



# Strategic Planning Outreach

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Kennewick, WA  
April 16, 2025

# Disclaimer

Information and discussions before, during, or after this session are based on the individual opinions and/or experiences of the Board members and staff present.

While they may be shared by members of the Board, they are not to be interpreted as a policy, position, or consensus of the Board or court of law.



# Strategic Planning

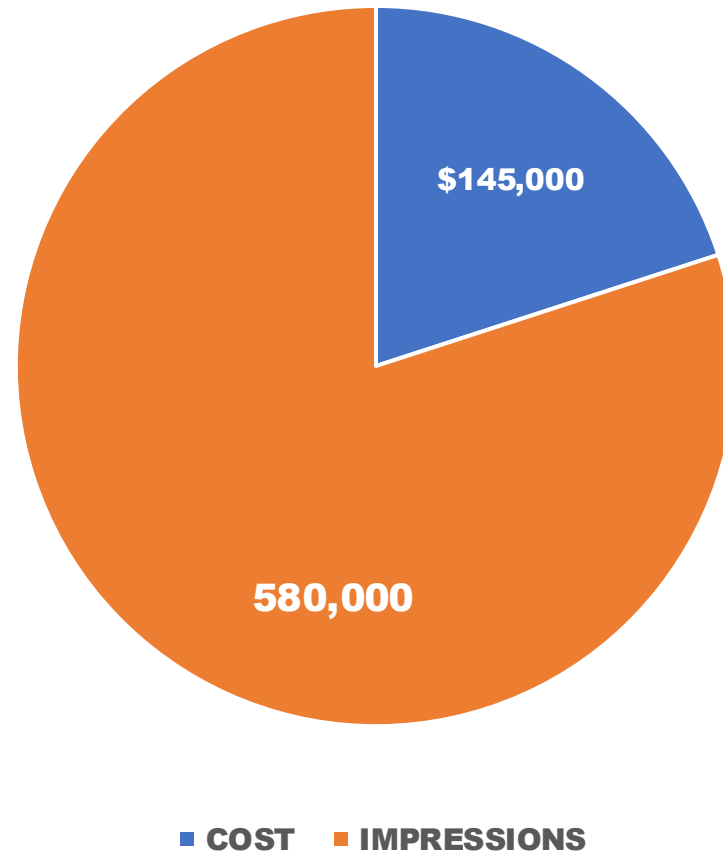
## Outreach Overview

- |                               |                   |
|-------------------------------|-------------------|
| • After Action Review         | <i>30 Minutes</i> |
| • After Action Recommendation | <i>20 Minutes</i> |
| • BREAK                       | <i>10 minutes</i> |
| • Strategic Planning          | <i>45 Minutes</i> |
| • Outreach Selection Criteria | <i>20 Minutes</i> |
| • Closing Comments            |                   |



