



Executive Committee Meeting

June 16, 2025 | 9:00 am

Virtually via Microsoft Teams:

[Join the meeting](#)

Meeting ID: 255 722 719 944

Passcode: KZ9E9tX9

In person:

Seattle Airport Marriott

Olympia Suite

3201 S. 176th St

Seattle, WA, 98188

Dial in by phone

[+1 253-372-2181, 433734225#](#)

Phone conference ID: 433 734 225#

Committee: Marjorie Lund, PE, SE, Board Chair
Doug Hendrickson, PE, Vice Chair
Dave Peden, PE, SE, Past Board Chair

Support staff: Ken Fuller, PE, Director
Kristina Horton, PLS, Deputy Director
Mackenzie Wherrett, Executive Assistant
Bryce Dickison, Administrative Assistant
Shanan Gillespie, Regulatory Program Manager
Greg Schieferstein, Communication Manager
Kevin Ballard, Internal Control Manager
Ian Shelley, Sr. Financial Consultant
Elizabeth Lagerberg, AAG

Discussion topics

- Financial Report (*Ian*)
- Outreach strategic plan (*Greg/Kevin B.*)
- Next legislative session strategy (*Kevin V.*)
- Board staff succession planning and overlap (*Kris*)

Strategic Planning Items

- Measure performance & gain stakeholder feedback that's relevant and useful for improving our agency. *In progress.*
- Measure the licensing system software functionality from stakeholders. *In progress.*
- Early engagement with professional organizations in rulemaking.

Previous Action Items

- Staff to work on a license review/report out document regarding all three of the professions the Board regulates and provide it to the Board at a future meeting. *In progress.*



Strategic Planning Outreach Follow-Up

Greg Schieferstein
Communication Manager

Kristina Horton, PLS
Deputy Director

Kevin Ballard
Internal Control Manager

Sea-Tac
June 16, 2025

Defining 3 Goals

PUBLIC SAFETY

Educate the public on the importance of hiring licensed professionals to ensure the safety and integrity of engineering, land surveying, and on-site wastewater work, while enforcing compliance with industry standards

PROMOTE PROFESSIONS

Foster growth and development of our professions by promoting their value, ensuring legislative support and attracting skilled professionals to serve the public

BRAND MANAGEMENT

Strengthen and protect the agency's reputation by effectively communicating our mission, ensuring transparency, and building trust with stakeholders, including professionals, partner agencies and the public

Goal Details

OUTREACH

Goal 1: Public Safety

Staff

Board

Goal 2: Promote Professions

Staff

Board

Goal 3: Brand Management

Staff

Board

Details

Desired Results:

- Hire a Professional
- Recognition of Professionals

Supporting Events:

- Social Media (Videos)
- FYI Articles
- Interviews
- Event Speakers

Desired Results:

- Skills Development & Ethics
- Improve understanding to encourage licensure

Supporting Events:

- Engage Professors
- Student Associations
- Ethics Social Media Video
- Association Meetings
- Other Regulatory Board MTGs

Desired Results:

- Increase Agency Visibility
- Trusted Advisor to Legislature

Supporting Events:

- Public & Professional Events
- Website
- Journal
- Day on the Hill



Name: _____

BRPELS OUTREACH PLANNING WORKSHEET

Notify Greg at least 6 weeks prior to the event.

Event Name: _____

Location: _____ Event Date: _____

Event Contact Name: _____ Email: _____

Website: _____ Phone #: _____

Outreach Goals	Desired Results	Supporting Events
<input type="checkbox"/> Public Safety	<input type="checkbox"/> Hire a Professional <input type="checkbox"/> Recognition of Professionals	<input type="checkbox"/> Social Media <input type="checkbox"/> FYI Articles <input type="checkbox"/> Interview <input type="checkbox"/> Event Speaker
<input type="checkbox"/> Promote Professions	<input type="checkbox"/> Skills Development & Ethics <input type="checkbox"/> Improve understanding to encourage licensure	<input type="checkbox"/> Engage Professors <input type="checkbox"/> Student Associations <input type="checkbox"/> Ethics Social Media Video <input type="checkbox"/> Association Meetings <input type="checkbox"/> Other Regulatory Board MTGs
<input type="checkbox"/> Brand Management	<input type="checkbox"/> Increase Agency Visibility <input type="checkbox"/> Trusted Advisor to Legislature	<input type="checkbox"/> Public & Professional <input type="checkbox"/> Events <input type="checkbox"/> Website <input type="checkbox"/> Journal <input type="checkbox"/> Day on the Hill

Do you need staff support? ☐ YES ☐ NO

Associated Costs:

☐ Travel/airfare ☐ Lodging ☐ Per diem meals ☐ Registration fees

Who's the audience? Size? _____

Event Notes:

