



## 2007 ENGINEERS' CLUB OF PHILADELPHIA STRATEGIC PLAN EXECUTIVE SUMMARY

### INTRODUCTION

Marking its 130<sup>th</sup> anniversary in 2007, the Engineers' Club of Philadelphia (ECP), has a long, rich history of involvement and leadership within the Philadelphia engineering community. In the fall of 2007, the ECP was at a critical crossroads following first a period of financial distress, then a period of financial resuscitation and asset building. At that juncture, the ECP Board of Directors felt it the perfect time to engage in a strategic planning effort to help provide guidance and focus in strategically positioning the ECP within the landscape of the engineering community in the greater Philadelphia region.

To do this, the ECP engaged, pro bono, the Workforce Performance Group to come and facilitate the strategic planning process. This process was very comprehensive including a situational analysis completed by the Executive Director, and two sessions of the Board and invited guests to conduct a SWOT analysis and identification of critical issues, goals and outcomes.

The result was the identification of the following four critical issues and the development of the following four goals with associated objectives to address those critical issues and to provide the blueprint for the future of the ECP.

### FOUR CRITICAL ISSUES

- Membership
- Education
- Becoming the Engineering Center of the Philadelphia Region.
- Sustainable technical workforce

## **THREE FUTURE ECP GOALS AND RELATED OBJECTIVES**

### **1. Provide Increased membership options and benefits**

- *Offer benefits to current members for recruiting new members*
- *Develop a retention plan for current members*
- *Offer new membership levels for affiliate and corporate members*
- *Pursue corporate and affiliate memberships*
- *Evaluate appropriate dues level for each membership category*
- *Develop and implement a marketing plan for membership promotion*

### **2. Triple attendance at the ECP Professional Development Programs**

- *Analyze course offering*
  - a. *Create a Task Force*
  - b. *Within three month the Task Force will present a plan for board approval which determines*
    - i. *Course offerings*
    - ii. *Pricing*
    - iii. *Delivery*
    - iv. *Requirement for compliance with new Engineering Law for licensure renewal*
- *Analyze affiliates and competitors relative to course offerings.*
- *Determine required staff resources to implement and operate the new educational program*
- *Develop a marketing plan with costs to promote the Educational Program*
- *Explore opportunities to enter into collaborative professional development ventures with local technical societies and academic institutions.*

### **3. Become the Engineering Center for The Philadelphia Region**

- *Integrate the club with the Delaware Valley Engineers' Week Council*
- *Collaborate with technical societies on scholarships*
- *Develop e-communication systems to disseminate information to affiliate societies, universities and corporations*
  - *E-mail lists*
  - *Newsletter*
  - *Website*
- *Provide association management services for other technical societies.*
- *Create a sentinel event team for quick public response to engineering occurrences.*
- *Promote Science, Technology, Engineering and Math (STEM) education in the K-20 system.*

## CONCLUSION

### *Call To Action*

Engineering is the cornerstone of the American lifestyle as we know it today. It tackles major issues such as automotive innovations, safe air travel, national security and military defense systems, space exploration, future city design and environmental protection issues such as green technology, sustainable, renewable energy and global warming. It also is woven into the fabric of each of our daily lives through the appliances we use, the electricity that powers those appliances, safe drinking water, computers we use to accomplish our work and communicate with others, communication systems which bring information to our fingertips in an instant, medicines to cure our ills and devices to alleviate our physical challenges.

At the same time, it is clear from the research and discussions that took place during this process that the engineering profession is currently in crisis. Over the past several years, it has been impacted by

the pressures of the global economy. There are diminishing numbers of young people making the decision to commit to enter the technical fields as a career choice.

Regionally, there is a fragmentation of the engineering community as “specialty” areas have emerged.

Through this strategic planning process, it is equally evident that the Engineers' Club of Philadelphia can and should become the catalyst in the Philadelphia region to unite the engineering community. Through increased professional development opportunities and information exchange and collaborative efforts with local engineering firms, technical societies and educational institutions, the ECP can help stem this crisis and reinvigorate the engineering profession in the greater Philadelphia region.

