



# Oregon

**State Board of Examiners for  
Engineering & Land Surveying**  
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**EXTERNAL RELATIONS COMMITTEE**  
Minutes of Meeting  
October 11, 2013

Members present:

James Doane, Chair  
Ken Hoffine

Staff present:

Mari Lopez, Executive Secretary  
Jenn Gilbert, Executive Assistant  
Joy Pariente

Others present:

Katharine Lozano, Assistant Attorney General  
Sue Newstetter (Observer)  
Carl Tappert (Observer)

The meeting of the External Relations Committee was called to order at 11 a.m. in the OSBEELS Conference Room at 670 Hawthorne Avenue SE, Suite 220, Salem, OR 97301.

**Public Comment**

There were no public comments.

**Oregon Examiner**

The Committee reviewed two articles for the upcoming *Oregon Examiner*:

- New Board Members (new addition of Shelly Duquette)  
**The Committee approved this article for inclusion in the Fall 2013 newsletter, as the next publication is in October, prior to the next Board meeting.**
- 2013 OSBEELS Symposium Focuses on Environment and Infrastructure  
Mr. Hoffine mentioned that the September date for the symposium isn't the most convenient for many in the field. He cited reasons such as school starting, interns leaving and budgets being due. He suggested that November might be better. Ms. Newstetter agreed. Mr. Hoffine also suggested exploring webinar options for registrants who aren't able to physically attend the symposium. AAG Lozano said the Oregon State Bar is a good resource, as they offer some of their continuing education courses via webinar. She also reminded Staff that permission would be needed from all speakers prior to recording webinar content.  
Mr. Hoffine said the community appreciates OSBEELS offering professional development courses. Ms. Lopez said she had a number of attendees approach her after

the symposium to compliment the event and make sure OSBEELS is planning one for next year. She said they also mentioned that they couldn't believe there weren't more registrants taking advantage of low-cost professional development options. Attendees told Ms. Lopez that they understand the Board doesn't make any money from this event and they wish more state agencies offered professional development outreach like the symposium. Ms. Newstetter suggested creating a marketing plan for the next symposium to increase visibility of the event. Some suggestions for marketing were save-the-date postcards, including symposium date, location and contact information on renewal information and putting more frequent announcements in the newsletters, on the website and on Facebook. **The Committee approved this article for inclusion in the Fall 2013 newsletter, as the next publication is in October, prior to the next Board meeting.**

### **Social Media and Web Update**

Ms. Pariante gave the Committee an overview of how Facebook is performing at connecting OSBEELS with applicants, registrants and the public. Facebook posts are continuing to connect with 50-60 individuals. Ms. Pariante also reviewed the Google Analytics statistics regarding [www.oregon.gov/osbeels](http://www.oregon.gov/osbeels).

Mr. Hoffine suggested adding a feature to the OSBEELS website that allows registrants access to their records. This feature, he explained, could include account balances, renewal dates and a way to record professional development hours (PDH) completed. He suggested it could use the PDH information to auto-populate the required Continuing Professional Development (CPD) Organizational Form for submission with renewal paperwork. Ms. Lopez explained that the current OSBEELS database does not have the capability of communicating directly with the website. AAG Lozano suggested looking to the Oregon State Bar website for inspiration because it allows registrants access to their records. Much like OSBEELS, the Bar also oversees a large number of registrants.

### **Upcoming Outreach**

Ms. Pariante reported that the Regulation Department is giving a presentation at the OACES Conference in Bend, OR on October 22, 2013. The presentation will focus on the steps in the investigative process and a review of common violations made by surveyors. Additionally, the Registration Department is working on information packets about changes made to the Fundamentals of Engineering (FE) and Fundamentals of Land Surveying (FLS) application process as a result of the transition to computer-based testing (CBT). These information packets will be distributed to the engineering and land surveying departments of colleges and universities throughout Oregon to assist with and clarify the new application process.

The meeting adjourned at 11:40 a.m.