Promote Your Credentials

Stakeholders is not a term frequently used by or familiar to the Structural Engineer. From the engineer’s perspective, a stakeholder is any individual, industry, business, or municipal entity that has an interest in what the engineer does. As SECB is a voice/representative for structural engineering practitioners, it can be thought of as having the same extended list of stakeholders that the practitioner has. Often, architects don't acknowledge or appreciate the benefits they receive from the professionalism of their structural engineer consultants. Working with architects is your opportunity to remind them that projects engineered by an SECB certified engineer are designed by a professional who is in compliance with the education, training, and experience required of SECB certificate holders. Use these discussions as a marketing platform with your architectural clients.

Complex Engineering Requires Qualified Engineers

Does your structural engineer possess the credentials of a Structural Engineering Certification Board [SECB] certificate holder? Since the advent of time, major structures were both conceived, designed, and built by a Master Builder with all the requisite skills. Within our lifetime, the design side of this process branched into architects and civil engineers. Today's architectural field is split into many parts; designers, code specialists, production architects, landscape architects, interior designers, and the list goes on. The same sort of change has occurred in the civil engineering field. The Massachusetts Board of Registration recognizes a complex list of twenty (20) specialties including Structural engineers. The process of sectioning Civil Engineering into numerous specialties has developed a need for specific knowledge of ever-increasing complexity in codes, growing number of engineered products that contain particular mechanical properties, and an increased awareness of how structures respond to gravity loads, wind loads, seismic loads, etc. All one needs to do is look at a photo of the Burj Khalifa in Dubai or the Bunker Hill Memorial Bridge, the cable stayed bridge spanning the Charles River in Boston, to realize that the civil engineer of old who could design the traditional post and beam wood frame building would not be prepared to meet today's standards and building complexities. The professional’s signature followed by “P.E., SECB” delineates that individual as having demonstrated the expertise of a structural engineer – having received an education with a curriculum designed to provide the structural engineer with a defined base of knowledge, passed a qualifying exam, and attained a demonstrable level of practice experience to practice as a Professional Structural Engineer. Please visit the SECB website at www.secb.org for more information.

Demonstrate Expertise with your Professional Affiliations

SECB is not a stand-alone organization. SECB certificate holders may be members of one or more of Structural Engineers Institute/ASCE (SEI), National Council of Structural Engineers Associations (NCSEA), Coalition of American Structural Engineers (CASE), The American Institute of Steel Construction (AISC), The American Concrete Institute (ACI), and several State Structural Engineer organizations and affiliated
groups not limited to SELC, AISI, ASTM, AWC, etc. When the credentials following the signature of the professional engineer contain the letters SECB, it signifies that the individual is acknowledged by the Structural Engineering Certification Board to possess the specific qualities of education, testing, and experience required of a Professional Structural Engineer. To learn more, visit www.secb.org.

**Promote Your Firm’s Expertise with SECB Credentials**

Have you thought about promoting your firm and its SECB credentials? Are signature post-nominal letters “P.E., SECB” sufficient? David J. Odeh, S.E., P.E., SECB, F.SEI, a Past President of SEI, is proud to feature SECB in the Odeh Engineers, Inc. marketing materials. In addition to his professional licenses, David is certified in the practice of structural engineering by the Structural Engineering Certification Board (SECB), a distinction that requires rigorous education and experience standards, as well as annual continuing education for recertification. Think about this unique opportunity to demonstrate your expertise to the architects and other clients you work with. Please visit the SECB website at www.secb.org for more information.

**SECB Roots**

Did you know the idea for SECB came from the same individuals that founded NCSEA? As the NCSEA organization began with the goal to be a central voice for Structural Engineers, who until that time had largely been presented as Civil Engineers, NCSEA promised to provide national recognition of a different sort for structural engineers. The development of the SECB Credential program provides that critical recognition. NCSEA represents structural engineers through a cohesion of state structural engineering organizations. SECB not only presents an opportunity for individual structural engineers within state organizations, but also provides an opportunity for individuals who might be outside of the NCSEA umbrella to have a voice at a national level. Remember, not every state has a state structural organization. When you encounter a fellow structural engineer who holds an SECB credential, ask about their knowledge of and membership in NCSEA. If they are not currently members, encourage them to consider the benefits of belonging to this prestigious organization! Opportunities are available at both a state and national level.

**Where are my PDH certificates?**

Have you ever approached your license renewal date and commenced a mad scramble to find your continuing education certificates while at the same time crossed your fingers that you had enough?

Have you ever wished you had a summary of your licenses and renewal dates with a color-coded reminder when expiation is close?
One of the great benefits of being an SECB member is access to the amazing member portal and its comprehensive license and PDH tracking module. When you complete a continuing education session, simply input the data in your dashboard and within a few weeks your course will be reviewed and logged. The dashboard displays all accepted and pending credits in each SEC renewal category and gives you real-time information on how many more are needed. The dashboard is also a historical repository for you PDHs, allowing you to export a custom time range – a great resource for state license requirements that have all different validation periods.

Become an SECB member today and access to this amazing system is included!

Make Some Noise!

During a client meeting, ask for a few minutes of your client’s time to bring them up to speed on state-of-the-art engineering. Tell them about Podium Construction. Inform them of the exciting new prospects for Mass Timber Construction. Offer yourself to present an in-house seminar to your client’s younger architects to inform them of the exciting aspects of structural engineering. Be more vocal about the engineering challenges that their project has put on the table for you to solve. Take pride and make some noise about a structural engineer’s profession. And remind them that, as an SECB Certificate holder, you represent the best that the structural engineering profession has to offer.

Take Credit where Credit is Due!

The truth is structural engineers are a quiet group and are largely a profession in the shadows. How many times have you been addressed as an architect by a layperson? Why do so many project articles feature the architect, giving no props to the engineer? Why do we hear jokes about attorneys when we don’t about structural engineers? The structural engineer’s satisfaction in a job well done is often internalized. Even when structural engineers make the architect’s vision look glamorous, like the SFO Air Traffic Control Tower by Walton P. Moore, few people realize that without the structural engineer there would be no glamorous 200-foot tower. Change that – tell your story! Blow your own horn! And, use your SECB credentials on everything. Those prestigious credentials show the world that you possess the specific qualities of education, testing, and experience required of a Professional Structural Engineer.

SECB Recertification and Continuing Education

All engineers certified in the practice of structural engineering through the SECB are required to renew their certification every three years. The recertification process includes documenting that the individual has remained active in the practice of structural engineering and has fulfilled the continuing education requirement (45 qualified PDHs in the three year period). The Structural Engineering Certification Board keeps a record of the certificate holders continuing education efforts. Use that as a
resource when updating your credentials with State Licensing Boards! In a short time, student Education Certificates will be maintained as well.

**Market your Talents!**

Are you working on an interesting project that you know, when completed, will be seen in your architect client's office as a colorful poster describing the project and the architect’s accomplishments without having any of the engineer's names listed? Use that as an opportunity! Share a copy of STRUCTURE magazine and speak to your architectural client about a jointly-authored article on the project. Your name in the byline and your firm’s name in the article is a pure marketing moment! And, the SECB credentials attached to your name immediately signify that the engineering aspects of the project were accomplished by a credentialed engineer, one that possesses the specific qualities of education, testing, and experience.