



# July 2019 Local Chapter Lead Meeting



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July 17<sup>th</sup>, 2019

# Agenda

- ▶ Q&A with NAYGN President
- ▶ Historical Metrics
- ▶ New Metrics Tool
- ▶ Engagement Discussion
- ▶ PI Update(s) - Nuclear Science Week
- ▶ Communication Update(s) - Social Media Takeover
- ▶ Best Practices - NAYGN Durham

# Q&A with NAYGN President

- ▶ New Metrics Tool\*
- ▶ George's Energy Adventure
- ▶ Nuclear Science Week (Oct.14-18)
- ▶ Membership Update, Drive\*
- ▶ Chapter Takeover
- ▶ Communicating the Value of NAYGN\*
- ▶ Benchmarking NAYGN members
- ▶ Sponsorship



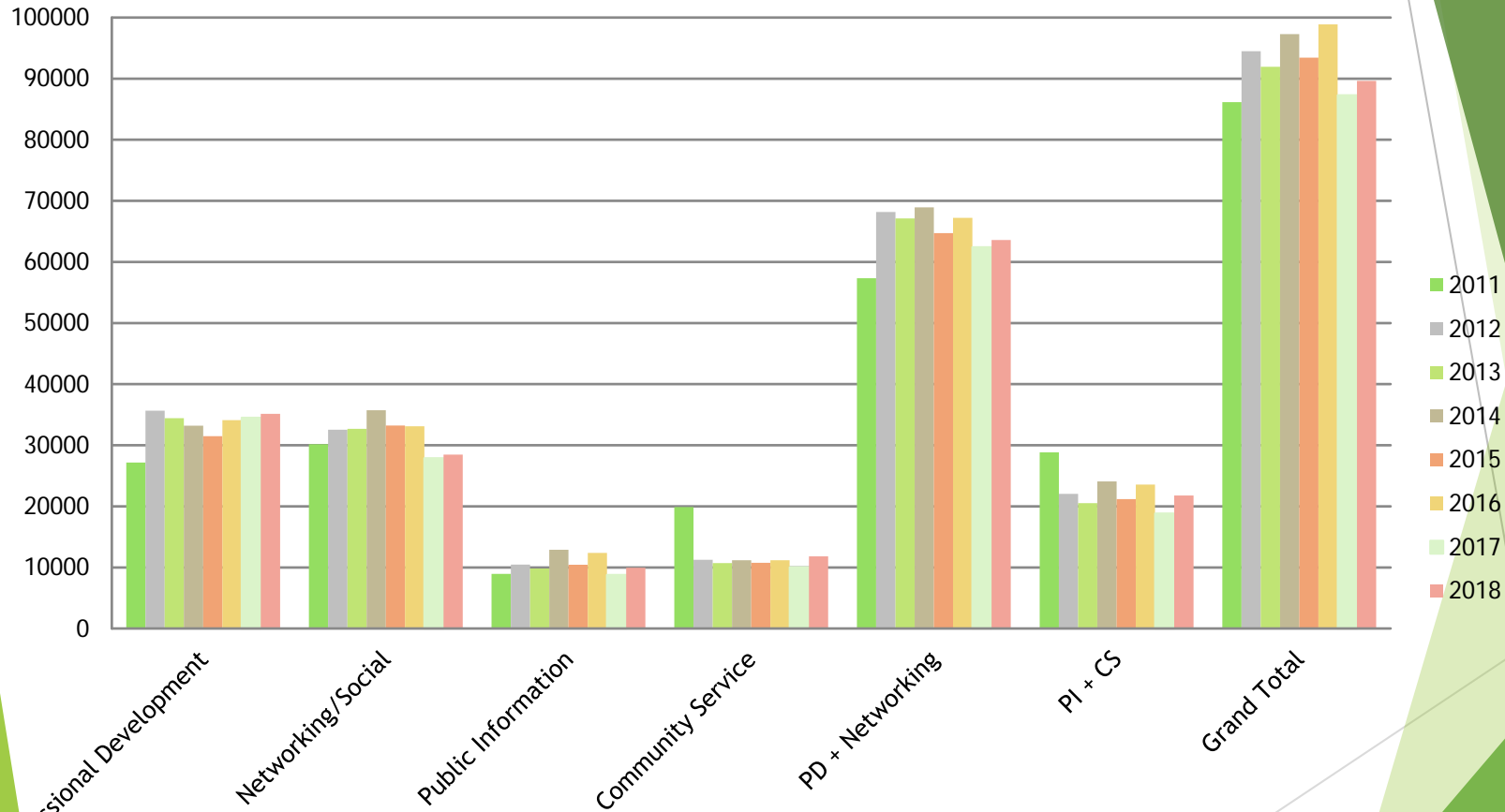


# Historical Metrics

Year	Professional Development	Networking/Social	Public Information	PI Reach	Community Service	CS Reach	PD + Networking	PI + CS	Grand Total	Reporting Chapters
2011	27166	30161	8947	-	19880	-	57327	28827	86154	
2012	35645	32531	10463	-	11242	-	68176	22049	94492	
2013	34429	32699	9827	-	10709	-	67128	20536	91931	74
2014	33205	35724	12903	28073	11177	37253	68929	24080	97276	75
2015	31494	33221	10433	54668	10765	29389	64715	21198	93442	69
2016	34115	33107	12386	54955	11172	25765	67222	23558	98880	68
2017	34518	27900	8791	53235	10046	49206	62417	18837	87301	64
2018	35133	28465	9943	69466	11820	55900	63597	21763	89627	63

