

Proposed Penn State Surveying Program Alumni Group MINUTES

Sunday September 16, 2007

Penn State Wilkes-Barre, Technology Center Room 19
10:00 AM – 2:00 PM

Members Present: Brian Naberezny, Dennis Stinson, Adam Crews, Ryan Hippenstiel, Dana Parrish, Preston Hartzell, Andrew Nebzydoski (Current Student), Matt Warner, Scott Faulkner, Ron Oberlander, Brian Lingobardo

Members Absent / Participating Remotely: Cory Mason, Chuck Harpster, Jeff DeBoer, Mike Kreiger, Randy Perry, Steve Guszick

Welcome

Introductions

Rationale & Background

- Reasons for starting group
- Background on starting group

Discussion of Ideas:

- Surveying Alumni Database
- E-mail addresses will be more useful than regular addresses
- Current database may be incomplete – Several members do not recall receiving surveying society newsletter
- Send a mailer to names in the current database requesting updated information
 - Approximately 1000 contacts in current database
 - Cost of printing mailer?
 - Cost of postage?
- Flyer in PSLs conference journal that can be mailed in, submitted at PSU Surveying Program booth, or directs to an e-mail or website
- Poster at PSU Surveying Program booth with same flyer
- Use contacts gathered through mailer and conference to build an e-mail chain. E-mail new contacts and request they update their contact info via e-mail or website.
- Annual Newsletter
- Digital (PDF) instead of hard copy to save on cost
- Combine efforts and resources with Program, Students, and APG
- Send first one when APG becomes official or a year later
- PSLs Banquet
- Students can not attend and see their friends receive scholarships
- For 2009 conference – Arrange a “sponsor a student” program for the banquet. Find a donor willing to cover the cost of the banquet and match that donor with a student wanting to attend.

- Annual Meeting
 - Required by Alumni Association and used to hold elections for Board of Directors
 - Until it is no longer convenient – have it during the PSLS conference
 - Maybe costly to have a meeting involving a meal at PSLS Conference
 - For 2008 conference – See if we can get a meeting room (20-30 people) and supply our own food (Pizza) and invite anyone who wants to attend. This will be an unofficial or informal annual meeting

- Meeting on Campus
 - Many alumni have not been back to campus in years
 - Host a meeting/reception/reunion in Hayfield and invite alumni, faculty (current and former), students, and campus administrators
 - Do this to celebrate when the APG becomes official?
 - Annual welcome back party for students and alumni?

- Social Gatherings
 - PSU Football Tailgate – Are group tickets possible when APG is official?
 - Blue & White Game
 - Winter sporting event
 - Use as a recruiting event targeting UPark Engineering students
 - Scott Faulkner volunteered to plan the first social gathering

- Website
 - Desire to have a simple but professional looking presence on the web
 - Ability to submit/update contact information
 - Ability to search contact information
 - Possibly have ability to post jobs, resumes, etc.
 - Initial site – Basic information about the group and a way to submit contact information
 - Hosting and domain name from Network Solutions \$130/year
 - Matt Warner knows an IST alumnus who may be able to assist in some way
 - Adam Crews also has a contact to pursue

- Member Benefits
 - Monthly e-mail providing information about continuing education opportunities
 - Mentoring process – Match a prospective PLS/LSIT with a member to help assist with the application process.
 - First meeting to discuss how to fill out application
 - Second meeting to review completed application
 - Also need a way to understand board responses when applications are rejected
 - Have an APG member serve as a Liaison to the State Board?
 - Free LSIT/PLS review courses for APG members
 - Hold in August/September so as not to interfere with PSLS Conference
 - Work in conjunction with PSLS to offer these courses to APG members for free
 - Free Memberships
 - If you recruit a student you get free membership
 - If you graduate from PSU Surveying, you get a free membership
 - Recruiting opportunities
 - Job Fair

- Fundraising
- Offer an annual continuing education workshop
 - APG members and/or faculty can present topic
 - Can we use PSU facilities around the state for no charge?
- Corporate Sponsorship
 - Cash donations - Annual membership – Sponsor a meeting
 - Provide a blurb about these companies in newsletter and website
- T-shirts, etc.
 - Desire for them, but shouldn't be the main source of fundraising
- Prepare Technical Documentation paid for by a third-party
- On-line LSIT/PLS national exam review courses

