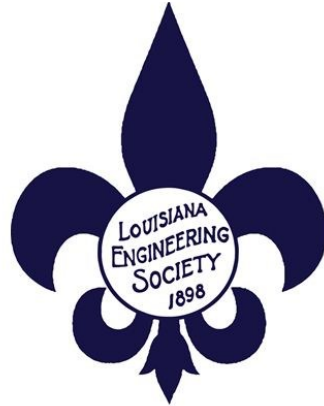


# Louisiana Engineering Society

## Strategic Plan



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### **Vision Statement**

The Louisiana Engineering Society is the recognized advocate of all licensed engineers in the state of Louisiana.

### **Mission Statement**

The Louisiana Engineering Society serves to advance the engineering profession by:

**E**ncouraging ethical and competent practice through licensure and legislative involvement.

**N**urturing public awareness of engineers' contributions to society.

**G**rowing the society through licensure & LES membership and public service.

**R**ecognizing engineering achievements.

### **National Society of Professional Engineers Strategic Plan Linkage**

The Louisiana Engineering Society (LES) is a state society of the National Society of Professional Engineers (NSPE). LES seeks to align its strategic plans with that of NSPE.

### **NSPE's Strategic Plan**

#### **NSPE Website**

[NSPE Strategic Plan On-Line](http://www.nspe.org/aboutnspe/ab1-plan.asp)

(<http://www.nspe.org/aboutnspe/ab1-plan.asp>)

#### **Background**

NSPE state and national leaders from across the country came together in January 1999 for an unprecedented Leadership Consensus Congress that approved a new vision, mission, and goals to guide the Society for the next three years. At the same Atlanta meeting, the NSPE Board of Directors then unanimously endorsed the plan. The objectives accompanying each goal will give a new focus to NSPE's program planning and budgeting.

#### **Vision**

NSPE is the premier national organization that promotes and defends the professional interests of all engineering professionals.

#### **Mission**

NSPE is the national society of engineering professionals from all disciplines that promote the ethical and competent practice of engineering, advocates licensure, and enhances the image and well being of its members.

## NSPE Core Values

- Protection of the public
- Ethical conduct
- Professionalism
- Competency
- Fulfillment of member needs
- Service to the public
- Licensure

### Goal

*1. Promote the competent, ethical, and professional practice of engineering.*

- Support professional licensure as defined by the various jurisdictions, including vigorous enforcement of the statutes.
- Encourage those who are not specifically required by statutes to be licensed to choose licensure as a legal, public, and personal declaration of their educational and professional achievement.
- Collaborate with other organizations to continually enhance and standardize the licensure process, including examination options and formats, continuing professional competency, national mobility, international practice, and areas of certification.
- Develop and distribute an economical and efficient licensure examination preparation program and coordinate with state societies to enhance and publicize existing programs.
- Promote the use of NSPE membership as the universally recognized indication of those committed to the ethical, competent, and professional practice of engineering.
- Continue to develop and implement an effective plan to communicate the importance of the competent, ethical, and professional practice of engineering to policy makers and the public.
- Develop a pro-active role in addressing ethical violations and member discipline

### Goal

*2. Enhance the image and stature of engineering professionals.*

- Continue to implement and monitor the public image campaign.
- Publicize major achievements of engineers and engineering professionals.
- Develop education campaigns on the importance of licensure.
- Publicize Society activities to the trade and general media.
- Develop a campaign to enhance the recognition and stature of engineering professionals in the workplace.
- Develop a program to educate engineers regarding improvement of their own public image.
- Encourage engineers to participate in civic, educational, community and governmental activities and projects, including boards and commissions.
- Promote awareness of engineering to pre-college students.

### Goal

*3. Provide education, career development, networking opportunities, and other benefits to engineering professionals and students.*

- Improve NSPE's role of serving as an information resource to members, Chapters, state societies, and other engineering societies.
- Provide educational opportunities for students and engineering professionals.
- Create and implement career planning and development initiatives, including career-growth and licensure mentoring opportunities and managerial skills development.
- Develop models for encouraging student chapters and student involvement in chapters and state societies.
- Publicize the benefits of NSPE membership, with specific focus on younger engineers and students.
- Develop ideas and programs to facilitate networking opportunities.

