



**Communication Task Force  
Minutes**

**July 20, 2023**

**2:00 PM PDT**

**Both Microsoft Teams Meeting (virtual) &  
Board Office (in person)**

**Present:** Dave Peden, PE, SE (Board Vice-Chair), Marjorie Lund, PE, SE (Board Member), Mackenzie Wherrett, (Executive Assistant), Greg Schieferstein (Communication and Outreach Manager, Task Force facilitator)

**Support staff:** Vonna Cramer (Licensing Lead), Jill Short (Investigations & Compliance Manager), Shanan Gillespie (Regulatory Program Manager)

**Meeting Minutes**

Introductions

Reviewed task force timeline

Reviewed target audiences and their contexts (who to reach)

Discussed Messengers: Board members, support staff and SME's, in areas of expertise – subject to availability (Marjorie and Dave)

Presentation Subjects:

- Pathway to licensure
- Ethics/unprofessional conduct/professional courtesy
- Complaint process/enforcement
- Who we are/what we do
- What is and isn't allowed on plans
- How to look up info
- Licensing system – companies and personal, renewals, etc.
- SAW accounts
- PDH's – for all three licenses
- Electronic signatures and stamping

Assign content to board members – Greg help create PowerPoint and materials (Marjorie and Dave)

Reviewed logo samples. #4 suggested as best example (Marjorie and Dave) with some revisions: adding the words "State of Washington" to the beginning, different font (looks dated), brighten colors. Greg will work with designer for new samples.

Journal – reviewed performance of past 4 editions (graph). Over 43,000 copies sent, but on average 1,800 to 2,200 are read each edition. Greg asked if the Journal should be continued at the same level, and using time and resources in social media, etc. Marjorie suggested ending the Journal and moving to social media, particularly LinkedIn. Dave thought the graph was misleading, as some people read only parts of the Journal. Greg said that partial reads, still count as a read. Forwarding to the Executive Committee for review.

For next agenda – cost and budget for Outreach.

END (3:03 PM)