



Communication Task Force Report 5-23-2024

Attendance: Dave Peden, Board member, Marjorie Lund, Board Member, Kris Horton, Deputy Director, Greg Schieferstein, Communication & Outreach Manager and Mackenzie Wherrett, Executive Assistant

Action Items

- Continuing to research Google Search ads for citizens looking for professional engineers or land surveyors. Kris following up with real estate association and title companies. Ken assigned construction, building groups and on-site.
- PE Exam study links are available on our current/upcoming website.
- Continuing monument preservation and education outreach presentations.

Committee Approved the following: both items move to the June Board meeting.

Interagency Committee of State Employed Women (ICSEW) advertising/sponsorship, \$5000 annual professional development conference in October. They reach many women we do not reach, who also communicate with the public. We receive 1 page ad in the conference program, logo on the agenda, website and facebook.

Get Kids Into Survey (GKIS), advertising/sponsorship \$1800

Includes a state theme poster for Washington and character. Covers design of the poster, the design of a character for each sponsor, the printing cost associated with 2,000 posters, and the shipping cost to each sponsor, which is about 50-100 per sponsor. We're developing stickers, etc.

Character: Blaze, the BRPELS Bigfoot (show image now)

UPDATE:

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

CALENDAR: Upcoming

WSACE – June 24-26, Ritzville. Agency update on Tuesday, with Dave Peden. Monument preservation presentation is Thursday, with Walt Dale.

APWA – October 9-10, Kennewick. Booth and presentation planned on Monument Preservation, Kris Horton.