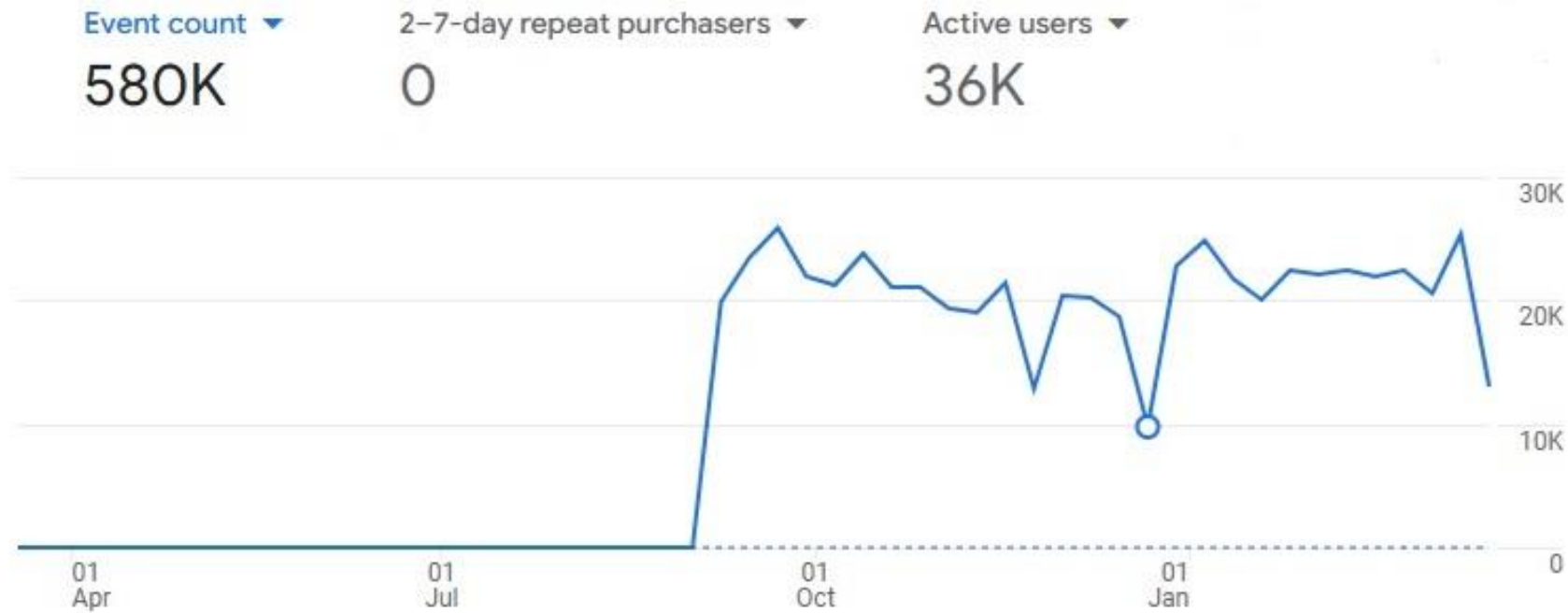
# After Action Review

## Digital Influence - Website



# After Action Review

## Digital Influence - Website



Over a half million visits since new website launched - Sept. 10, 2024

**BRPELS**

BOARD OF REGISTRATION  
FOR PROFESSIONAL ENGINEERS  
& LAND SURVEYORS

# After Action Review

## Digital Influence - LinkedIn

### Highlights

Data for 4/13/2024 - 4/12/2025

22,111

Impressions

765

Reactions

0

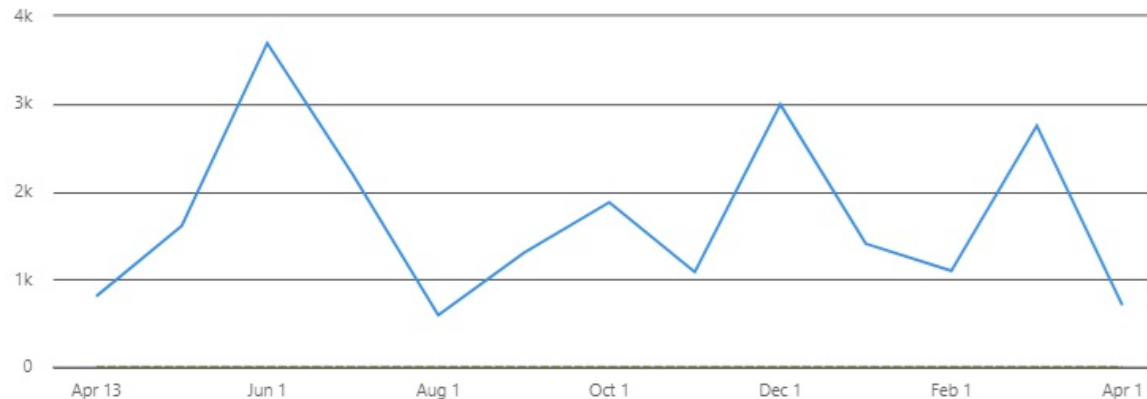
Comments

30

Reposts

### Metrics

Impressions ▾



In 1 year, 22,111 impressions; 319 followers, average “likes” 20 - 40 and growing

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BOARD OF REGISTRATION  
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# After Action Review