# Historical Metrics

## NAYGN Annual Metrics (hours)



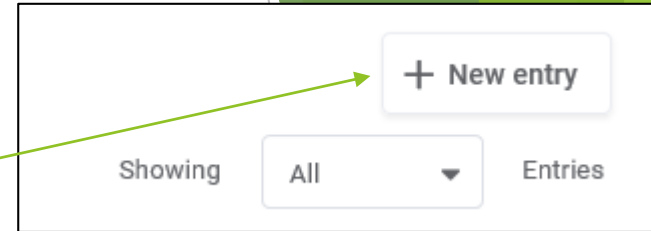
# New Metrics Tool

- ▶ We finally listened, no more SoGo survey!
- ▶ New process allows you to use filters to see 2019 live metrics from all chapters **\*\*Note: ensure you change to All Entries\*\***
- ▶ You can also export the data

The screenshot shows the 'New Metrics Tool' interface. It features four filter sections: 'Region:' with a dropdown menu, 'Chapter:' with a dropdown menu, 'Event Title:' with a text input field containing 'Event Title', and 'Event Date:' with 'From' and 'To' input fields. Below these filters are buttons for 'Clear Filters', 'Print', and 'Export' (with a dropdown arrow). A search bar labeled 'Search table' is at the bottom left. On the right, there is a '+ New entry' button and a 'Showing' section with a dropdown menu set to 'All' and the word 'Entries' next to it. Three green arrows point from the text in the list above to the 'Region:' dropdown, the 'Export' button, and the 'Showing All' dropdown.

# New Metrics Tool

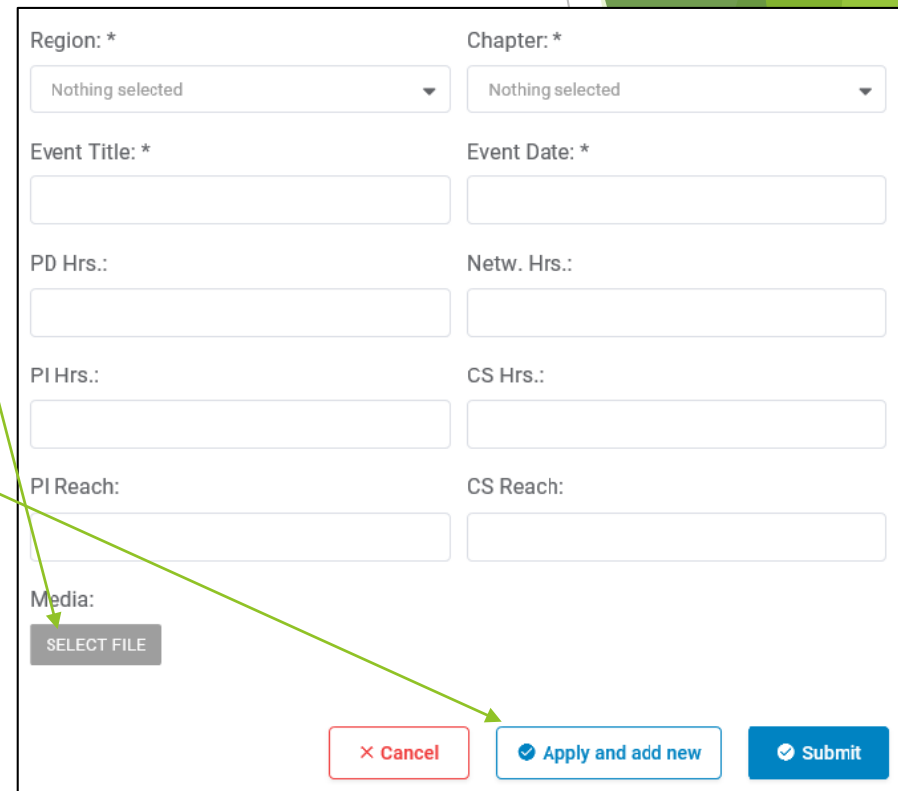
- ▶ To add new metrics simply click on 'New Entry'
- ▶ Which brings you to this screen:
- ▶ You can now add media as well!
- ▶ You can add multiple metrics without being kicked out of the page by clicking 'Apply and add new'
- ▶ Submit metrics here:  
<https://naygn.org/chapter-metrics/>



