

# **BRANCH TOOLKIT**

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## **Branch Toolkit: Younger Member Guidance**

The purpose of this document is to provide ideas and guidance on increasing Younger Member (YM) involvement at the local branch level. Younger Member involvement is important for the success and longevity of an ASCE Branch. Providing YM specific opportunities, forming a YM Committee, and maintaining involvement are key components for an active Younger Member Group.

### ***1. Providing Opportunities for Younger Member Involvement***

The best way to increase YM involvement is to provide opportunities directly aimed at Younger Members. From those just attending a happy hour to those hoping to learn more technically, a wide range of activities can offer something for everyone.

#### **Community Service**

Community Service activities can provide opportunities for Younger Members looking for ways to serve the community as well as help future engineers of all ages. Ideas for community service activities include:

- Volunteering at a local food bank
- Bayou/Stream clean-up
- Trash Clean-Up
- Local Festivals (ex: Houston Children's Festival)
- STEM Activities
- Engineer's Week Events
- Mock Interview & Resume Review for local college students

#### **Social Activities**

Social Activities include a wide range of events. Anything that provides YMs the opportunity to network with peers in a more casual setting would normally fall under social activities planning. Happy hours are always an easy and low-pressure event to both plan and attend. Other ideas include:

- Forming a team for a local adult sports league (ex: sand volleyball, soccer, kickball, softball, bowling, etc.)
- Attending a professional sporting event as a group (ex: Houston Astros, Houston Dynamo, Minor League Games)
- Happy Hours at places like Top Golf or Punch Bowl Social
- Joint events with other professional organizations
- Joint event with local student chapters (ex: Happy Hour, BBQ, luncheon)
- Life Skills lunch and learns (ex: soft skills, financial planning, first time home buyer, etc.)



### Fundraising/Scholarship

Both the Houston and the Austin branch have their YM groups host the scholarship fundraising event. The Houston Branch hosts a trivia night and the Austin Branch hosts a Golf Tournament. Allowing a committee of Younger Members to organize and host a fundraising event is just one more way for YMs to become involved.

### Technical Activities

Technical Activities are a great way to attract YM involvement because they often offer the incentive of a professional development hour (PDH) for those Younger Members that are already have their PE license. Technical Activities are also great for YMs just out of school to learn more about different aspects of the industry they are now a part of. Ideas for technical activities include:

- PE Review
- Technical Tours
- Institute Webinars
- Texas Section Webinars
- Local Webinars
- Software Training lunch and learns

### Special Events

Special Event activities include any extra events an ASCE branch participates in that do not fall under one of the above categories or require so much planning that having specific volunteers and YM involvement is needed. An example of a special events activity is the Houston Branch participation in the AIA Sandcastle Competition.

## ***2. Forming a Younger Member Committee***

Several branches across the State have found success in forming a Younger Member Committee to facilitate the engagement of Younger Members. This includes providing direct opportunities through volunteer chair positions, bridging the gap between the board officers and Younger Members, and the ability to engage peers on a more personal level.

### Volunteer Chair Positions

Below is a list of possible volunteer committee chair positions for ASCE younger members looking for ways to become more involved with a local branch. Branches can include open positions in branch email blasts. Reaching out personally to interested younger members is another great way to fill positions and begin forming a Younger Member Committee. Some of the volunteer roles below could require more than one person.

- Director – report YM activity and events to the Branch Board
- President – oversee the YM Committee, this includes scheduling meetings and consolidating event recaps and possibly writing an update for the Branch newsletter



- Vice President – help the President and other committee chairs where they might need help
- Treasurer – coordinate with Branch Treasurer on finances related to YM events and activities
- Secretary – responsible for meeting minutes at committee meetings
- Technical Activities Chair(s) – plan and organize technical activities
- Community Service Chair(s) – plan and organize community service events
- Social Activities Chair(s) – plan and organize social events
- Fundraising/Scholarship Chair(s) – plan and organize fundraising events
- Special Events Chair(s) – plan and organize special events, this could offer multiple volunteer positions depending on the local special events for each branch and how much planning would be required
- Social Media/Website Chair(s) – collect, create, and publish content on social media
- Student Chapter Liaison(s) – help the YM Committee and Branch communicate with and coordinate with local student chapters
- Document Control Chair(s) – coordinate with YM Committee to keep an organized document record of YM events including contacts and recaps

Once a Younger Member Committee is formed, it is important for the committee to regularly meet to collaborate and plan. Hosting group calls or in-person meetings are helpful for brainstorming ideas for events and how to execute them as well as discussing ways to increase involvement. Strongly encouraging committee members to attend as many events as possible is a great first step in getting other Younger Members to also attend events.