## Digital Influence – The Journal

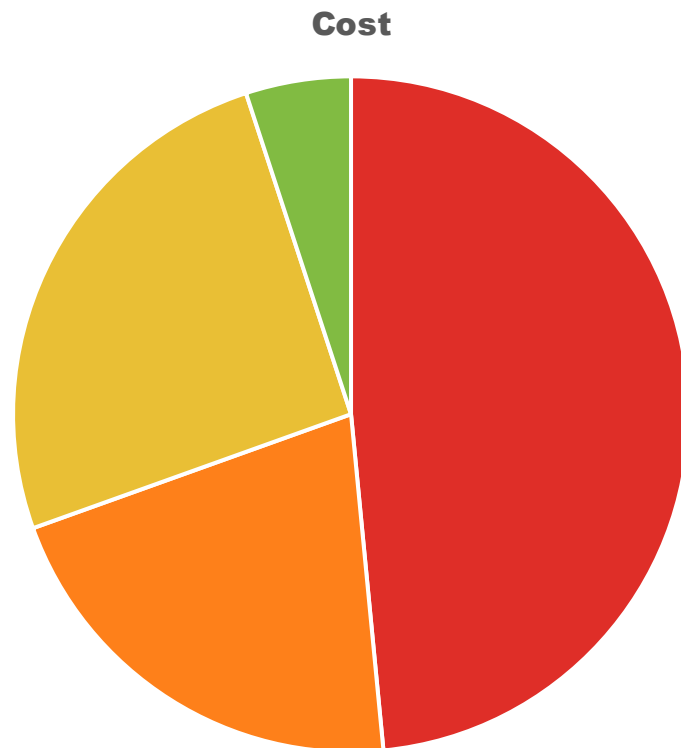
Sent	42252	Open Rate	50.8%	Click Rate	7.8%
Opens	18405	Clicks	2810		
Sent	42252	Did Not Open	17813		
Bounces	6034	Unsubscribed	53		
Successful Deliveries	36218	Spam Reports	8		
Desktop Open Percentage	93.7%	Mobile Open Percentage	6.3%		

May 2024	2,810
Nov 2024	2,654
Total 2024	5,464 clicks

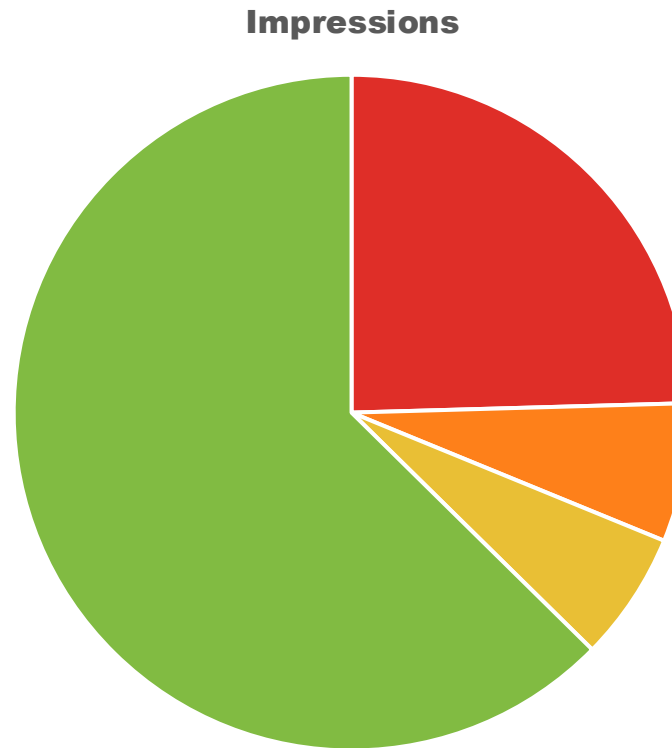


# After Action Review

## Analysis of Past Events



■ Association   ■ Education  
■ Municipality   ■ Outreach



■ Association   ■ Education  
■ Municipality   ■ Outreach

## Analysis

### Most Impressions

- ✓ Website
- ✓ The Journal
- ✓ Grad Cords
- ✓ LSAW Conf.
- ✓ APWA Conf.

### Least Impressions

- ✓ Class Lectures
- ✓ WSACE Conf.
- ✓ LSAW Chapters
- ✓ LinkedIn





# After Action Review

## Value Analysis



# After Action Recommendation

## Past Outreach Analysis

- Future Outreach Limited to 3 Major Goals
- Maximize Events Affecting Quality and Quantity
- Increased Value with Board Member Participation



# Strategic Planning

10 minute

**BREAK**



# Strategic Definition

## MISSION:

“To safeguard life, health, and property, and to promote the public welfare in regard to engineering, land surveying, and on-site wastewater system design.”