**Goal**

*4. Advocate the interests of engineering professionals and protect the public through an effective government relations program.*

- Monitor national, state, and local public policy issues (legislation, regulations, and administrative orders).
- Facilitate efforts of national, state, and local resources on public policy issues.
- Advocate on behalf of the engineering professionals on public policy issues.
- Communicate with stakeholders (engineering professionals, public officials, the general public, et. al) to raise awareness of public policy issues of interest to engineering professionals.
- Promote political involvement by engineering professionals.
- Choose strategic alliances to increase NSPE's effectiveness on legislative and regulatory issues.

**Goal**

*5. Align the structure, activities, and governance of the society to optimize support and resources for all programs.*

- Improve and mature the streamlined governance model at NSPE, including the regions and the practice divisions.
- Continue effective operation of and improvements to the records management system.
- Explore new ways, including the use of distance-access technology, to optimize participation by members in NSPE meetings.
- Increase net membership by continuing the implementation of improved membership marketing.
- Improve inter-professional and inter-society interactions.
- Strengthen the partnership and communication of programs and activities among national, regional, state, and chapter organizations.
- Improve the use of technology to enhance member awareness, involvement, participation, and efficiency of Society operations.
- Commit to the ongoing strategic planning process, including the allocation of resources according to the plan and the elimination of programs that cannot be linked to the plan.

**LES Values and Critical Success Factors**

The LES strategic management system is defined by using core values to determine the critical success factors of the organization. These key success factors are then translated into goals, objectives, performance indicators and strategies as outlined in the following text.

The LES core values were ranked at a board of direction meeting:

### Organizational Values

1. Leadership
2. Integrity
3. Education
4. Career Orientation
5. Quality
6. Commitment

These LES values were then used to determine the following critical success factors:

### Critical Success Factors

1. *Participation of volunteers*
2. *Relevant "hot" topics and issues*
3. *Communication and public awareness*
4. *Leadership*
5. *Offering Continued Professional Development (CPD) and educational opportunities*
6. *Organization and structure*
7. *Good effective staff*
8. *Membership growth*
9. *Legislative liaison / advocacy*
10. *Scholarship and engineering education*
11. *Employer support*

The critical success factors listed above were then used to develop the following strategic goals.:

### Strategic Goals

- A. *Protect the interests of the engineering profession/Advocate registration of all engineers*
- B. *Provide leadership on engineering issues for the state/Service to the Public and Profession*
- C. *Provide avenues for members to elevate their skills, competencies and ethics*
- D. *Provide leadership and guidance to engineering education in LA*
- E. *Elevate the status and image of the engineering profession through outreach activities, recognition and public awareness*

### **Strategic Goals**

- A. *Protect the interests of the profession/Advocate registration of all engineers*

#### **OBJECTIVES:**

1. That major industrial and governmental units that employ personnel who perform engineering services within the state of Louisiana are registered with the Louisiana Professional Engineering and Land Surveying Board.

2. Preserve the current method of selection of members of Louisiana Professional Engineering and Land Surveying Board appointed by the Governor of Louisiana who govern the registration of engineers in Louisiana.
3. Preserve the integrity of the profession through legislative advocacy in order to maintain the licensure requirements as stipulated by the Licensing Board.

**PERFORMANCE INDICATORS:**

- Cooperation between LES and LAPELS
- Correspondence with ABET accredited Universities
- Maintaining support for our Legislative Advocates

**STRATEGIES:**

1. Maintain effective communication with the Louisiana Professional Engineering and Land Surveying Board through the LES liaison committee, meetings and other appropriate contacts to discuss and act on matters of mutual concern.
2. Establish an Ad Hoc committee to recommend to the board a philosophy and actions as appropriate to address the industrial exemption and increase the percent of practicing engineers who are licensed.
3. Advocate that the Fundamental of Engineering (FE) exam be required by the college of engineering and offered to all engineering students within six months of graduation.

**B. Provide leadership on engineering issues for the state/ Service to the Public and Profession**

**OBJECTIVES**

1. Develop chapter and committee “action plans” to further the five major goals of LES as set forth in this strategic plan at the local and committee levels.
2. Conduct efficient and effective governance of LES at the chapter and state levels while participating through representation at all levels. Coordinate with regional and national engineering organizations, as required, to address critical engineering concerns.
3. Serve as the central state organization for engineering intersociety relations.
4. Become proactive in identifying community concerns before they result in adverse publicity that might negatively impact the image of professional engineers.
5. Membership growth and retention.