Questions? Contact Greg.Schieferstein@brpels.wa.gov

Outreach Selection

Viability Score Card

SCORE	QUANTITY	COST	TIME	QUALITY
1	501- and up	\$0-\$500	0-10	Very Valuable
2	201-500	\$501-\$1000	11-50	Valuable
3	101-200	\$1001-\$2000	51-100	Somewhat Valuable
4	51-100	\$2001-\$5000	101-150	Probably Valuable
5	0-50	\$5001-and up	151-200	Uncertain
Score:				

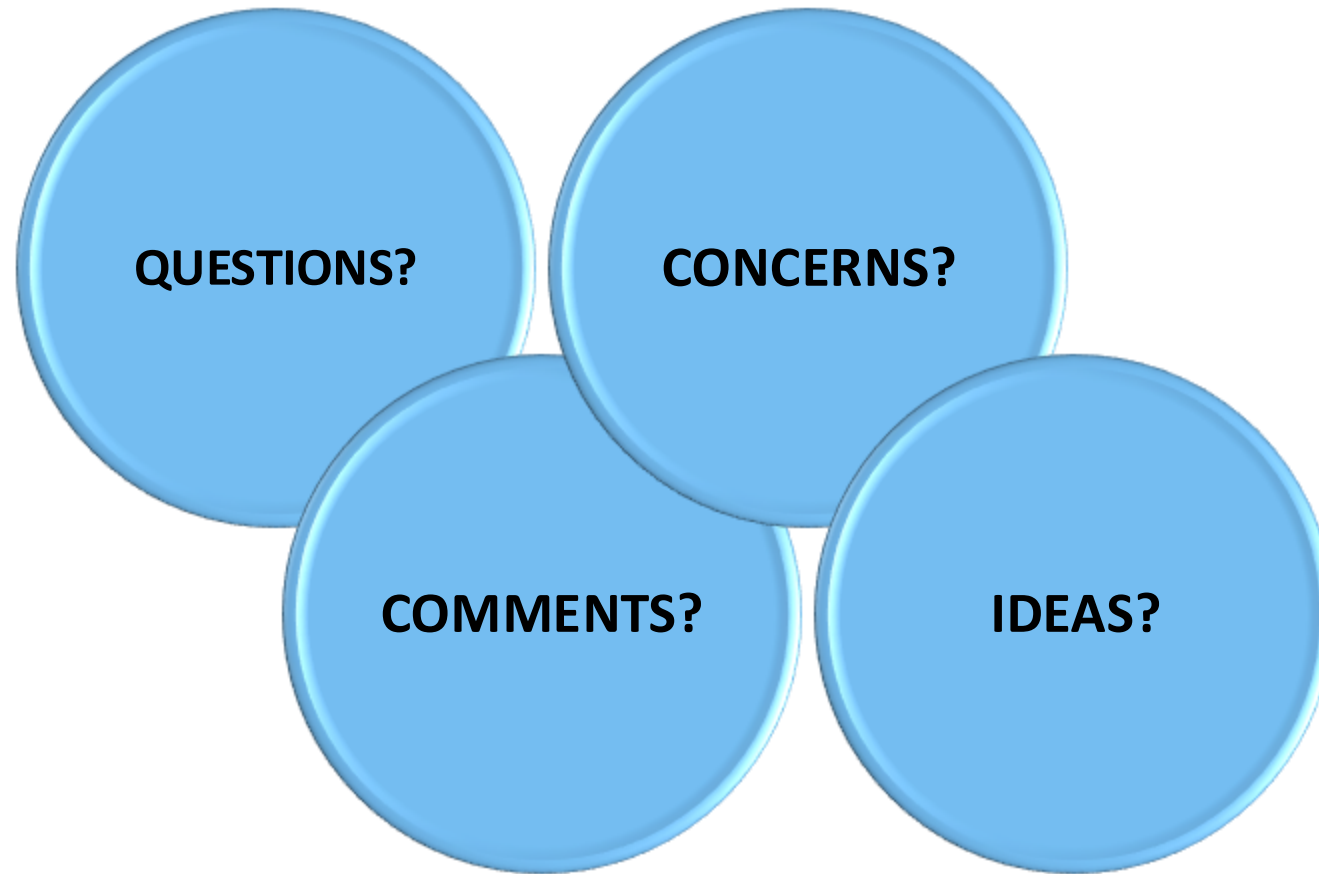
Total Score: **9/20**

- If the event scores a 10 or below BRPELS conducts the outreach event.



Board of Registration

Discussion





Strategic Planning Outreach Follow-Up

Thank You!

Greg Schieferstein
Communication Manager

Kristina Horton, PLS
Deputy Director

Kevin Ballard
Internal Control Manager

Sea-Tac
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Position Title	Years with State	Retirement Eligibility Date (Est.)
Director		0-2
Deputy Director		5 to 10
Executive Asst		10+
Regulatory	35	0-2
Communications		3 to 5
Internal Control		10+
Investigations		0-2
Investigations		10+
Licensing Lead		5 to 10
Licensing SPC	30	0-2 (5-10)
Licensing SPC		10+
Admin Asst		10+
		0-2 Years Red
		3-5 Years Orange
		5-10 Years Yellow
		10+ Years Green