## CORE VALUES:

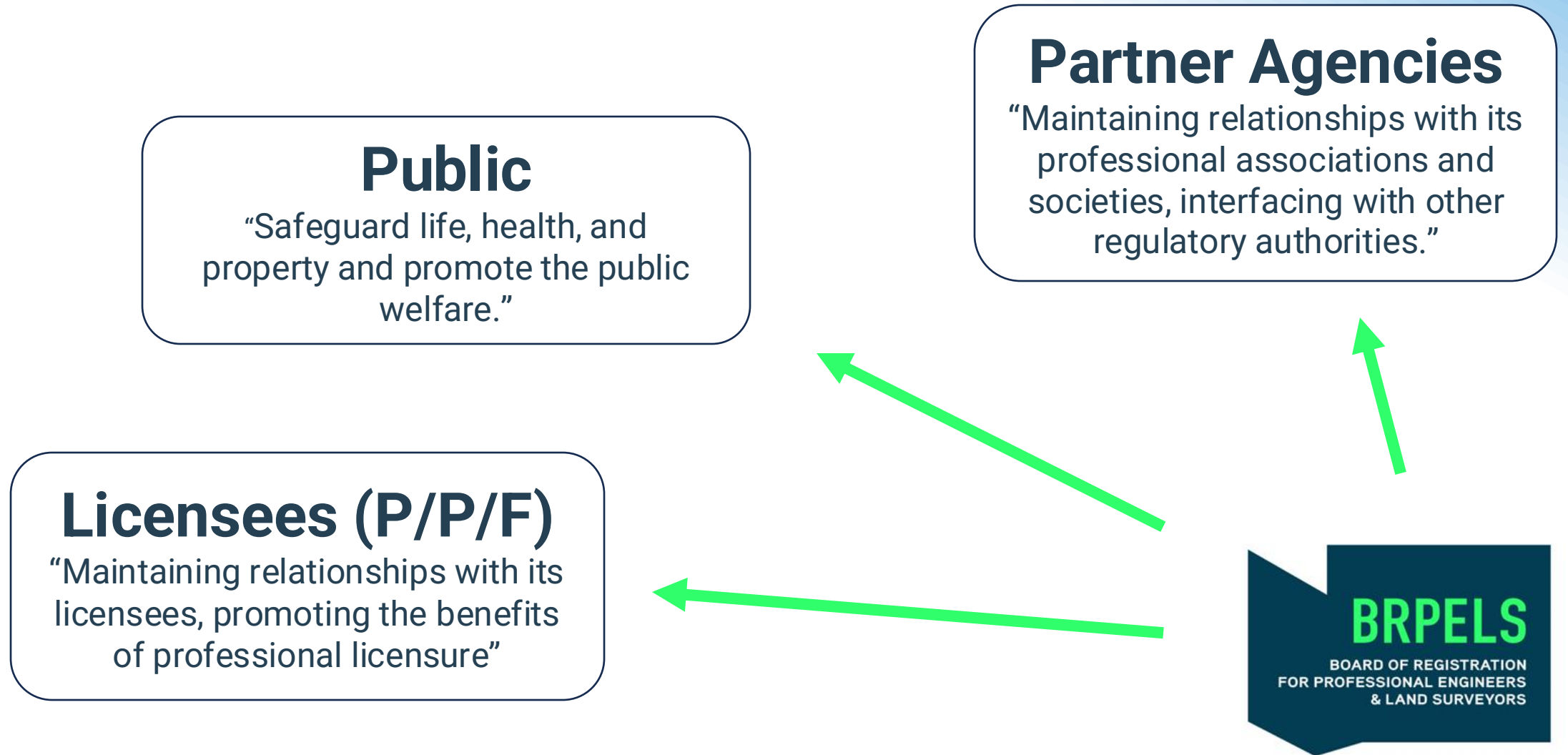
- Public Health, safety, and welfare
- Diversity, equity, and inclusion
- Innovation and continuous improvement
- Integrity
- Relationships

## VISION:

“Promote the benefits of professional licensure and increase knowledge and standards in the engineering, land surveying, and on-site design professions.”



