Strategic Planning: 9am – 11am (Lunch provided @ 11am)
MI Section Board: 12pm – 1pm

Strategic Planning

1. Jacob Rushlow called the meeting to order at 9:07.

2. Introductions – See sign-in sheet

3. Agenda approved.

4. Jacob Rushlow and Christopher Owen met about goals ahead of this meeting. Jacob introduced the following 2019-20 goals for discussion:
   a. Increase Scholarship opportunity (continuation from 2018-19)
      i. Main goal is to offer additional scholarship opportunity (2nd Mackinac)
      ii. Target raising $100,000 in additional committed funds (individual and corporate)
         • $1,000 pledge includes framed Mackinac bridge print
         • $30,000 in funds pledged so far
         • Small sub-committee (Chris Owen, Jim Hegarty, Jen Byle, Jacob Rushlow, Steve Waalkes)
   b. Retention of Members
      i. Transitioning graduating engineers
         • Student chapter outreach - connect with student chapters through CYM and Branches – brief presentation to student chapters
            1. Suggestion from U of M student chapter – provide student focused technical tours for networking and site tours.
         • Invite student chapters to attend Branch meetings
            1. Suggestion: Hold branch meetings on campuses.
         • Increase scholarship awareness to students at local universities
         • make sure we have the right faculty contacts – update annually
      ii. Lapsed memberships
         • “At Risk” member strategy
         • National templates
iii. Grow new members
   • Membership Champions
   • National resources
   • Advance to Fellow membership
   • Suggestions:
     o Encourage managers in organizations to promote younger engineer involvement.
     o Consider sponsoring involved people by paying 1-year membership.

c. Region 3,6,7 MRLC
   i. SE Branch is hosting in Detroit (Henry Ford Museum)
   ii. January 9-11, 2020
   iii. CYM is planning banquet and social events
       • Open to everyone
       • Looking for sponsorships and involvement

d. Michigan Infrastructure Conference
   i. May 12, 2020
   ii. Kalamazoo Radisson

5. Regional Reports
   a. Region 3 Assembly – Green Bay, WS July 19-20 – Matt Wendling attended
      • Recruitment focus
      • Websites and resources
      • Dream Big
      • Ethics presentation – Michigan consider improving our statement
   b. ASCE Presidents & Governors Forum Report – Reston, VA September 21-23
   c. MOSAIC – Code of Ethics updates

6. Upcoming Opportunities
   a. MRLC for Regions 3,6,7: January 9-11, 2020 Detroit, MI
   b. Legislative Fly-In – Washington DC, March 11-12
   c. AESLC Legislative Day – Lansing, March 17, 2020
      • Report Card has been a successful/valuable tool for communicating
      • PowerPoint examples are available

7. Branch Roundtable
   a. Northwestern Branch
   b. Western Branch
   c. Southwestern Branch
d. Lansing Jackson Branch  
   i. L/J Branch YMG – NEW!

e. Southeastern Branch  
   i. SE Branch CYM

f. U.P. Branch (inactive but may be getting active again)
g. Saginaw Valley Branch (inactive)  
h. Northeast Branch (inactive)

8. Next Steps / Action Items
   a. Designate members to attend upcoming ASCE events
      - Jacob reminded group to let him know if there are any upcoming needs.
   b. Designate members to assist with University Outreach


**MI Section Board**

1. Jacob Rushlow called the meeting to Order at 12:12pm

2. Agenda approved (as amended) unanimously with motion by T. Bradshaw and second by C. Owen  
   a. C. Owen: add to 6b. scholarship committee members’ discussion

3. Approval of Meeting Minutes
   a. August meeting minutes have not been distributed yet. Motion by A. Rossel support by T. Bradshaw to table approval pending distribution to group.

4. Correspondence
   a. Licensure – R. Brenke updated group regarding push for not requiring PE licensure
   b. Branch Events
      - None
   c. Region 3 Update – Therese Kline, Region 3 Governor  
      - No Update

5. Treasurer’s Report
   b. Payment of Bills
   c. Discussion about scholarship fund – Should Mackinac Scholarship expenses be paid from the scholarship income or from Section general budget? Decision: reimburse $6,985.50 from scholarship income.
6. Committee Reports
   a. Scholarship - Scholarship winners were selected and checks were sent to the colleges. The selected winners were:
      i. Mackinac Scholarship – Jarrett Nuyen
      ii. Zuidema Scholarship – Megan Scherpereel
   b. Scholarship selection process guidelines – Chris distributed draft guidelines for review.
      • Chris will make revisions discussed and forward this and Zuidema guidelines to ASCE National for legal review.
   c. Awards – no discussion at this time.
   d. QBS Coalition Meeting – RB/JR
      • General discussion.
   e. Legislative updates – RB updated group regarding current legislative issues.
   f. Communications/Publications – RB distributed newsletter recently.
      • Branch News Information can be included in future Newsletters
   g. Webpage updates – Updated recently for conferences. National asked us to consider adding bylaws and meeting minutes.
   h. Infrastructure Conference
      • Kalamazoo – Radisson – May 12, 2020

7. Old Business

8. New Business
   a. MRLC for Regions 3,6,7: January 9-11, 2020 – Detroit
   b. Legislative Fly-In – Washington DC, March (October 1st registration opens)
   c. AESLC Legislative Day – Lansing, March 17, 2020
   d. Construction Science Expo – Detroit, May 19, 2020

9. Next meeting dates:
   a. October (tbd)
   b. November (tbd)

10. Adjournment 1:17pm
### Attendance Sheet

**2019-2020 Strategic Planning Meeting**

**Date:** September 10, 2019  
**Time:** 9:00 A.M.  
**Location:** SME  
2663 Eaton Rapids Rd  
Lansing, MI 48911

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
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<td>14. Myndi Baem</td>
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*Note: Names marked with an 'X' are not attending.*