### ***3. Maintaining Involvement***

With a Younger Member Committee, the ability to transition smoothly from one committee volunteer to the next is important for maintaining involvement. A gap in committee knowledge could lead to a gap in providing opportunities for Younger Members.

#### **Reaching Out Personally**

The Houston Branch has had the most success in filling committee positions by reaching out personally. If there are YMs regularly attending branch meetings, it does not hurt to ask if they would be interested in volunteering for the Younger Member Committee.

#### **Documentation & Maintaining Contacts**

Thoroughly documenting YM events is helpful not only for current committee members, but also incoming committee members. A lot of events hosted by YM Committees are events that can be repeated the following year. It saves a lot of time and extra work if previous event contacts and recaps are available for future committee members. Additionally, having information like a recap and photos available on social media or branch website can provide Younger Members with the information they need when deciding if they are interested in attending an event.



## Social Media

The larger branches have found a lot of success in engaging YMs through social media. Posting YM events when registration is available and posting the week of the event are great ways to increase attendance. Social Media can also be used to highlight members through series like “Meet the Board” and “Why I Joined ASCE”. Allowing younger members a chance to write in and share their experience is just another way to maintain involvement.

Popular social media used by large branches includes Facebook, Instagram, and Twitter. The Houston Branch has found the most engagement through Facebook and Instagram.

## Support from the Board

An important role for the Younger Member Committee is bridging the gap between the Board and Younger Members looking for ways to be involved. Jumping straight from never attending an ASCE meeting to joining the Board could be intimidating. The Younger Member Committee and attending YM events is a great way to transition members looking to eventually be more involved with ASCE leadership.

Additionally, the role of the Director on the Younger Member Committee is to stay informed on all activities and events for Younger Members and report back to the board. This helps the line of communication between the Board and Younger Members remain a two-way street.

## 4. Tips & Suggestions

### ASCE Texas Section

There are many opportunities available for Younger Members with the ASCE Texas Section. Some board positions are great for Younger Members such as the First Year Director at Large. Other ways YMs can become more involved at the State level are by volunteering as a judge for the Student Competitions or attending the YM Statewide Camping Trip.

The ASCE Texas Student Symposium hosts several competitions every year including concrete canoe. All these competitions need judges, which provides a great opportunity for Younger Members to step up.

Contact: [Jessica Hilscher \(texmexjudge@gmail.com\)](mailto:jessica.hilscher@gmail.com)

Every year the Texas Section hosts a statewide camping trip for younger members. The camping trip often includes hiking, swimming, sleeping in tents and networking with other YMs from across the state.

Contact: [Joe Alvarez \(joew.alvarez@me.com\)](mailto:joew.alvarez@me.com)

Another way for Younger Members to participate at the State level is to attend the Texas Civil Engineering Conference (CECON) hosted by the Texas Section. CECON provides an opportunity to collaborate and build relationships with other professionals.

### Advice from other Branches

Below are Texas ASCE branches with existing YM Committees that could provide further guidance and advice.

- Austin: <https://www.austinasce.org/younger-members>



- Houston: [https://ascehouston.org/Younger\\_Member\\_Forum](https://ascehouston.org/Younger_Member_Forum)
- Dallas: [https://dallasasce.org/YM\\_News\\_\\_\\_Events\\_Calendar\\_](https://dallasasce.org/YM_News___Events_Calendar_)

***This section of the ASCE Texas Section Toolkit was assembled with help and input from the following Texas Section member:***

- Alik McCoy – ASCE Texas Section Director at Large, Houston Branch
  - [alikh.mccoy@5engineering.com](mailto:alikh.mccoy@5engineering.com)

## **Branch Toolkit: Virtual Meetings**

When in-person meetings may not be feasible, virtual meetings can be a viable alternative to engage your membership and to keep branch operations functional. Below is a non-exclusive list of various platforms your branch can consider for hosting a virtual meeting.

### **Platforms available for use:**

#### **1. Zoom**

##### Plan Options

- Basic – Free
  - Limit of 100 participants
  - 40-minute limit on group meetings
- Pro – \$14.99/mo
  - Allows for 100 users
  - 24-hour meeting limit
- Business – \$19.99/mo
  - Allows for 300 participants
  - No time limitations
- Enterprise – \$19.99/mo
  - Allows for 500-1000 participants
  - No time limitations

##### Registration & Login

- Any advanced registration must be handled with a separate entity such as Constant Contact but is not required to use this service.
- The host must share login credentials (meeting ID & password) with all meeting attendees.

