



## Structural Engineers Association of California 2013-2015 Long-Range Plan

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### Participants by Member Organization

#### Northern California

Doug Hohbach  
Kelly Cobeen  
Grace Kang  
Peter Lee  
Colin Blaney

#### Southern California

Michael Cochran  
Jeff Crosier  
Joe LaBrie  
Bill Warren  
Doug Thompson

#### San Diego

Jim Amundson  
Zubaid Karim  
Jim Stenger  
Chris Kamp  
Brad Lowe

#### Central California

Diane Gould  
Jason Horwedel  
Steve Pelham

Executive Director Don Schinske

### Introduction

Representatives from SEAOC's four member organizations met Sept. 12, 2012 in Santa Fe, NM at the Annual Convention to discuss organizational priorities in advance of developing SEAOC's next Long Range Plan. The 2013-2015 plan is intended to guide SEAOC activities over the three-year period, and includes both new and existing organizational goals to be pursued by volunteers and staff.

The SEAOC Board of Directors will formally review progress toward the goals at least once per year. At its discretion, the Board at any point may amend the Long Range Plan according to changing knowledge or circumstances.

Goals and activities are categorized by the four main clauses in the SEAOC Mission Statement. This method of organization is meant to help demonstrate how and whether SEAOC is fully addressing its

mission. However, many of the goals and activities are inter-related, and their categorization here does not necessarily mean they describe or serve an isolated purpose.

### Vision Statement

SEAOC is respected as an authoritative world leader in the practice of structural and earthquake engineering, as a nationally influential participant in structural code and standard development and as a valuable resource to the practicing structural engineers in California.

### Mission Statement

SEAOC's mission is to be the best structural engineering organization in the world. We seek to advance the state of the art and state of the practice in structural engineering; to provide the public with structures of safe and dependable performance; to give the structural engineering profession the most current information and tools for structural analysis, design, and detailing and for effective business management; and to serve as a respected, leading and proactive voice in structural code and standard development.

**Strategic Focus Area 1:** SEAOC seeks to advance the state of the art and state of the practice in structural engineering.

1. EXTERNAL COMMUNICATIONS – SEAOC will expand its public profile to educate communities, policymakers, industry colleagues, and other design professionals about the importance of structural engineering, changes to our field, and the contributions our members make to society. SEAOC will do this by:

- Providing an authoritative face for our profession and the organization via a functional, attractive, interactive website  
*Staff and Communications Committee*  
*New site launched Year 1*
- Coordinate events related to the Great Shakeout, including expansion of SEAOSC's Buildings at Risk summit to other regions.  
*Staff and MO event organizers*  
*Years 1-3*
- Develop and implement a coherent social media strategy to promote SEAOC and MO activities and publications.  
*Staff and Communications Committee*  
*Strategy developed and implemented Year 1*
- Maintain media contacts list and develop strategy for coordinating and issuing responses through the media.  
*Staff and Communications Committee*  
*Years 1-3*

2. MEMBERSHIP – SEAOC's strength and longevity depends on the long term participation of its members and commitment of its volunteer leaders. SEAOC seeks to:

- Retain 98 percent of its current members from year to year and increase overall membership by 5 percent annually.  
*SEAOC Board will convey this goal to the Member Organizations and track membership levels. SEAOC Board and staff will assist MOs, as requested, in regional membership drives.*  
*Years 1-3*
- Increase member participation on state level committees. Develop and implement a formal process for notifying MOs of committee openings. Improve promotion of committee activities and achievements.  
*SEAOC committee chairs and staff*  
*Years 1-3*

**Strategic Focus Area 2:** SEAOC seeks to provide the public with structures of safe and dependable performance

1. PUBLIC POLICY – SEAOC will strive to improve public policy relating to structural safety and performance by:

- Pursuing modifications to the California Professional Engineering Act that assigns the design of significant structures to licensed structural engineers.  
*Staff, Professional Licensing/Certification Committee, Board and MOs*  
*Years 1-3*
- Exploring options for having greater input in the development of the California Building Code for general occupancy.  
*Staff and Board*  
*Years 1*
- Exploring options and alliances for pursuing state continuing education requirement.  
*Staff and Board*  
*Years 2-3*