# Stakeholder Analysis



# 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

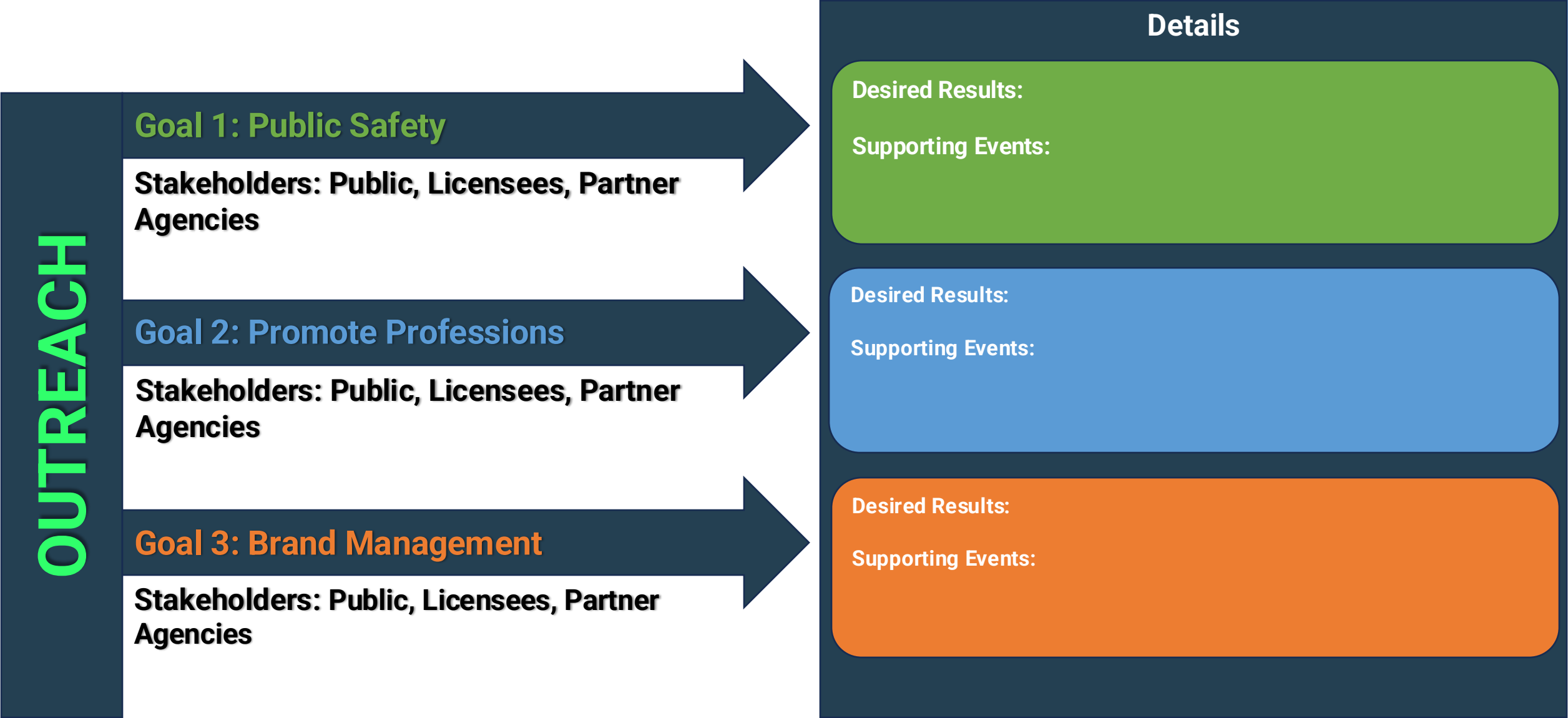
## **PROMOTE PROFESSIONS**

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 Selection

## Draft Score Card

SCORE	IMPACT	COST	TIME	GOAL
1	501- and up	\$0-\$200	0-5	3 Goals
2	201-500	\$201-\$500	6-10	
3	101-200	\$501-\$1000	11-20	2 Goals
4	51-100	\$1001-\$2000	21-40	
5	0-50	\$2001-and up	41-and up	1 Goal
Score:	3	2	3	1