##### Pros

- This format allows for a select group of panelists along with general attendees.
- Attendees can raise hands, use the Q&A, and the host can un-mute them to ask questions.
- A co-host may be assigned to help facilitate the meeting.

##### Cons

- You cannot delegate a co-host when you initially setup a meeting unless that additional person is a paid user.
- There isn't a simple method to focus on the video of an attendee as they ask questions
- Breakout rooms are not a feature, so any Q&A must be held in the main presentation component.

##### Additional Considerations

- If your branch uses a PowerPoint presentation to show speaker details, announcements, etc., you may continue to do so. Simply switch between the speaker presentation and the standard slides at your convenience.
  - Ensure the speaker is familiar with share screen and aware of the Q&A feature.
  - Advanced test runs may be beneficial to having a successful day-of presentation.
- 

## 2. GoToWebinar (by LogMeIn)

### Plan Options (all options include GoToMeeting)

- Lite – \$59/mo; \$49/mo if paid as annual subscription
  - Limit of 100 participants
  - No time limitations
- Standard – \$129/mo; \$99/mo if paid as annual subscription
  - Limit of 250 participants
  - No time limitations
- Pro – \$249/mo; \$199/mo if paid as annual subscription
  - Limit of 500 participants
  - No time limitations
- Enterprise – \$499/mo; \$399/mo if paid as annual subscription
  - Up to 3,000 participants
  - No time limitations

### Registration & Login

- The organizer creates online meetings in GoToWebinar. The program provides the organizer with registration links that can then be emailed or posted to a branch website for advertising.
- GoToWebinar allows attendees to register for webinars and the program can accept payments from attendees for paid webinars.
- The GoToWebinar program sends a reminder e-mail to the registrants one day and one hour before each session.
- A follow-up message can be sent to attendees and registrants which may include the recording of the session and educational certificates.

### Pros

- Attendees can raise hands, use the Q&A, and the host can un-mute them to ask questions.
- The organizer can launch polls and surveys to the audience during webinars.
- An PDF copy of the keynote speaker’s slides can be posted in the “Handout” pane for attendees to download.
- LogMeIn offers free training (recorded and live) for customers. Training occurs every week and is typically 1-hour in length.

### Cons

- You cannot designate a co-organizer to assist with running webinars unless there are multiple licenses associated with the account.
- Only the organizer can see the questions posted by attendees. The organizer must read the questions to the keynote speaker at the end of a presentation and the keynote speaker can respond to the questions verbally.
- Only the panelists and organizers can turn on their webcams; GoToWebinar allows a maximum of six webcams per session.

### Additional Considerations

- It is recommended for the organizer to schedule practice runs with the panelists (including the keynote speaker) to ensure that everyone is familiar with the software and that any A/V issues are resolved.
- A PowerPoint presentation with slides (intro, announcements, updates, etc.) can be useful like a regular branch meeting. It is advisable to load the keynote speaker's presentation slides to the organizer's computer and give the keynote speaker access to operate the organizer's keyboard and mouse.
- Can be used for meetings, committee meetings, virtual happy hours, and any other meetings that do not require online registration
- Payments can be used to offset subscription costs.

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## 3. YouTube

### Plan Options

- FREE
  - Option to upload standard pre-recorded video
  - Option to use Premieres
- Standard Upload
  - Allows the user to upload pre-recorded content for viewing. The content must be recorded using a separate capturing software (such as Zoom) prior to uploading to YouTube. The content is available for viewing immediately after uploading.
- Premieres
  - Allows the user to upload pre-recorded content for viewing at a specific date and time as the premiere. Like the standard upload, this content must also be recorded using a separate capturing software prior to uploading to YouTube. Once the content has been uploaded to YouTube, the Premiere feature allows the user to interact with viewers in an adjacent chat window as the content is streaming for the first time.



- This method gives the feel of a live, in-person meeting since everyone would be given the opportunity to watch the video for the first time at the same moment in time and interact with the chat feature.

#### Registration & Login

- No registration is required. Upon uploading a video, share the link generated via your preferred method such as email. Anyone with the link may view the content.

#### Pros

- No participant limits
- No time limitations
- Can conduct a Q&A session if using the Premieres chat feature
- YouTube offers free basic editing software that can be used to modify video prior to publishing.
- YouTube offers free analytics to track viewer count, audience engagement, and various demographics.

