Goal 1: Membership

Specific –
WHO? WHAT?
YMF will increase active membership (i.e. members who attend 3 or more meetings per year and/or participate in 3 or more events, and pay membership dues) by 50%. As of June 2019 YMF has approximately 18 active members and 27 who have gone to at least one General body meeting past year.

Measurement/Assessment –
HOW?
Maintain a record of event attendance by using General Body meeting and event attendance sign-in lists. Compile membership data during events which are ongoing throughout the year, and compare to previous months.

Attainable/Achieve –
REASONABLE?
Develop incentives/initiatives to entice new members in conjunction with the Executive Board and feedback from the general body. Practitioner Advisors will continue to maintain relationships with collegiate student chapters and encourage student members to attend YMF General Body meetings. General Body meetings will include happy hours, shorter technical presentations, and announcements from the YMF and Section Board meetings. to increase interest among new members and be moved around the city to facilitate ease of travel. Board Meetings will be separated into a call-in rather than in-person meeting, so in-person meetings can focus on networking, technical events, and a shortened announcement set. Finally, Roaming Happy Hours will continue to be held around suburbs and outskirts of Pittsburgh to allow for new members to learn about YMF. The tentative schedule for meetings are a call-in Board meeting first Tuesday of every month, and General Body meeting during the third week of every month. YMF will implement a point system for attendance with a raffle prize at the end of the year.

Relevant –
EXPECTED RESULT?
Target an increase in membership by 15% each year for the next three years.

Timed -
WHEN?
The initiative was launched at the first GB Meeting on Sept. 1, 2015, which was held in the West End of the City. The goal is to increase the number of active members to 25 by the end of the 2020-2021 year. Meeting locations will continue rotating around the metro area. Outlying region happy hours was implemented throughout 2017/2018 and continued in 2018/2019 to encourage networking between more suburban based companies.
Goal 2: Technical/Industrial Information

Specific –
WHO? WHAT?
YMF will seek to increase distribution of technical and industry related knowledge to our members. YMF will add a technical and/or government relations component to at least one of the scheduled General Body Meetings held throughout the year. The YMF will also organize or partner with three technical focused events that attendees can earn PDHs through.

Measurement/Assessment –
HOW?
The Technical Committee will meet monthly and come prepared to discuss potential speakers or topics during General Body Meetings. They will compile feedback from the General Body and Executive Board to agree on a speaker/talk and move forward with organizing the event and setting the date.

Attainable/Achieve –
REASONABLE?
The intent is to hold a technical or current governmental regulation discussion at least one time a year during the middle of General Body meetings. Holding the presentation during the middle of the meeting will guarantee the speaker has an audience, and that any new members in attendance are exposed to YMF day-to-day business. Shorter technical presentations may be held more frequently during General Body meetings. Longer, more technical heavy presentations or tours are to be held at least three times during the year. These events will qualify for PDHs.

Relevant –
EXPECTED RESULT?
Most members feel the top three reasons for attending any event is related to the content, receiving PDHs, and for the social/networking atmosphere. Offering a small, informal technical talk paired with meetings serves the purpose of bringing in new faces who otherwise would not attend a meeting, granting PDHs, and passing knowledge onto the younger engineering community.

Timed –
WHEN?
The initiative will be launched at the second General Body meeting of 2018, with the first presentation to be held at the October 2018 meeting. This technical component will be actively implemented for the next three years. YMF will continue to ensure a PDH activity is planned and scheduled before October with two other PDH opportunities throughout the Fall to Spring term.
Goal 3: Outreach / Mentorship

Specific -
WHO? WHAT?
YMF board members, practitioner advisors, and members who are alumni of colleges in the Pittsburgh Section region will visit the student chapter a minimum of once a year to inform and encourage student’s involvement with ASCE and the civil engineering industry. A “Welcome Back” event was successfully held at the beginning of the Fall semester. YMF will help coordinate outreach events between the Section and the student chapters, who have successfully put on outreach events and fundraisers.

Measurement/Assessment –
HOW?
Will physically visit each college, meet with students twice a year, offer other resources like resume review or mock interviews, and mentorship coffee meetings. The spring semester visit will include the distribution of YMF welcoming letters to graduates who are planning to stay in the Pittsburgh region post-graduation. A “Welcome Back” event will be held at the beginning of the Fall semester and will include students and younger members in order to network.

Attainable/Achieve –
REASONABLE?
Practitioner advisors already should be in steady communication with the students and faculty. This initiative will aid the practitioner advisors in reaching out to the student chapters. Practitioner advisors will maintain contact about outreach events specifically to help coordinate with the YMF Section, to increase attendance at student outreach events. For college events where young kids (K-12) are invited, YMF will attend when able to help our general outreach with schools in the area.

Relevant –
EXPECTED RESULT?
This will strengthen students’ familiarity with ASCE so they feel comfortable continuing their membership post-graduation, and hopefully become active YMF members. Initial results are promising with more than 15 students actively participating in the mentorship program. YMF attendance at student outreach events will better familiarize student and YMF members.

Timed –
WHEN?
Starting September 2018, the section will try to visit all schools within the first semester to help establish mentorship relationships. During spring semester members plan to visit again and distribute YMF welcoming letters to graduates. These meetings will be repeated each school year for the next three years. A “Welcome Back” event will be held at the beginning of September each school year, potentially using the STAY Grant offered by the National section.