Showing All Entries

+ New entry

This screenshot shows a user interface element with a dropdown menu currently set to 'All' and a '+ New entry' button to its right. A green arrow points from the 'New Entry' text in the list to this button.



Region: \* Chapter: \*

Nothing selected Nothing selected

Event Title: \* Event Date: \*

PD Hrs.: Netw. Hrs.:

PI Hrs.: CS Hrs.:

PI Reach: CS Reach:

Media:

SELECT FILE

Cancel Apply and add new Submit

This screenshot shows the main metrics entry form. It contains several input fields for 'Region', 'Chapter', 'Event Title', 'Event Date', 'PD Hrs.', 'Netw. Hrs.', 'PI Hrs.', 'CS Hrs.', 'PI Reach', and 'CS Reach'. There is also a 'Media' section with a 'SELECT FILE' button. At the bottom, there are three buttons: 'Cancel', 'Apply and add new', and 'Submit'. A green arrow points from the 'Submit metrics here' text in the list to the 'Submit' button.



# 2019 Metrics

- ▶ Extracted using new website and exporting to Excel (pivot table)

Row Labels	Sum of PD Hrs.	Sum of Netw. Hrs.	Sum of PI Hrs.	Sum of CS Hrs.	Sum of PI Reach	Sum of CS Reach
Atlantic	146	110	117	30	209	0
Canada	545	429	161	525	1480	345
Carolinas	4574	143	4782	0	2617	0
Midwest	127	133	97	188	285	480
Northeast	1375	889	173	18	2305	140
Southeast	286	542	76	20	202	0
<b>Grand Total</b>	<b>7053</b>	<b>2246</b>	<b>5406</b>	<b>781</b>	<b>7098</b>	<b>965</b>

- ▶ Overall hours (so far) = ~15,000 hours

# Engagement Discussion

- ▶ Membership engagement was discussed as the biggest area of weakness during the last LCL call.
- ▶ Engagement Committee ([engagement@naygn.org](mailto:engagement@naygn.org)) is under Amber Von Ruden ([vp@naygn.org](mailto:vp@naygn.org)) and is looking for ways to improve member engagement.
  - ▶ Improving registration and use of the website
  - ▶ Designing standard brochures to hand out at booths and help communicate the value of NAYGN
  - ▶ Placing LCL calls and activity ideas on the website <https://naygn.org/local-chapters/local-chapter-resources/>
    - ▶ Have a good activity/charter/PPT/etc.? Send it to [engagement@naygn.org](mailto:engagement@naygn.org) and we will add it to the 'Chapter Resources' section of <https://naygn.org/local-chapters/local-chapter-resources/>
    - ▶ Let's make the website a useful resource!

# Engagement Discussion

- ▶ Membership database cleanup for ease of reaching and communicating to members
- ▶ Improvement of member communications via newsletters, website, and social media
- ▶ Along the lines of funding, if LCL's could please fill in this very brief survey we can compile the results and share it on a future LCL call for best practices (could help you for future sponsorship talks):

<https://www.surveymonkey.com/r/92D6JWD>

# Nuclear Science Week

- ▶ **Big Event:** Happening in DC with a gala, nuclear science takeover of Rayburn House Office Building foyer, Millennial Nuclear Caucus  
More info: [pi@naygn.org](mailto:pi@naygn.org)
- ▶ **Localized (or Regional Event):** Set something up and register it here [nuclearscienceweek.org](http://nuclearscienceweek.org) → Get Involved → Host an Event → Tell Us!