#### Cons

- With no registration requirements, tracking viewers/attendees must be conducted via an alternate method such as Google Forms. Any educational certificates must be distributed separately via email.
- It may be more time consuming to offer pre-recorded content vs. live sessions.

#### Additional Considerations

- The free editing software comes with limitations and it may be beneficial to have someone with editing skills to finesse any pre-recorded content.
- Pre-recording alleviates many technical issues that may arise during live presentations.
- YouTube Premieres offers the option to utilize a live chat box. It can be beneficial to the audience if the speaker/presenter is viewing during the premiere and is able to answer any questions that may come in the chat.
- Meeting announcements can also be pre-recorded and spliced into the main speaker presentation using some basic video editing skills.
- Posting the video link on various platforms (i.e. Facebook, LinkedIn, Instagram, Twitter) can broaden reach and gain more viewership.

***This section of the ASCE Texas Section Toolkit was assembled with help and input from the following Texas Section members:***

- Julia Clarke – ASCE Houston Branch President



- [jill361183@gmail.com](mailto:jill361183@gmail.com)
- Sam Shorter – ASCE Austin Branch Vice President
  - [srajpal@ttlusa.com](mailto:srajpal@ttlusa.com)
- Jonathan Brower – ASCE Dallas Branch President-Elect
  - [jbrower@lafp.com](mailto:jbrower@lafp.com)
- Phillip Alcorn – ASCE Dallas Branch Texas Section Director
  - [communications@dallasasce.org](mailto:communications@dallasasce.org)

## **Branch Toolkit: Mobile Payments**

The ability to take mobile payments can be a very valuable for Branches when it comes to hosting events like Branch meetings/luncheons, golf tournaments, scholarship fundraisers, and social events. Compiled below is information regarding different payment collection platforms and some considerations your Branch should make when processing on-site payments via a third party platform.

### Services to Consider:

#### 1. PayPal

- Currently in use by El Paso, Fort Worth, and San Antonio Branches
- Registering your local ASCE Branch as a [non-profit with PayPal](#) is the best way to reduce costs for your Branch.
  - Reduces fees from 2.9% + \$0.30 per transaction to 2.2% + \$0.30 per transaction
  - This requires you to give your EIN to PayPal to verify your Branch's non-profit status.
  - EIN must match your organization name within PayPal
- Pros:
  - Ability to set up multiple uses under a primary user (usually the Treasurer of a Branch)
    - Create subsidiary account under the account administrator and give them respective permissions consistent with your Branch bylaws
    - This avoids some of the complexity of having to reregister the account annually under new officer names.
  - Ability to take quick, in-person payments with the [PayPal Here](#) chip and swipe reader
  - Ability to send out a link (created in PayPal) with Branch meeting announcements that allow users to pre-pay
  - Ability to add options to the link, such as quantity, and names of the attendee (if different than the payer)
  - PayPal is a pretty familiar environment to most people
- Cons:
  - Small fee on every transaction
  - Requires additional hardware (chip and swipe reader) that needs to be regulated and stored properly
  - Using PayPal for online meeting registrations can make it difficult to keep track of RSVPs.
    - *Example from El Paso Branch: Right now, members can pre-pay, which we keep track of in PayPal, but if they want to pay later, they have to RSVP via email. So, before the meeting, we have to reconcile the list of who RSVP'd via email, and who paid. It'd be nice to have that in a single system.*
  - It can get complicated with complex pricing structures.

## 2. Square

- Payment fees:
  - <https://squareup.com/us/en/payments/our-fees>
  - In person payments (using a hardware device from below)
    - 2.6% + \$0.10
  - Card Not Present Payments
    - Square Invoices: 2.9% + \$0.30
    - Manual Card Entry: 3.5% + \$0.15
    - Card On File: 3.5% + \$0.15
- Hardware for in-person transactions
  - <https://squareup.com/us/en/payments/in-person-payments>
  - Reader for Magstripe (1<sup>st</sup> one free; \$10 each for extras)
    - <https://squareup.com/us/en/hardware/reader>
  - Reader for Chip and Contactless Pay (\$49)
    - <https://squareup.com/us/en/payments/in-person-payments>
  - Terminal (\$299)
    - <https://squareup.com/us/en/hardware/terminal>

