



Communication Task Force (CTF) Committee Agenda

Thursday, January 16, 2025 | 2:00 PM

Present: David Peden, PE, SE,
Mike Harney, PE
Marjorie Lund, PE, SE
Ken Fuller, PE, Director
Kristina Horton, PLS, Deputy Director
Greg Schieferstein, Communication Manager
Mackenzie Wherrett, Executive Assistant
Bryce Dickison, Admin Assistant

Discussion Topics

1. ACTION ITEMS

- Marjorie Lund and Matt Rasmussen volunteered to help with a checklist for public officials

2. PLANNING

- A digital signatures (short) article for the Spring Journal. Perhaps Matt Rasmussen?
- Ambassador Project kicking off from NCEES – to encourage engineering licensure in colleges, BRPELS will engage and promote
- Working to expand outreach to engineering association meetings and conferences
- Continue efforts to improve search engine optimization for our website
- Further efforts for Google Ads of our agency and professional, licensed, industry services