Effective Post Programs

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Executive Director

Post Leaders Workshop
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Effective Post Programs Result in Member Recruitment and Retention
Know Your Audience

- Industry
  - Small Business

- Public Sector
  - DOD vs. Non-DOD
  - Uniformed Officers & NCOs vs. Civilians

- Young Members
- Technical Disciplines
- Business Development & Marketing
- Post Leaders
- Check Book Members
Strategic Partners with Chapters

- Society of American Military Engineers (SAME)
- Design Build Institute Of America (DBIA)
- National Society of Professional Engineers (NSPE)
- International Facility Management Association (IFMA)
Types of Programs

Professional
- Workshops with Panels of Speakers
- Discussion Forums
- Luncheon or Dinner with Speaker
- Field Trips

Social
- Sports Outings
- Family Outings
- Community Service Projects

Networking
- Young Member events
- Speed Networking
Professional Development Hours (PDHs)

- Why important?
- Can be used for P.E. License and other credentials requiring continuing education, as approved by the organization sponsoring credential
- SAME Professional Development Guide
  - Authorization to Sign Certificates
  - State requirements
  - Adherence to Time Standards
- Methods of Issuing PDHs
  - Individual Responsibility
  - SAME issuance of certificates
Awarding Professional Development Hours (PDHs)

- SAME uses NCEES guidelines for awarding of PDHS
- SAME Guide to Continuing Professional Competency describes the process
- Host Post Continuing Professional Development Program Committee (CPDP) responsibilities
  - CPDP Chair should be P.E. or Registered Architect
  - Coordinate with applicable state licensing boards for requirements
  - Verify program content meets guidelines (Continuing Professional Competency webpage: http://www.same.org/ContinuingProfComp)
  - 1 PDH per hour of qualified instruction (minimum of 50 min)
- PDH certificate template – see Conference Planning Library website: www.same.org/conflibrary
SAME has the following Strategic Partners that may offer continuing education credit to support their certifications:

- **International Facility Management Association (IFMA)**
  - Certification: CFM
  - POC: Cathy Pavick, cathy.pavick@ifma.org

- **Design Build Institute of America (DBIA)**
  - Certification: DBIA
  - POC: Mihisha Henderson, mhenderson@dbia.org
## Professional Certification Maintenance Requirements

<table>
<thead>
<tr>
<th>Certification</th>
<th>Requirements</th>
<th>Duration</th>
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<tbody>
<tr>
<td>PMP</td>
<td>60 Professional Development Units</td>
<td>3 year cycle</td>
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<tr>
<td>CFM</td>
<td>120 points in 2 of 4 categories - Maximum of 60 points in each category: Practice, Continuing Education, Professional Involvement and Development of the Profession</td>
<td>3 year certification cycle</td>
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<tr>
<td>CCM</td>
<td>45 points</td>
<td>3 year period</td>
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<tr>
<td>DBIA</td>
<td>24 hours of approved continuing education credit</td>
<td>2 year period</td>
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<tr>
<td>LEED</td>
<td>LEED AP – 30 CE hours of approved continuing education credit, LEED Green Associate – 15 CE hours</td>
<td>2 year period</td>
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<tr>
<td>AIA</td>
<td>18 Learning Units – 12 /HSW- 4 /SD</td>
<td>1 year period</td>
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Program Planning

- Identify target audience – members/non-members
- Identify the right venue and program type for target audience – one size does not fit all
- Identify the best location for target audience
- Plan at least six months in advance
- Place plan on Post website
- Assign responsibility for each event
- Market events at appropriate frequency and via alternative means—website, emails, flyers
Post Program Models

- Monthly Lunch Meetings
  - Same day each month
  - Same location

- Diverse Program in 12-Month Period
  - 4 - Luncheons with Technical Workshops
  - 1 - Post Awards Banquet
  - 1 - Scholarship Banquet
  - 2 - Young Member Socials
  - 2 - Field Trips
  - 1 – Community Service Project
  - 1 – Golf Outing
Baltimore Post Model

- 0930 – 1000  Registration & Networking
- 1000 – 1200  Technical Workshop ($25.00)
  - Panel of Public & Private Sector SMEs
  - Award 2 PDHs
- 1200 – 1230  Lunch Registration and Networking
- 1230 – 1300  Lunch
- 1300 – 1330  Lunch Speaker
  - Award ½ PDH if Technical Speaker
Introducing Webinars

- Web seminars are a cost effective way to communicate valuable information to your target audience.
- New Web Conferencing technology leverages the Internet’s capacity to deliver real-time visual communication at low cost (no travelling and time away from the office).
- Web-based seminars enable presenters to conduct virtual seminars for anyone to participate as long as they have a PC with an Internet connection.
- SAME HQ uses WebEx and Spiderphone to facilitate web meetings, revenue and non revenue webinars.
  - Cost – Upfront and cost per minute per connection
  - Revenue – Get sponsor or charge per connection
How to Host a Successful Webinar

- **Content is King**
  - Choose a hot topic, invite a keynote speaker to captivate your audience attention

- **Timing is everything**
  - Check calendar for upcoming events, consider time zones

- **Promotion and Publicity**
  - Update website, set up registration and promote with email marketing
  - Send out invites 1 week and 1 day before live event

- **Set up Practice Session**
  - Evaluate any technical issues
How to Host a Successful Webinar (continued)

➤ The Live Event
  – Arrive early, webinar environment review, remember to record event
  – Keep audience interested by using polling, chat windows, stopping for Q&A at the end of each presentation
  – Direct attendees to a post survey to receive feedback immediately

➤ Follow up
  – Send each attendee a “thank you for attending” including recording link and a link to presentations
  – Send all panelists a “thank you for participating”
  – Use feedback to improve Events
Questions and Discussion