## 3. iATS Payments

- Payment processing tool that works *exclusively* with non-profits
  - Integrates with many different non-profit fundraising software providers so if all your payment platforms are synced to iATS then all your financial reporting is automatically synced in one place
  - 2.49% processing fee per transaction for Visa/MasterCard/Discover (3.2% for AmEx) + \$0.26 per transaction
- <https://home.iatspayments.com/>

## 4. Charity Engine

- All-in-one non-profit tool for payment processing, donation pages, donor info storage, and campaign tracking (similar to Quickbooks, but specifically for non-profits)
- <https://www.charityengine.net/default.aspx?>

## Other Concerns to Consider When Taking Mobile Payments:

- Contracts with event venues and getting accurate pre-registration headcounts for meals is something you need to consider for your Branch. With on-site payment options for Branch meetings, some members may choose to put off pre-registration online and pay as a walk up. This may cause an issue with your meeting venue if you underestimated the number of walk ups after closing pre-registration online and your venue is unable to accommodate the overflow.
  - Ways to manage this include:
    - Give a discount for RSVPing early
      - Downside is it can discourage people who may be on the fence on their availability.



- Also need to be aware that complicated pricing adds complexity to the accounting, the payment system, and can add some confusion to members.
- Give a penalty for RSVPing late/walk-ins
  - Effectively, the same as an early discount, just framed differently.
- Invoice no-shows
  - Can be the most adversarial situation.
  - Can put your Branch and/or Treasurer in the uncomfortable position of playing bill collector
- Security of the mobile/on-site payment system and devices must be critically managed and overseen by trusted individuals within your Branch

***This section of the ASCE Texas Section Toolkit was assembled with help and input from the following Texas Section members:***

- Chris Nance – ASCE Texas Section Treasurer, El Paso Branch
  - [cnance@team-psc.com](mailto:cnance@team-psc.com)
- Amy Stone – ASCE San Antonio Branch Section Director
  - [jill361183@gmail.com](mailto:jill361183@gmail.com)
- Sugandh Rajpal – ASCE San Antonio Branch Treasurer
  - [srajpal@ttlusa.com](mailto:srajpal@ttlusa.com)
- Jonathan Brower – ASCE Dallas Branch President-Elect
  - [jbrower@lafp.com](mailto:jbrower@lafp.com)

## **Branch Toolkit: Social Media**

### The Essentials

- Get Branch accounts for Facebook, Instagram, Twitter, and LinkedIn
  - Each of these cater to different types of content and types of people. It's important to stay active on all four in similar, but different ways to make sure everyone in your membership is getting the info and content they want from your Branch when and where they want it.
- Use social media for:
  - Major Branch/Section event announcements and recaps
  - Volunteer opportunities/recruitment
    - Social media accounts should be an extension of your website/newsletter
- Adopt a Social Media Policy
  - Keep content relevant and appropriate
  - See pages at the end of this toolkit section for example policy from the Dallas Branch

### How do we make our accounts engaging?

- Photos, photos, photos, and then some more photos
  - Photos are more engaging, easier to capture attention of phone users
  - Easier to “see” something than read about something
    - Maybe social media users who didn't attend will envision themselves their next time
    - Members that were there will appreciate getting a shout out and seeing themselves on Branch social media
  - Photos of each and every event (if possible)
  - Show the faces of ASCE members and volunteers that are present at events, not just where the event is at (i.e. don't just post a picture of the baseball field that you are having a social at, post a picture of everyone from ASCE there with the baseball game on in the background)
  - Moderation – Instagram limits you to 10, Twitter to 4, FB is seemingly unlimited but don't do that
  - Use third-party helpers like Canva (free website – see example page)
- Create engaging graphics
  - Canva is a great website that has lots of graphic templates available that you can customize for meeting announcements and volunteer opportunities
- Keep your captions and messages short, sweet, and to the point
  - Attention spans nowadays are this big
- Frequency of Postings
  - “Quantity with Quality”
    - Take lots of quality photos and post lots of quality content/messaging as often as you can

- Document ALL events
  - This includes both invitations to future events and recaps of past events
  - Maybe even post live videos and photos as events are happening on platforms like Instagram Stories and/or Facebook Live.
- Timing of Postings
  - Post ASAP!!! (when it comes to events)
  - People don't want to read about and see pictures from an event last week; they want to know what you did last night, or better yet, what you did 1 hour ago
  - Use the automated publishing tools of Facebook, Hootsuite, and Buffer to set up scheduled posts for the future to ease the strain of having to remember when and what to post
    - This also helps when we want to send the same post multiple times to remind people about upcoming events (branch meetings, etc)
- Tagging Posts
  - Tag people, location, other organizations, sponsors, and anything/anyone else you can think of related to the event/post.
- Sharing Posts
  - Get members (and branch/section leadership especially) to share their favorite posts or important updates.
  - This gets more eyeballs on our posts and boosts their value/ranking in the algorithms
- Mini-Campaigns
  - "Get to know ASCE \_\_\_\_ Branch/Section"
    - Highlight leadership and contributing members
  - Infrastructure Report Card
    - ASCE Dallas promoting TX IRC in 8-weeks leading up to E-Week
  - "Share your favorite ASCE Landmark Photos"