**PERFORMANCE INDICATORS**

- Number of public LES appearances.
- Number of Actions Plans submitted to the LES Board of Direction by the Chapters and Committees.
- Number of responses to legislative issues that receive LES participation.
- Number of and membership attendance at LES meetings, committee and chapter functions.
- Percent growth of LES Membership.
- Number of partnering agreements established/renewed.

**STRATEGIES**

1. Become recognized as the leader of engineering issues within the state as the central overall coordinating organization that proactively addresses concerns of the engineering profession, technical societies and related professional organizations.
2. Brief legislative agenda and status of issues at regular board meeting as appropriate.

3. Seek newsworthy issues and items for publication to appropriate audiences, stakeholders and the public to the maximum extent possible.
4. Develop the elected leadership at the chapter and state levels.
5. **Meet with the municipalities to offer assistance in representing the engineering profession as an independent source of guidance when issues or problems are encountered in the course of commerce.**
6. Upgrade LES website to provide for on-line membership application, timely dissemination of LES activities and communications, strategic plans, provide a means of member feedback, and provide access to continuing education material.

*C. Provide avenues for members to elevate their skills, competencies and ethics*

**OBJECTIVES**

1. Provide professional development (CPD) opportunities for all engineers through engineering conferences, workshops, meetings, and updated virtual library.
2. Provide list of individuals and organizations that wish to offer CPD courses and seminars.
3. Provide ethics training to all engineers.

**PERFORMANCE INDICATORS**

- Number of attendees at conferences, workshops, meetings, webinars, and virtual library use
- Number of Professional Engineers on the teaching staffs at Louisiana's engineering colleges.
- 
- Number of individual organizations certified to provide CPD's.

**STRATEGIES**

1. Each Chapter conducts regular meetings with topics and speakers that qualify for Professional Development Hours (PDHs).
2. Host the Joint Engineering Societies Conference (JESC) and other conferences, as needed, annually to provide a multi-discipline opportunity for all engineers to further their professional development to earn PDHs and to network with other engineers and companies which provide engineering related products and services.
3. Provide "speakers" to make presentations on the engineering registration process to student chapters and technical societies.
4. Provide virtual and online program study courses to the State and Local Chapters.

*D. Provide leadership and guidance to engineering education in Louisiana*

**OBJECTIVES**

1. Assist students financially who wish to pursue the study of engineering.
2. Provide a forum for the identification, discussion and resolution of engineering education issues and concerns.
3. Support university curriculum committees in improving engineering curriculums and developing land surveying curriculums.

4. Develop communications with all ABET accredited universities within LA that offer engineering curriculums stressing the importance of registration of their students upon graduation.

### **PERFORMANCE INDICATORS**

- Number of engineering scholarships awarded within the state.
- Percent of university advisory boards with LES Representation
- Engineering students participating in Tuition Opportunity Program for Students (TOPS) program

### **STRATEGIES**

1. Develop a comprehensive list of engineering scholarships and awards.
2. Sponsor and facilitate meetings of the council of deans.
3. Appoint an official LES Board representative to all advisory committees to all engineering departments.

## ***E. Elevate the status and image of the engineering profession through outreach activities, recognition and public awareness***

### **OBJECTIVES**

1. Develop an effective public relations program.
2. Host and continue to improve the following LES Sponsored programs at the Chapter and State levels:
  - Mathcounts
  - Future City Competition
  - Support local school robotic programs

### **PERFORMANCE INDICATORS**

- Number of articles published on engineering accomplishments
- Track number of shares, likes, comments on social media publications
- Success of LES sponsor student teams in State/Regional and National competitions.
- Number of participating schools

### **STRATEGIES**

1. Activate the Public relations committee to prepare and distribute press releases and newspaper articles as the opportunities arise.
2. Publish engineering accomplishments in the Louisiana Engineer Magazine and other appropriate publications.
3. Create an Ad Hoc Committee to discuss the Future City Competition its promotion and implementation in the state.
4. Developing a more active social media presence and actively maintain those accounts.
5. Engage local programs interested in robotics and provide logistical support



## **LES Strategic Plan Implementation**

By setting the framework for sound management and accountability, the LES Strategic Plan provides guidance for how the organization will achieve its mission consistent with sound management principles. The plan establishes the basis for performance standards; defines requirements that drive budget and resource management decisions; and provides accountability for all processes and outcomes.