**Strategic Focus Area 3:** SEAOC seeks to give the structural engineering profession the most current information and tools for structural analysis, design and detailing, and for effective business management

1. INTERNAL COMMUNICATIONS – SEAOC will continue efforts to improve communication amongst all levels of the organization, and to individual members. SEAOC will:

- Publish a monthly e-newsletter, *SEAOC Talk*, to inform members of SEAOC and MO events, activities, and accomplishments.  
*Staff and Communications Committee*  
*Years 1-3*
- Provide a useful, interactive website that allows members to easily access event listings for SEAOC and the MOs, learn of organizational activities, and retrieve publications and other downloads.  
*Staff and Communications Committee*  
*New site launched Year 1*
- Encourage better cross-communication amongst MOs at all levels.

*Board, committee, and staff.*

*Years 1-3*

2. CONTINUING EDUCATION/PROFESSIONAL DEVELOPMENT – SEAOC adopts these goals and tasks in further formalizing its educational programs:

- Develop and offer four webinars annually  
*Seminar/Webinars Committee and Staff*  
*Years 1-3*
- Continue to develop and offer seminars based on state-level publications  
*Seminar/Webinars Committee and Staff*  
*Years 1-3*
- Develop a statewide monthly bulletin listing all SEAOC and MO educational events  
*Staff*  
*Years 1-3*
- Develop MOU for promoting MO education events statewide  
*Seminar/Webinars Committee and MOs*  
*Year 1*
- Develop MOU with NCSEA for webinars  
*SEAOC Board and NCSEA*  
*Year 1*

3. PROFESSIONAL PRACTICE

- The Board will consider convening a SEAOC Professional Practice Committee to address business matters affecting members and their professional practices.  
*Year 1*

4. PUBLICATIONS – Publication of authoritative manuals and guides are a core activity of the organization and key to long-term sustainability. SEAOC will:

- Develop and publish seismic design manuals based on the 2012 and 2015 IBC. Committees will continue to develop Blue Book articles, white papers and other publications.  
*Project teams and staff; SEAOC committees*  
*Year 1: 2012 IBC Manual*
- Formally seat a SEAOC Publications Committee to oversee production and make recommendations on publications, and consider undertaking new publications.  
*SEAOC Publications Committee*  
*Year 1*

5. ANNUAL CONVENTION – SEAOC’s signature event is its annual convention. SEAOC will improve the convention planning process by:

- Convening a State Convention Committee, to improve transfer of best practices and build institutional memory.

*Convention Committee and staff*

*Year 1*

- Improving efficiency and consistency by having staff perform regular, repeated tasks. These tasks might include handling board and committee logistics at the convention, registration, publicity, and recruiting of vendors and sponsors.

*Convention Committee and staff*

*Transition Years 1-3*

**Strategic Focus Area 4:** SEAOC will serve as a respected leading and proactive voice in structural code and standard development

1. CODE DEVELOPMENT – SEAOC will increase its impact on the code development process by:

- Implementing and refining the Structural Standards Committee Rules and Operating Procedures, one goal of which is to improve the alignment of MOs, SEAOC, and NCSEA in development of code recommendations.

*Structural Standards Executive Committee*

*Years 1-3*

- Continued participation in national code and standards developments by assuring SEAOC is represented in the appropriate NCSEA committees.

*Structural Standards committees*

*Years 1-3*

- Active participation in California state code and standards development through SEAOC representation. Seek to remove legislative impediments that do not allow changes to California Building Code provisions when recommended by SEAOC and its committees.

*Structural Standards committees*

*Years 1-3*

- Regular publication of recommendations by SEAOC's Evaluation Services Committee.

*Evaluation Services Committee and Structural Standards Executive Committee*

*Years 1-3*

2. EXTERNAL ORGANIZATIONS – SEAOC will continue to encourage and recruit volunteers for participation with other state and national organizations.

- SEAOC will prioritize its participation based on the relevance to organizational objectives. Among other relationships, SEAOC will actively maintain its Board seat with the NCSEA. SEAOC staff will assume task of tracking openings and soliciting reports from representatives.

*National Organizations/Appointments Committee and staff*

*Years 1-3*