### ASCE Dallas Accounts

- <https://www.facebook.com/ASCEdallas>
- [@ascedallas](https://twitter.com/ASCEdallas)
- <https://www.instagram.com/ascedallas/> (@ascedallas)
- <https://www.linkedin.com/company/ascedallas>

### Additional Resources

- ASCE Social Media Policies – <https://smp.asce.org/social-media-policies-for-site-administrators/>
- Canva – [www.canva.com](http://www.canva.com)
  - For graphic creation and templates
  - Free version of Canva works very well and has lots of graphics and templates available. There are additional functions and templates available for purchase or within the Canva Pro (paid) version
- Hootsuite – [www.hootsuite.com](http://www.hootsuite.com)



- For linking multiple social media platforms together and posting on all platforms at once
- Free version is usually adequate for local Branch usage, but some Branches may purchase the paid version for additional functionality and options
- Buffer – [www.buffer.com](http://www.buffer.com)
  - Similar to Hootsuite – the ASCE Branch switched to using this program instead of Buffer
  - Free version is usually adequate for local Branch usage, but some Branches may purchase the paid version for additional functionality and options
- Linktree - <https://linktr.ee/>
  - Create a single link for your Branch’s social media bios that can be a gateway for multiple links as needed for Branch events/initiatives
  - Free version of Buffer is usually adequate for local Branch usage, but some Branches may purchase the paid version for additional functionality and options

***This section of the ASCE Texas Section Toolkit was assembled with help and input from the following Texas Section members:***

- Jonathan Brower – ASCE Dallas Branch President-Elect
  - [jbrower@lafp.com](mailto:jbrower@lafp.com)



## **ASCE DALLAS SOCIAL MEDIA POLICIES AND DISCLAIMERS: RULES OF ENGAGEMENT**

### **OVERVIEW**

ASCE Dallas uses social media to educate and inform its members, local civil engineers, and interested parties of the public about news and promotions related to ASCE and the profession.

We welcome discussion on our social media sites: sharing experiences and reactions makes our social spaces that much more vibrant. That said, all conversation should be courteous and on-topic. We do not tolerate posting of offensive, spam, or harmful comments. Remember, everything posted to our social sites is public – don't publish something that you might regret down the line!

Keep in mind that any information shared or posted on our sites is not a substitution for professional consultation.

Every ASCE social media effort will follow these principles:

- **CONNECT WITH MEMBERS** - ASCE Dallas will use social media to communicate and connect with individual members at the local level. ASCE Dallas will make everyone feel welcome and show them how to get more involved with the Society.
- **BE STEWARDS OF THE SOCIETY AND ITS MISSION** - ASCE Dallas will put our best foot forward and show all the good ASCE has to offer to members. ASCE Dallas will promote Branch events, share photos, and celebrate the successes of members from our community.
- **PROMOTE CIVIL ENGINEERING** - ASCE Dallas will share local civil engineering news and interest stories so our community can understand the importance of our members' work.

### **COMPLETE RULES AND POLICIES**

Here are ASCE Dallas' complete social media rules and policies:

- The following rules govern the use by you of ASCE Dallas social media channels, including, but not limited to, Twitter, Facebook, and LinkedIn. By accessing ASCE Dallas social media channels, you agree to abide by these rules and any modifications thereto.
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## **Branch Toolkit: Civil Engineering (CE) Club Program**

[ASCE Civil Engineering Clubs](#) are places for high school students to meet, engineer mentors and explore civil engineering through activities, lessons, and field trips. The CE Club program can turn into the cornerstone of your Branch's K-12 Outreach program and serve a conduit for applicants for any local Branch scholarships.