- Faculty Travel
- Covering cost of faculty to attend professional development activities
- Could be \$2000+ per trip
- Campus should provide funds – APG willing to draft a letter to campus requesting funds or supporting a faculty members request for funds
- APG is willing to help out, but this could be costly, and would be a few years until this could be done. Not a priority item

- Classroom/Workshop Resources
- Campus should provide funds – APG willing to draft a letter to campus requesting funds or supporting a faculty members request for funds
- APG is willing to help out, but this could be costly, and would be a few years until this could be done. Not a priority item

- Community Outreach / Scholarly Activity / Research
- APG members willing to bring these opportunities to the attention of faculty and students when they arise.
- APG willing to participate and organize “high-profile” projects that will serve as good PR for APG, program, and campus

- New Technology / Keeping Faculty Current
- APG willing to train or arrange for training on hardware or software as long as all faculty members impacted by the technology attend (GPS – All members, TDS – All members)
- APG would like to see a document outlining how faculty plan to stay up to date with current hardware/software – does this exist in ABET report? – and determine how the APG can play a role in that plan
- APG in conjunction with Lamda Sigma and program will arrange to have speakers come in to discuss new technology. These will be free seminars open to APG members, practicing surveyors, faculty, and students. May or may not be worth continuing education credits. Topics include – Laser Scanning, Machine Control, and interesting projects.

- Endowed Faculty Member
Endowed Faculty Chair - \$2 Million
Endowed Professor - \$1 Million
Program Endowment - \$25,000
Research Endowment - \$50,00
- \$1-2 Million is a lofty goal, One or more Program Endowments seems more realistic
- Research Endowment not something the APG wants to support
- Program Endowment(s) could be used for
 - Annual equipment purchase
 - Paying for faculty course releases
 - Would the APG have a say in how the funds are used each year or just when the endowment is created?
- This is a long term goal

- Desired Equipment
- Some items on list may not see much if any use
- APG would prefer pursuing alternatives to purchasing some of the items
 - Example: Laser Scanner – Can the software be donated or obtained at a discount and the scanner rented, borrowed, demoed for one week out of the year or as needed?
- Instead of purchasing/donating equipment, the APG would prefer if the program requested desired equipment from APG and then APG uses their contacts to try and arrange for donations, reduced prices, etc.

- Recruiting
- Agreement that this is a priority item
- Discussion on better ways to perform recruiting
 - PSLS idea of inviting guidance counselors to conference is a great idea
 - If Preston Hartzell is asked to participate in this, he will mention that he represents the APG
 - The APG agreed that if any of the guidance counselors attending the PSLS conference want a follow up visit at their school, the APG will arrange for someone to do so
 - Going into high schools doesn't appear to be effective – need to target guidance counselors and possibly the math/science teachers
 - Some high schools have sign-ups for to meet with colleges/professions – is there a way to participate in this
 - Instead of visiting “normal” high schools, target the technical schools and especially the two in PA that have surveying.
 - Develop a BSA surveying merit badge course and actively pursue it
 - Have a booth at PA Sportsman's Show – Cost? – Manpower?

- Marketing
- Why did the adds for the program disappear from trade publications?
 - Ask faculty – Cost involved? – How can we get them back
 - ACSM Bulletin Number 227, Page 16 only shows PSU-WB having a 2 Year Degree
- Prepare an article on a high-profile project worked on by faculty, alumni, students or a joint project and get it published and/or presented.
- Prepare an article related to education and possibly what the APG is doing to help and get it published/presented
- Develop a PowerPoint Template to be used by faculty and APG when representing the program
- Revamp Program website – Can IST students do this? Content is probably OK, just needs a new look and new pictures

- English 202C
- Mock Interviews are performed. APG is willing to provide volunteers for surveying students going through this process

- Mandatory Internship Program
- Discussion about pros/cons
- Better to pursue job fair or some other method of matching employers and employees

- Guaranteed Job Placement Program
- Group felt students should be able to find a job with the only stipulation that they may have to move an hour or two from home

- Masters Degree
- The group agreed there was an interest in having this especially if it was available on-line.
- Most would have continued right after receiving their BS degree
- APG is willing to draft a letter of support for this program
- Once a contact database has been compiled the APG is willing to poll their contacts to provide supporting evidence for the desire of this program
- People with MS are needed to teach surveying and there are not many places to do get an MS. Currently Purdue's on-line degree is the most attractive.

