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**STRUCTURAL ENGINEERS ASSOCIATION
OF SOUTHERN CALIFORNIA**
A Non-Profit California Corporation

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**2016-2017
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2016-2017 SEAOSC Image and Public Relations Committee Charges

SEAOSC Vision

The Structural Engineers Association of Southern California (SEAOSC) is the premier professional organization to which local Structural Engineers belong. The organization serves its members in the noble profession of structural engineering by fostering and promoting the contributions of structural engineers to society.

SEAOSC Mission

SEAOSC is a member-centric organization, where substance and image are equally promoted through fiscally responsible management and optimization of the benefits to the members. SEAOSC leadership and membership will strive to reach the ideals represented by the following five pillars of the association: Membership Value, Image & Advocacy, Codes & Standards, Education, and Legislative Participation.

SEAOSC Image and Advocacy Pillar Mission

Promote the professional practice of structural engineering to the community. Enhance the image of the structural engineering profession by implementing an aggressive and proactive public relations campaign that includes advertisements and community outreach. Properly represent the local structural engineers to other state and national organizations.

SEAOSC Image and Public Relations Committee Mission

Create ways for SEAOSC to improve the image of structural engineers within Southern California to the general public and promote the structural engineering profession within the industry to build a better understanding of the structural engineer's role and value to the team.

SEAOSC Image and Public Relations Committee Standing Charges

- Promote the Association by writing, or soliciting from members, articles or press releases to be submitted to various news outlets in Southern California
- Provide a quarterly update and summary of committee activities as well as other content for Association newsletter articles

- Plan for opportunities with mentoring organizations such as ACE and Engineers Alliance for the Arts. Coordinate with Media Contact List participants and Board of Directors to help define messaging content
- Develop and train a Speakers Bureau to offer speakers to partnering associations and general public audiences
- Determine, maintain, and build relationships with critical media partners

SEAOSC Image and Public Relations Committee Charges for Current Year

- Develop media content for both the website and a pamphlet for public relations purposes
- Create Standard Press Release protocol for various types of events, engage a distribution service for broadcasting Press Releases to targeted audiences.
- Arrange social and public speaking events in coordination with fellow industry organizations such as AIA, ULI, CALBO, BOMA, etc.
- Develop/strategize a presence, and coordinate with the Executive Director, for social media content including: Facebook, Twitter, LinkedIn, etc. Coordinate with the SEAOC Public Relations Committee