### **The Basics**

- Designate a CE Club Champion within your Branch
  - This person can either lead every single session (very time intensive for that person) or simply serve as the main point of contact to bring in multiple civil engineers from across the industry within your Branch
- Find a school and committed teacher willing to host your Branch and help facilitate the CE Club program alongside the Branch CE Club Champion
  - Pro tip: Start by targeting a school that already has some kind of engineering program.
    - [Project Lead the Way](#) is an organization that promotes a variety of STEM curriculums for schools and teachers, and is a very good place to start your search. Within Project Lead the Way is a “Civil Engineering and Architecture Design” class/curriculum for high school students.
      - You can find PLTW schools here:
        - <https://www.pltw.org/experience-pltw/school-locator>
    - You can also contact your local school district and ask them if they can point you in the direction of the “right” STEM or CTE school in the district.
    - Start with one school for your Branch, run it for a year or two, and expand your program from there as you grow your volunteer base
  - However, this does not mean you **have to** find a school with students that are already “hooked” on engineering. Your passion may be to reach those students that have never even heard of civil engineering. If that’s the case, go for it!
    - This could be a school
  - The program can be used for elementary, middle, or high school programs. Just be sure to tailor the presentations/activities to the specific age group
  - The Champion should try to be as visible as possible with the students and teacher(s). This will help give the students a consistent face to associate with the CE Club program and ASCE in general.
    - The Champion can lead/facilitate every activity/presentation if they have the time, or can simply introduce each guest speaker as needed
  - Make sure your CE Club Champion and guest speakers follow all of the security/pre-screening rules of your local school district.
- Register your local CE Club with ASCE Global
  - Registration form: <https://asceforms.wufoo.com/forms/mts6cb40v6okx2/>

- ASCE Global CE Club website: [https://www.asce.org/civil\\_engineering\\_club/](https://www.asce.org/civil_engineering_club/)
- Set a meeting schedule for your CE Club – this is where having a willing, able, and passionate teacher-partner at your local school is essential!
  - After/before school
    - Pros
      - Good way to add to the extra-circular activities at a school
      - Might be easier to recruit professional speakers for earlier/later in the day for these types of programs
      - Does not interfere with the students'/teachers' typical class time
    - Cons
      - Have to compete with students' other commitments outside of school – sports, band, jobs, family care, etc
      - Have to find a classroom or venue with a teacher that is willing to host the club before/after school
      - Attendance/participation on a week-by-week basis could fluctuate a lot
      - May be hard to recruit students that are not already interested in civil engineering
  - During class periods – could work well especially with a school that already has a PLTW civil engineering class
    - Pros
      - Always have a dedicated time, place, and audience for club meetings
      - If a civil engineering class, students are already (hopefully) somewhat interested in civil engineering. The teachers may also appreciate the speakers/presentations augmenting their class curriculum. Try to sync the topics of the guest speakers with the class curriculum if possible in this case
    - Cons
      - Have to find a teacher/school willing to give up class time for presentations
      - Class period timing/schedule is typically in the middle of a work day and could make recruiting speakers difficult
  - Frequency/timing
    - How often your local CE Club meets (once a week, every two weeks, once a month?) is up to your CE Club Champion and the teacher
    - Need to find a balance that works for the teacher/school and your volunteer speaker base

## Resources

- ASCE Civil Engineering Club Guide – a good starting place to learn more about the program and get some activity ideas. This could also be used at the framework or “curriculum” for your local CE Club if needed
  - [https://www.asce.org/uploadedFiles/Membership\\_and\\_Communities/Ways\\_To\\_Get\\_Involved/Pre-College\\_Outreach/Content\\_Pieces/ce-club-guide-with-bridge-module.pdf](https://www.asce.org/uploadedFiles/Membership_and_Communities/Ways_To_Get_Involved/Pre-College_Outreach/Content_Pieces/ce-club-guide-with-bridge-module.pdf)
- Additional CE Club Modules:
  - Water Resources module:  
[https://www.asce.org/uploadedFiles/Membership\\_and\\_Communities/Ways\\_To\\_Get\\_Involved/Pre-College\\_Outreach/Content\\_Pieces/ce-club-water-module.pdf](https://www.asce.org/uploadedFiles/Membership_and_Communities/Ways_To_Get_Involved/Pre-College_Outreach/Content_Pieces/ce-club-water-module.pdf)
  - Transportation module:  
[https://www.asce.org/uploadedFiles/Membership\\_and\\_Communities/Ways\\_To\\_Get\\_Involved/Pre-College\\_Outreach/Content\\_Pieces/asce-transportation-resources-module.pdf](https://www.asce.org/uploadedFiles/Membership_and_Communities/Ways_To_Get_Involved/Pre-College_Outreach/Content_Pieces/asce-transportation-resources-module.pdf)
- Read up on previous years of the ASCE Dallas Branch CE Club program:
  - Yearly recaps:
    - <https://dallasasce.org/articles/982>
    - <https://dallasasce.org/articles/868>
    - <https://dallasasce.org/articles/1070>
    - <https://dallasasce.org/articles/1071>
  - The 2017-2018 CE Club at WWHS was also featured in Texas CE Mag (pages 18 &19):
    - <https://indd.adobe.com/view/56d83826-6765-44db-bf51-8ecbfa7b8ecc>
    - <https://www.texasce.org/tce-news/dallas-branch-ce-club-2017-18-recap/>
- ASCE eLearning webinar on the CE Club program from 2018 is available on the Past eLearning Webinars section of the ASCE National site:

