



# Communication Task Force Meeting

April 4, 2024 | 2:00 p.m.

## In person & MS Teams

BRPELS Office  
605 11th Ave. SE, Suite 201  
Olympia, WA 98501

## Attendance:

David Peden, PE, SE, Board Chair  
Marjorie Lund, PE, SE, Board Member  
Kristina Horton, PLS, Deputy Director  
Greg Schieferstein, Communication and Outreach Manager  
Mackenzie Wherrett, Executive Assistant

## Action Items

- List of who we need to reach for public education about licensure (title companies, real estate assoc, etc.)
  - Pursue Search Engine ads, for people looking for “engineers” or “land surveyors.” Would take them to our webpage explaining the importance of “professional.” Greg will investigate Google Ads
  - Pursue organizations to help educate about the importance of “professional” engineers/land surveyors. Kris will follow up with real estate association, title companies.
  - Also contact construction and builder groups, plus On-Site. – Ken assigned when he returns
- PE Exam – develop study materials, goals, tasks/actions
  - Link to most current materials on our website (exam webpage) with study materials
- Developing monument preservation and education plan
  - Have Power Point and video, using in presentations to groups and exhibits
- APWA - can we do a presentation about monument preservation at April conference? Yes.
  - Will also do so for APWA fall conference
  - Also perusing WSACE Fall Conference for either/or “professional engineers” and monument preservation

## Organizations & Associations – Completed

Feb 2 & 3 WOSSA Septic Con – Tacoma, presentation  
Feb 28 & 29 LSAW – Tulalip, presentation  
March 7 – Order of the Engineer, UW Bothell, attended ceremony  
March 14, LSAW Inland Empire meeting, Spokane, speaking, informal presentation

## Organizations & Associations – Upcoming

April 8,10, 11 APWA, Vancouver – booth, topics; monument preservation and BRPELS visibility  
May 16 - NCEES Western Zone Meeting – Bozeman, attendance  
June 24-27 WSACE, Ritzville, presentation

## **Other Projects**

**Website** - WaTech finishing pages (example of home page) Staff finalizing all content pages, architecture

**Logo** – shirts ordered, letterhead, badges, booth & swag

**Journal** – Revamped format, Spring/Summer Edition, mid-May  
**Social Media** – LinkedIn complete – 9 posts in about 8 weeks YouTube also active