The plan establishes a foundation upon which the staff, chapters and committees of the organization can define measures and targets. These measures can then be reported to the LES Board of Directors at its regularly scheduled meetings. This enables a systematic approach to measure organizational performance, establishes expectations for performance-based activities, and evaluates outcomes and their significance with respect to the overall mission. This process assures that all operating and supporting activities are planned and carried out within a goal-driven environment.

## **LES Planning and Performance Measurement Approach**

### **Periodic Evaluation and Validation**

Periodic evaluation shall be used to determine the progress against stated objectives, identify where goals require revision, identify barriers to accomplishing goals, and assist in identifying courses of action that will help overcome those barriers. Within LES, periodic evaluation is a continuous process of assessment, reporting, and evaluations throughout the year to the committees, chapters and the LES Board of Direction. This continuous process includes an annual evaluation to determine what, if any, improvements, revisions and updates should be made to this Strategic Plan, which shall be carried out by the long-range planning committee.

The results of evaluating all of the information from these sources, as well as knowledge of LES officers and board, are used to establish new goals and revise or update existing goals in the Strategic Plan.

### **Key Factors Affecting Achievement of Goals and Objectives**

Factors within the control of LES:

- The Board of LES is focused on managing and assuring the performance capability envisioned in this Strategic Plan. These responsibilities include the requirement to:
  - Promote the competent, ethical, and professional practice of engineering.
  - Enhance the image and stature of engineering professionals.
  - Provide education, career development, networking opportunities, and other benefits to engineering professionals and students.
  - Advocate the interests of engineering professionals and protect the public through an effective government relations program.
  - Align the structure, activities, and governance of the society to optimize support and resources for all programs.

Factors outside of LES control:

- LES is a professional society that operates within the boundaries, laws, and regulations that govern similarly constituted organizations. Although LES can seek to influence new laws and the subsequent rules developed to implement them through the legislative process ultimate outcomes are determined through the democratic process and may not always be in the best interests of the engineering profession.
- LES depends heavily upon volunteerism of its individual engineering members and their willingness to “give back” to his/her profession. The extent to which this can be accomplished is dependent on a number of factors including economic conditions, the support provided by corporate employers, ties to engineer

education, interaction or the lack of it with other professional and technical organizations and finally the extent of professional unity that can be achieved within its own ranks.

### **Strengths, Areas for Improvement and Opportunities**

The strategic planning group identified the following strengths:

Professionalism, educated members, membership based, strong traditions, ethical, reliable, respected, trusted, leadership committee, paid staff, youthful, diverse, geographically dispersed, builders, giving, and organized.

The strategic planning group identified the following areas for improvement:

Rank & file involvement, continuity, training, commitment, time management, % representation, image, funding (financial), voice in community, public awareness, communication, ties to engineer education, lack of interaction with other organizations, professional unity, and goals as stated.

The strategic planning group identified the following opportunities:

Professional development, networking, increase student organizations, voice of the profession, moral/ethical leadership, voice within government, media relations.

### **Stakeholders**

The support of stakeholders is crucial to LES in fulfilling its mission. In this context, the LES's primary stakeholder groups include, but are not limited to:

Individual members

LES Chapter Officers and Committee Members

The Professional Staff of LES

LES Committee members and officers

LES Board of Direction

Louisiana Engineering Foundation

The Southwest Region and other State Societies within the National Society of Professional Engineers

National Society of Professional Engineers

Louisiana Professional Engineering and Land Surveying Board

Federal, State and Local Governments

### **Summary**

LES is committed to operating in a fashion that integrates its core values with strategic planning to execute the mission of the advancement of the engineering profession.

#### Document History

Core values and Critical Success Factors determined: May 4, 2001

Strategic Goals formulated & approved by board: Jun 26, 2001

Strategic Plan Originated: July 15, 2001

Reviewed and approved by Board: Sep 28, 2001

Forwarded to NSPE: December 13, 2001

Amended and approved by LES Board: June 3, 2021