**Total Score:** 9/20

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





# Strategic Planning

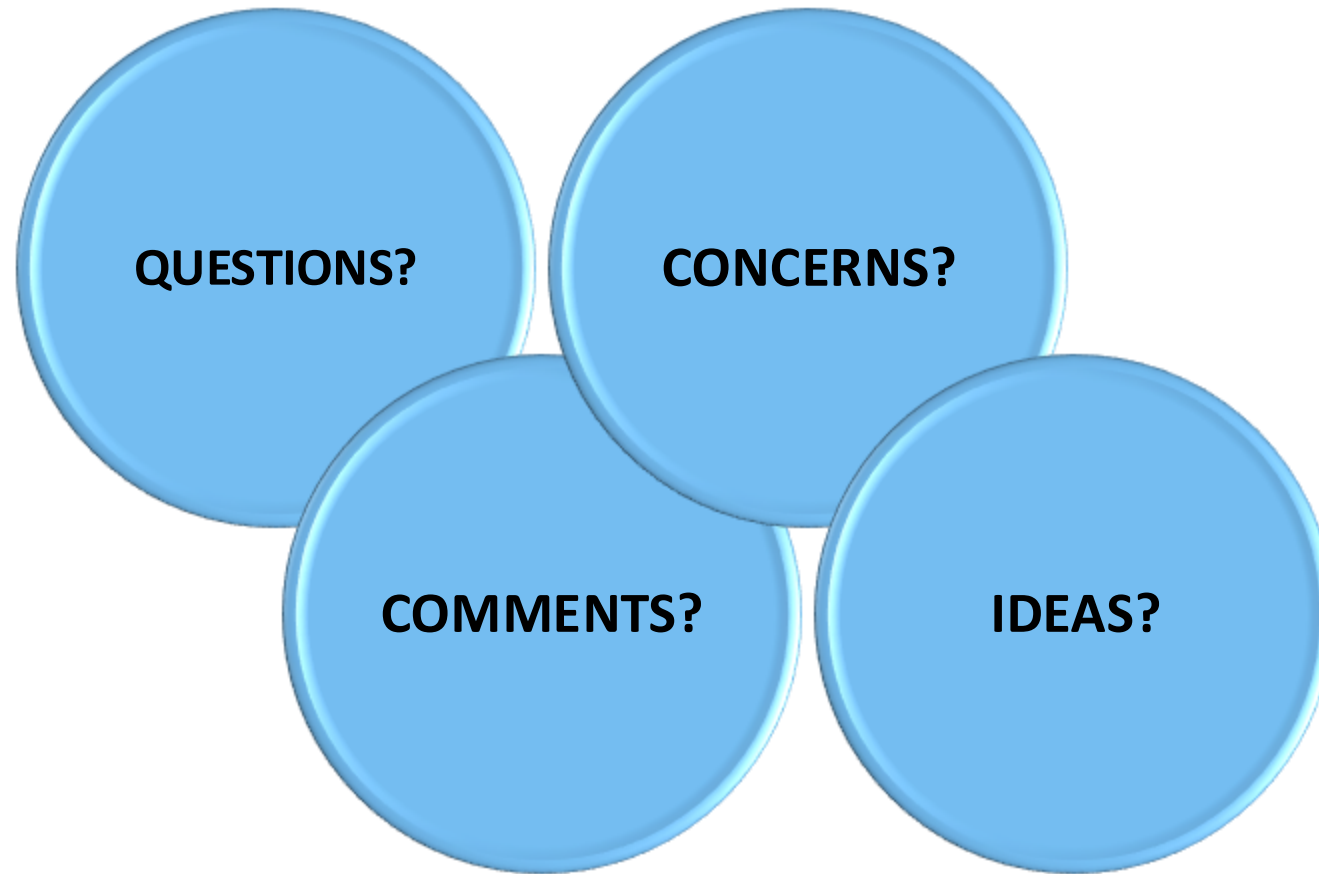
## Staff Action Items

- Conduct analysis of Board direction and develop outreach plan
- Develop themes and messages to support goals
- Develop key performance indicators to measure effectiveness
- Begin developing resource plan for events



# Board of Registration

## Discussion



# Contact the Office

## If You Need Help – Call or Write!

Licensing, examinations, verifications, or applications **360.664.1575**

Disciplinary actions **360.664.1561**

Contracts or board meetings **360.664.1568**

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# Strategic Planning Outreach

## *Thank You!*

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