This strategic plan was developed to strengthen our organization and set a path forward for the next three years. As a start, we reflected on SENH’s original mission statement:

SENH is a professional association of structural engineers practicing in New Hampshire that is founded on the premise that those in the structural engineering community can improve and advance the practice of structural engineering for both the individual and the profession. As an organization, SENH promotes the following interests:

- To advance the technical practice of structural engineers through meetings, seminars, and educational programs.
- To improve the professional, business, and administrative practices of structural engineering firms and consultants.
- To advance proper legislation affecting structural engineering practice.
- To establish a network among the members of the Association to communicate information of common interests to structural engineers.
- To cultivate social contacts within its membership, and by closer association and a better mutual understanding, discourage unethical and detrimental practice, and inspirit a resolve to act collectively to benefit our profession.
- To serve the public, to encourage the pursuit of excellence in our practice, and to maintain the honor and dignity of our profession.
- To promote issues regarding public health, safety, and welfare.
- To serve as spokesperson to the public on matters of structural engineering.

The intent of this plan is to rejuvenate participation and action within SENH and provide guidance and establish consistency among an ever-changing Board of Directors who volunteer their time for the benefit of all members.

The plan was intentionally kept concise with four goals, several strategies, and subsequent action items to allow the Board of Directors to focus on the actions it imposes. Additionally, the plan should be considered a “living document” which should be updated constantly. With items added, deleted, enhanced, and modified as time progresses.

Christopher R. Fournier, PE, SECB
SENH President
I. Improve Professional Development/Continuing Education

A. **Balance the needs of building and bridge disciplines**
   1. Create/maintain balance between disciplines on the Board of Directors and within the Professional Development Committee.
   2. Mix discipline topics within regular meetings to maintain interest from all members.

B. **Increase learning opportunities outside of regular meetings**
   1. Examine offering reduced price webinars between some regular SENH meetings.
      a) NCSEA has found “lunch and learns” are desired by its members.¹
      b) NCSEA offers one free webinar to each Member Organization (MO).² Typically, they are looking for a gathering at one location, but may entertain multiple locations.
   2. Strengthen training and in-person seminar offerings
      a) Utilize NCSEA and SEI resources
      b) Collaborate with other MOs to find and vet potential speakers.
      c) Continue to participate in the Northeast Coalition of SEAs to bring speakers to the region.

C. **Collaborate with neighboring SEAs and industry groups**
   1. Formalize communications with ASCE-NH, SEAM, SEAVT, SEAMASS, ACEC-NH, NHCSI, AIANH, AGCNH, and others.
   2. Offer member pricing and seek reciprocity.
   3. Find speakers of common interest for combined meetings.
   4. Seek fellow industry members to present to SENH and vice versa.
   5. Examine mingling of equivalent younger member groups.

¹ NCSEA Communication Webinar “SEA Member Survey Results”, August 23, 2017.
² NCSEA Member Organization Toolbox 2017-2018
II. Strengthen Membership

A. Maximize membership among structural engineers
   1. Investigate which NH practicing firms and sole proprietors are missing from the roster.
      a) Reach out to firm/department leaders
   2. Keep UNH students engaged, they are the future SENH members.
      a) Why be involved? What’s the benefit?

B. Add new non-engineer associate members
   1. Examine changing annual meeting to an annual conference (half day or all day) with opportunities for vendor booths.

C. Increase member activity/participation
   1. Identify which members aren’t attending meetings regularly, or at all.
      a) Reach out, why?

D. Consider adding firm membership category
   1. Offer complimentary access to advertising and job postings.
   2. Study various levels which regulate, ad size, number of posting per year, etc.

E. Ensure financial stability
   1. Re-evaluate appropriate revenue sources to support membership needs.

F. Identify future SENH leadership
   1. Develop succession plans for key roles.
      a) Find the next generation/delegate.
   2. Continue to support the Younger Members Group and facilitate transitioning into SENH leadership positions.
III. Increase Public Outreach

A. Consistently monitor and act on legislative issues in members’ best interest.

B. Pursue/support updated building code adoption.

C. Examine the establishment of a State Bridge Code/permitting process.

D. Educate local building officials regarding grey areas of common occurrence
   1. Special Inspection enforcement

E. Increase public awareness/advocacy
   1. Tout Excellence Awards

F. Promote scholarship program at NH Universities/Colleges.

G. Promote structural engineering to high schools and middle schools
   1. Consider match donations of members
   2. Help staff STEM events.

IV. Enhance Committee Effectiveness

A. Assign specific tasks with deadlines and a BOD shepherd
   1. Bring in ad hoc experts when needed.

B. Increase accountability
   1. Require committee chairs to give an update during BOD meetings and during the membership meeting.

C. Examine pursuing SE licensure in NH.

D. Collaborate with neighboring MO committees.

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4 SEI – A Vision for the Future of Structural Engineering and Structural Engineers: A case for change