- Scholarships
- Short Term – Annual scholarship of whatever amount we can raise
- Long Term – College/Campus Endowed Scholarship - \$50,000
- Any fundraising for scholarships should not compete with PSLS
- Discussion of why students don't apply
- Decided it may be better to provide incentives to apply for existing scholarships rather than offer a new scholarship.
 - Initial – Pay for memberships for those who submit applications
 - Future – Provide a partial match for scholarships received
 - Future – Match 100% of scholarships received

- Job Opportunities
- Job Fair – Either at PSU-WB or PSLS conference
- Compile a list of available jobs and resumes (website?)
- Speed Interviewing

- APG can purchase lunch for SGA meeting or a campus activity as PR for APG and program.

- “Storing” money for student society so it isn't taken back at end of year
- APG is willing to do this when the group is official but will investigate first to see what is going on

- Elevating Profession
- Many activates discussed above will help the profession
- Have an article in each newsletter explaining a simple thing anyone can do to be more professional
- Prepare a brochure to explain to consumers what they are paying for and why there may be a wide variation in fees.

Other Business

- None

Assign Action Items for Next Meeting

- To Make APG Official
- Goal is to submit everything in January
- Would like to be an official group in May but unsure about “STEP 6”

- Meet with PSU-WB Alumni Public Relations Coordinator, Mark Gregorio – Brian Naberezny

- Attend next PSU-WB Alumni Constituent Society Meeting – Brian Naberezny
 - Need someone to do this on a more permanent basis

- Prepare a rough draft of a mission statement for the next meeting – Ryan Hippenstiel

- Prepare a rough draft of a constitution for the next meeting – Jeff DeBoer
 - Review examples
 - Board of Directors should be 5-9 members with a 2 or 3 year term
 - Board of Directors determines President, VP, etc. once a year
 - Ad-Hoc members – Student Society President or appointee, One Faculty Member, One IAC member

- Annual Meeting at PSLs Conference – Brian Naberezny
 - Contact Education Committee
 - Can we get a room for 20-30 people during lunch? Is there a cost?
 - Can we bring in pizza and soda?

- To Build Database
- Website – Matt Warner and Adam Crews
 - Look into cost of hosting and design
 - Can we have this functional by January?

- Alumni Mailer – Adam Crews
 - Prepare a rough draft for next meeting
 - Prepare estimate of printing and postage costs
 - Can we have this mailed for December?

- PSLs Conference Journal – Brian Naberezny
 - Contact Education Committee
 - Determine cost of putting something in the journal as well as deadline
 - Arrange for poster & drop box at PSU Surveying booth

- Meet with the following groups
 - PSLs Board of Directors – Matt Warner?
 - Explain what the APG is about and wants to do
 - Believe we PSLs and APG can help each other
 - PSLs Education Committee – Brian Naberezny
 - Local PSLs Chapters
 - Northeast – Brian Naberezny
 - Pocono – Dennis Stinson
 - Lehigh Valley – Dana Parrish
 - Bucks – Adam Crews (depending on location)
 - Industrial Advisory Committee – Adam Crews

- Activities
- Faculty Training
 - TDS – Matt Warner and Ryan Hippenstiel
 - Topcon GPS – Brian Lingobardo
 - Notify faculty of offer in one/two weeks – Brian Naberezny
 - IAC will follow up in three weeks – Adam Crews

- Social Gathering – Scott Faulkner
 - Event idea and approximate cost

Next Meeting

- Live Meeting hosted by Topcon Positioning Systems
- 4 to 6 week time frame

Adjourn