



**Communication Task Force
Minutes**

Wednesday, June 7, 2023

2:00 PM PDT

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

Communication

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

Support staff: Ken Fuller, PE, Director
Greg Schieferstein, Communication and Outreach Manager
Elizabeth Lagerberg, AAG

Agenda:

- **Introductions**
- **Read Facilitator Script**

Reviewed preliminary Communication Audit results
Discuss Audit Results
Discussed identity/logo/brand
BRPELS acronym discussion – why its important
Internal facing and external facing
LOGO – compass, gears
Keep BRPELS in logo
COLORS – green & blue

- **Website Update**
WaTech re-engaged – logo meeting next Thursday
Website Content team meeting weekly – why
- **Review task force timeline**
 - audit past and present (what works/what doesn't) - **Done**
 - **NEXT: identify target audiences and their contexts (who to reach)**
Discussion:
 - Complainants
 - Applicants
 - Potential registrants
 - Current registrants
 - College students
 - General public – value of hiring licensed engineers

Public agencies city county, state, assessors
Other stakeholders
Outside state
Surveyors
How to hire engineer or surveyor or on site
Promoting ethics

Timeline continued –

- developing clear and easy-to-understand key messages (what to say)
 - defining mediums for integrated communication, engagement and education (how to say it)
 - identifying a ready bench of **expert** messengers on key topics (pre-prepare messages)
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- Developing educational support/training and delivery to licensees
Discussion:
PDH support ... develop programs to do that, or pay for programs already prepared
Use budget \$\$
Reduce licensing fees? Better perhaps to provide services instead of lowering fees, companies often pay the fee anyway
Promote ethics
Surveyors and On Site, are the only ones requiring PDH's
Provide training on how to get licensing or to add an endorsement
You Tube? Facebook? Yes, eventually
 - Public comment - none
 - Discuss date/time for next meeting
Greg will pick a few dates for next month and circulate with members
 - Adjourn at 2:45 p.m.