***Won't you join us?***

**PRESIDENT'S MESSAGE**

During the past year, the Club built upon its recent history and strong volunteer base to set some new directions. I want to thank again my predecessor, **Ruben David**, who had the courage and foresight to lead us during these times. While there were many questions and differing opinions, we all learned that our Club members are interested and want to be involved. The result is a new Strategic Plan, which benefited from the review and comments of many Club members. The Board adopted a revised Plan and is setting about to implement it. It will not be a quiet summer at the Club.

Of major importance is the establishment of a strong and active committee structure. Diane Conway's Executive Director Message outlines the many areas where service is needed. Please step up and volunteer to support the Club by joining a committee. I always summarize the mission of the Club to be the "coalescing element of the Delaware Valley engineering community". We look to facilitate and support the many organizations- that each uniquely serve their membership- yet look for ways to bring all of these forces together as a unified profession and voice.

Recently, both the Club Board and the Delaware Valley Engineers Week Council signed resolutions to join efforts to produce Engineers Week and its related activities, which actually span the entire year. Working with the Philadelphia Chapter of PSPE, we hope to coordinate the resources of all three to further develop this already successful program under the Club's structure.

An important element of the Strategic Plan is to improve communication. The Board- through the Bulletin, website and other means- will strive to keep members informed and involved. We will host an exclusive Holiday luncheon and an Annual meeting next April. We are hoping that the remainder of our meetings will involve other engineering and related organizations from across the region.

I look forward to serving the Club and the profession during the next two years. Please stay tuned and more importantly stay involved in **YOUR CLUB**.

Have a great summer,

***Eric L. Flicker, PE***

## ***A MESSAGE FROM THE EXECUTIVE DIRECTOR***

***By Diane Conway, Ph.D.***

### **“A Call to Action”**

The Club is on the move and we want you to come along. We have just completed a strategic planning process and have adopted a plan which will guide the Club's future direction. The Club has experienced some financial difficulties in the past, but is now poised to proceed forward with positioning itself to better serve its members and the engineering community in the greater Philadelphia region.

As part of reinventing the Club, we have redesigned the committee structure to provide excellent opportunities for our members to not only stay informed about and involved with the Club, but also to work on projects that have impact on the entire engineering profession. Here are some of the committees and their descriptions:



### **Membership Committee** (Ruben David, Chair)

**Subcommittee(s):** Admissions, Boosters, Young Members Forum

**Purpose:** To increase individual and corporate membership of the Club

**Duties:**

- Promote activities that increase both corporate and individual membership of the Club
- Determine both individual and corporate membership benefits
- Advance diversity within Club membership both with respect to engineering discipline and other demographics

**Projects:**

- Launch new corporate membership model
- Launch new affiliate membership model for technical and professional societies
- Launch new student chapters of the Club at local universities
- Craft a member retention action plan
- Assist with young engineers focus groups

## **Professional Development Committee (Robert Wright, Chair)**

**Subcommittee(s):** Education, Seminar, New CEU Requirements

**Purpose:** To advance the professional development of the technical and engineering community in the greater Philadelphia area through the various educational services offered by the Club.

**Duties:**

- Advance the course offerings through the Club's Educational program to enhance the knowledge of technical and engineering professionals in the greater Philadelphia area.
- Promote seminars throughout the year to engineers and technical professionals in all disciplines to upgrade their skills.
- Develop opportunities to tour facilities of technical and engineering interest to enrich the talent of those in attendance.
- Design other educational venues offered by the Club to assist technical and engineering professionals to increase their skills and knowledge of best practices.
- Evaluate the current educational programs for quality and effectiveness.

**Projects:**

- Complete a professional development needs assessment of membership to assist engineers in imminent continuing educational requirements for licensure renewal.
- Determine and implement new Club courses for engineers
- Determine and implement new Club tours
- Determine and implement new topics for educational offerings.
- Determine new vehicles for Club educational offerings (i.e. webinars, one day seminars)
- Work with the Executive Director on the application to NY to become an approved organization for offering continuing education credits eligible to meet NY engineering licensure requirements.

## **Administrative Committee (Carol Martsolf, Chair)**

**Subcommittee(s):** Bylaws Review, Human Resources, Information Technology, Audit, Website

**Purpose:** To assist the Club with its internal operations to effectively and efficiently use Club resources to advance its mission.

