: _________________________________

Phone Number of Facility: _________________________________

Any other pertinent information: ______________________________
Recommendation from CPD Committee  
August 11, 2020  

Members of the LES ExCom met on August 11, 2020 and were given a demo on GoToWebinar. Brenda was granted permission to purchase a two month subscription to GoToWebinar in order to host and record the upcoming CPD seminars with the intent of repurposing those seminars with the OnDemand feature to make available to Engineers which would create residual income for the Society.

The CPD Committee recommends the annual purchase of GoToWebinar for future seminars, JESC, annual conferences, chapter use, etc. The committee feels that it would pay for itself. We ask that the LES Board approve the annual purchase of $2309 at its September 25 Board of Direction Meeting.

Sincerely,
Alan Krouse, PE
LES CPD Chairman
Recommendation from CPD Committee
August 20, 2020

Members of the CPD Committee discussed and voted by email on August 20, 2020, how much to price the recorded and repurposed Ethics seminar by Jeff Pike. The CPD committee members consisting of Alan Krouse, chairman, Gavin Gautreau, Jim Geihsler, Jason Murphy, Melanie Caillouet and Byron Racca approved the following with a motion and a second to price the repurposed Ethics seminar as follows;

**Member Rate - $25**
**Non-Member Rate - $35**

We ask that the LES Board approve this motion at its September 25 Board of Direction Meeting.

Sincerely,
Alan Krouse, PE
LES CPD Chairman
CPD Committee
9/25/20 Items for Discussion

Are our seminar prices competitive in today's market? If not, what should we be charging?

- If seminars are in-person, and room/lunch fees apply, then keep the price the same. This would encourage people to attend. If only virtual, with no room/lunch fees, I would consider lowering the price by (max) 25%. But both ADA and LSC should be treated the same. (G. Gautreau)
- Life Safety Code and ADA should be more costly than the others. It is required and we have additional expenses and should be a more in-depth product. The current price of about $30 per hour appears to be competitive. A live ethics for $25 is a great value. If our response decreases after the first time, we can decrease fee. Standard topics can cost less ($20 per PDH) (J. Geihlsler)

What are others charging for online seminars:

- NSPE - $150 per hour/15 free available on website for members (membership is $299 per year)
- Pdhengineer.com - $90 per course
- ASCE – Member fee $99/Non-Member fee $159 per 1.5 hours
- PDHLibrary.com - $10 per hour
- Red Vector - $100 per hour/Unlimited courses for $499 per year
- DiscountPDH.com - $27.00 for 3 hours
- Prof. Development Seminars - $350 for 15 PDH
- Executive Watch – Recording only - $219/Recording & Live Webinar - $279
- Dept of Labor Overtime Regulations – 90 Min seminar
  - Live Webinar - $199
  - Live & Recorded - $269
  - Live & Transcript - $249
  - Live & Training CD - $450
  - Recorded on Demand - $239

Should LES still offer in person seminars OR GoToWebinar Only?

- I think offering both formats provide a wider net and may increase attendance. I would keep both formats in the future (post Covid). Broadcasting from the in-person site. (G. Gautreau)

If Webinar only - what should we charge for those sessions?

- The need for these classes will remain (post Covid). If webinar only, I would suggest the same cost. Webinars have a convenience value, which would make me lean to keeping the same cost...possibly reducing by max 25% (G. Gautreau)
- I think that the pre-recorded sessions cost the same as the live sessions. Many pre-recorded seminars can generate additional revenue and provide last minute PDH purchases, but it can also devalue live events if we charge less for these OnDemand seminars. (J. Geihlsler)
Other Comments Received

I am confident that we should be able to cover yearly subscription from yearly events. Therefore, primary goal should be to confirm that our seminars are both high quality and cost competitive.

I think that we will be competing against the generic red-vector type products that are in the range of $40 per hour. I think that fee is excessive for non-live PDH’s and we should not charge that much.

I assume that we are going to build a library of pre-recorded seminars. That is good and bad, and we should be careful on how we price them. (J. Geihsler)

LES Current CPD Prices
Member Cost for 8hr Seminar - $230
Non-Member Cost for 8hr Seminar - $325 (will increase to $331) (1yr membership is given)

Member Cost for 4hr Seminar - $115
Non-Member Cost for 4hr Seminar – $163

Member Cost for 1hr Seminar - $25
Non-Member Cost for 1hr Seminar - $35
Membership Committee 9/25/20 Board Items:
By: Heather Klingman, Chairman

1. Discussion Item: Implement a post-card membership drive similar to what was done 2 years ago. Post-cards would go to non-members only. Timing of post-card mail out would be in November to coincide with JESC for promotion.

2. Discussion Item: Drop free membership for new PE licensees. No change to free 1 year free membership with non-member seminar registration. Retainage rate for non-member seminar registration is 38.8%, while retainage rate for new PE’s is only 11.2%.

3. Discussion Item: Offering free on-line/on-demand seminars to members as a benefit of membership. This discussing needs to be in conjunction with the CPD committee.