Seattle Chapter – Best Practices

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Seattle Chapter

PES Region 1-7 Chapter Chair Training
July 26, 2015, Denver
General Best Practices

• Have a plan well in advance of starting.
• Obtain the buy-in of the entire EXCOM.
• Ensure that you are meeting the needs of the chapter members, and be sure the local chapter is accessible.
• Know exactly what it is that you are trying to achieve.
• Meet regularly to determine if things are progressing properly.
• Keep things fun and useful.
The Plan the Seattle Section Followed
Getting Ready

• The planning to compete for the OCA began in 2013, with a formal EXCOM vote in December.

• Specific goal were identified: “To engage a larger portion of the geographically diverse membership, to better serve members that have been historically underserved, and to increase value to the general membership”

• The PES EXCOM was expanded.
  – YP Member
  – WIP Member
  – Student Representative
  – Members at Large
Strategy – Identified Challenges

• The Seattle Chapter has 500+ members and covers the Western half of Washington State.

• Historically, the majority of PES meetings were held in the Seattle metropolitan area.

• Underserved groups:
  – Members outside of the Seattle metropolitan area.
  – Students were under represented when the number of local schools is considered.
  – YP and WIP were also historically underserved.
Diversity of Events

• Making sure that there is a variety of events, in a variety of locations, was essential.

• Events included:
  – Tours
  – Talks
  – Professional development
  – Social events
  – Conferences
  – Awards
Communications Plan

• How you communicate with your members is as important as the events that are held.

• Communications must be two way!
  – Make sure the membership know what is occurring in the chapter
  – Solicit ideas for events/locations
  – Ask the members for input on awards
Lessons Learned

• The increase in effort required to compete for the OCA is significant.

• Identify exactly what it is that you are trying to accomplish, and make that the goal.

• Ensure there is a plan for what happens after that. The work should lay the foundation for a persistent level of activity.

• The chapter members that are not currently active can turn out to be key people if engaged. Also, take advantage of the senior members, and Fellows, in your chapter.