**Duties:**

- To assist the Club in procuring and using information technology that enables it to serve the members and the Club's mission.
- To ensure the Club's Website is current and effective in meeting the needs of the members.
- To revise the Club's Bylaws as needed.

**Projects:**

- Review proposals and select vendor for new association management software
- Review proposals and select a vendor for the redesign of the Club's website.
- Review and revise the Club's bylaws.

**Affiliate Affairs/ Society Relations (James Markham, Chair)****Subcommittee(s)** Government Affairs

**Purpose:** To establish and maintain liaison with technical and professional societies in the greater Philadelphia area.

**Duties:**

- Develop opportunities for the Club to act as a conduit for the coalescence of the greater Philadelphia engineering community.
- Cultivate partnerships with technical and professional societies around common areas of interest.
- Advance services offered by the Club that will assist technical and professional societies in the greater Philadelphia area.

**Projects:**

- Create a joint calendar of meetings of all technical societies
- Coordinate the various engineering scholarships
- Draft a plan for the Club's involvement in the annual "Legislative Day".

**Marketing (Diane Conway – Acting Chair)****Subcommittee(s)** Communications, Publications, Honors/Awards

**Purpose:** To promote awareness of the Engineers' Club and issues of importance to the engineering community to the Club members, general public and government officials.

**Duties:**

- Promote activities that increase the awareness of the Club.
- Foster relationships with local media.
- Develop and assist in the implementation of a Public Relations Plan

**Projects:**

- Create a "brand" for the Club.
- Assist with marketing efforts for the Club's various memberships
- Assist with marketing efforts for the Club's professional development services
- Assist with fostering relationships with local media.

I hope you find a committee and some projects that interest you. Please let me know by sending me an e-mail ([dconway@engrclub.org](mailto:dconway@engrclub.org)) or calling me at the Club (215) 985-5701 X1.

## **PROFESSIONAL SYSTEMS ENGINEERING, LLC SEEKS ALLIANCE**

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### **WELCOME NEW MEMBERS**

*JURIUCA LEE  
MONIQUE IRIS UDOH  
ADAM SHELLY  
HEATH DUMACK  
GREGORY B. FUSCO  
MADELINE AUGUSTIN*

*MICHAEL J. CIOCCO  
DIANNE DORLAND  
DANA WILSON  
JENNIFER L. NUGENT  
JOSEPH A. SCHNEIDER  
SCOTT CEPIETZ*



## PHOTOS FROM RECENT EVENTS



*Participants donned “fashionable” hairnets and earplugs to tour the Wawa Dairy/Plant on Saturday, April 12. Roughly 40 Club members and guests participated in an interesting and enlightening event.*



*Jerry Sweeney, President and CEO of Brandywine Realty Trust, informs attendees of the joint Club/ASCE meeting on May 22 about expansion of the Cira Center and former U.S. Post Office complex in the 30<sup>th</sup> Street Station area.*

## CLUB OFFICERS

<b>President</b>	ERIC L. FLICKER, PE
<b>1st Vice President</b>	MICHAEL J. McATEE, PE
<b>2nd Vice President</b>	ROBERT M. WRIGHT, PE
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<b>Treasurer</b>	RICHARD A. MULFORD, PE
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### Club Directors

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### Past Presidents

JUDSON F. VOGDES, PE  
 JOSEPH R. SYRNICK, PE  
 RUBEN D. DAVID, PE



*More photos from the May 22 meeting – at left, Dick Mulford and Diane Conway greet member Brian Lipko at the registration desk; at right, meeting speaker Jerry Sweeney prepares to accept ASCE’s token of appreciation from Club 2<sup>nd</sup> Vice President and Past President of ASCE Philadelphia Section Bob Wright.*

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 Editor’s Note: Due to limited available space, the Puzzle Corner has been omitted from this issue. We will return in the Fall Issue. Thank you.

**The Engineers' Club of Philadelphia publishes the BULLETIN for distribution to its members and throughout the engineering and scientific community of the Delaware Valley.**

**Editor: Allan R. Ritchie**

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