### **DRIVING IMPACT WITH A CIVIL ENGINEERING CLUB**

Date: Friday, October 26, 2018

[Access the webinar](#)

Civil Engineering Clubs provide a highly effective way to mentor high school students who are interested in engineering. Learn how to set up and run a club, identify school partners, and inspire the next generation.

#### **Presenters:**

**Jonathan Brower**, P.E., M.ASCE is a Senior Project Engineer at L.A. Fuess Partners in Dallas, TX as well as the incoming Vice President for the ASCE Dallas Branch

**Marcellus Pitts**, M.ASCE is a Senior Project Engineer at SSFM International, Inc in Honolulu, Hawaii

- Another previously-recorded webinar on ASCE CE Clubs:
  - <https://players.brightcove.net/pages/v1/index.html?accountId=75114961001&playerId=25f7f60a-de33-4450-a985-e7962d6f15c3&videoId=5537848559001&autoplay=true>
- How to recruit guest speakers



- Lots and lots emails and phones calls to convince people that this is a good program and something worthy of their time.
- Announcements and calls-for-volunteers on local Branch social media, newsletters, websites
- Usually the speakers are able to come up with their own presentation and/or activity (since they are the experts in their specific branch of civil engineering) or they could use one of the existing modules from ASCE Global. We strongly suggest that all presentations include some kind of activity or hands-on component. This will help keep the students engaged.
- The ASCE Dallas Branch prefers the format of bringing in new guest speakers for each session instead of trying to have the CE Club Champion lead/present all the sessions themselves. This helps give the students a view of a broader cross-section of the industry and prevents you from getting volunteer fatigue.

***This section of the ASCE Texas Section Toolkit was assembled with help and input from the following Texas Section members:***

- Jonathan Brower – ASCE Dallas Branch President-Elect
  - [jbrower@lafp.com](mailto:jbrower@lafp.com)

## EXAMPLE FROM ASCE DALLAS:

### CE Club – Basic Planning Timeline

- Summer/Early Fall
  - Start recruiting speakers
- Early August
  - Meet with teacher; important things to get:
    - Class curriculum/schedule
    - DISD holiday/testing schedule
    - Class period times
    - Determine when presentations will start/stop
      - Teacher usually likes to wait to start until 3-4 weeks into the school year
      - Last week in April is typically the last presentation since May/June get crazy with testing and end of year events
  - Register club again with ASCE National
    - Jeannine Finton – [jfinton@asce.org](mailto:jfinton@asce.org)
    - Jill Sanders – [jsanders@asce.org](mailto:jsanders@asce.org)
    - National typically sends some **free** bags, pencils, scales, etc.
- Late August/Early September
  - Introduce yourself to all class periods as the CE Club Champion
    - Also mention the ASCE Dallas Scholarship that will be available in the spring
- October/November
  - Make sure new ASCE Dallas budget includes meeting fees for 10 students and teacher to attend May Branch luncheon
- December/January
  - Start planning all-day field trip for May (to include the ASCE Dallas Branch luncheon)
- April
  - Obtain list of students attending May Branch luncheon and get Programs Chair to register them
  - Talk to students about the ASCE Dallas Scholarship and help them with applications
- Early May
  - Send out student survey
  - Send out speaker survey
- June
  - Meet with teacher for debriefing
  - Compile end of year report with recaps of all presentations and summary of survey results
- Constant:
  - Confirming and reconfirming speakers
    - Make sure speakers pre-register through DISD Voly system



- Taking pictures of speakers at school
  - Sending to ASCE Dallas Social Media Chair for sharing
  - Making slides for ASCE Dallas luncheon
- Writing recaps for the ASCE Dallas newsletter
  - These can be saved and combined to make end of year report
- Send updates to ASCE National