Need ideas?

Boy or Girl Scout Nuclear Science Merit Badge Workshop

Nuclear Blitz (visit 100 classrooms!) in your local school district

Nuclear Science Teacher Workshop

“Namaste Nuclear” - host a yoga event at a nuclear site!

Ask an expert about the HBO Miniseries “Chernobyl” (check out the event set up for July 23 by Kristie Soliman in the Carolinas!)

Nuclear “takeover” day at your local science museum

Invite public to the plant. Host a food truck night!

# Nuclear Science Week

- ▶ George's Energy Adventure - to be released NSW!

NAYGN will be providing **5-10 free books** to each chapter that **requests** them to be used during Nuclear Science Week in October 2019. The number of books provided to each chapter depends on how many chapters submit a request. **Please provide all information below and only complete this survey once per chapter.** Information must be provided by August 23, 2019 using this survey [link](https://survey.sogosurvey.com/r/L9QJOs). If there are any questions, please email [adventure@naygn.org](mailto:adventure@naygn.org).

<https://survey.sogosurvey.com/r/L9QJOs>

Why not team up with your local chapter of National Society of Black Engineers to spotlight the scientist George Alcorn (and namesake of George's Energy Adventure)?

# Nuclear Science Week - Education Focus

- ▶ NAYGN Essay contest will take place! Launch October 14. Likely a space theme. Due December 13<sup>th</sup>. Prizes TBD.
- ▶ Climate interactive: Host a mock United Nations special session on energy and climate!  
<https://www.climateinteractive.org/>
- ▶ Navigating Nuclear - First 2 High School Lessons will be released in October
- ▶ Fission Game - There's an app for that! Link to be provided.
- ▶ Energy Challenge - <http://energychallenge.duke-energy.com/>
- ▶ Help Needed: email [studentoutreach@naygn.org](mailto:studentoutreach@naygn.org) if you are interested in continental outreach (contests, etc)

# Nuclear Science Week - Government Focus

- ▶ No *physical* post card push day this year. Expect an electronic graphic to email to your legislators.
- ▶ Get on agenda of state legislators public forums (typically breakfast/luncheon events). More information to come from government outreach. Contact [governmentoutreach@naygn.org](mailto:governmentoutreach@naygn.org) if interested.

Not exactly government outreach, but reaching new adult audiences:

- ▶ Get a booth at a neighborhood/city event/festival.
- ▶ Partner with a local brewery (set up a booth on a busy Saturday).
- ▶ Sporting event "Game Day Booth".

# Social Media Takeover

- ▶ The '20 for 20' Social Media Takeover kicked off this week on Facebook!
- ▶ To celebrate 20 years as an organization, each week we will be showcasing a different chapter for 20 weeks in a row.
- ▶ To follow and promote the action, make sure to like and share our Facebook page with chapter members, colleagues, family, and friends:  
<https://www.facebook.com/TheNAYGN>
- ▶ Contact [communications@naygn.org](mailto:communications@naygn.org) with any questions.



# Best Practices – NAYGN Durham

- ▶ Along the lines of engagement we ran into issues with members not being able to attend NAYGN events that occurred during the workday:
  - ▶ Facility tours that could only occur during the work week.
  - ▶ Professional development sessions (valve training seminars, lunch and learns, training seminars, etc.)
- ▶ Some managers would have no issues while other section managers didn't know what NAYGN was or what the process was.
- ▶ Solution was to work with our sponsor (CNE) and get blanket memo for alignment going forward.

# Best Practices – NAYGN Durham

## MEMORANDUM

Internal Use Only

January 4, 2019

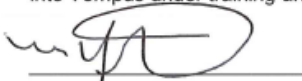
File No.: N-CORR-00100-0708629 LOF

### Process for Attendance at NAYGN Events/Facility Tours/Conferences

North American Young Generation in Nuclear (NAYGN) is a non-profit group with over 120 chapters across North America that provides opportunities for a young generation of nuclear enthusiasts to develop leadership and professional skills, create life-long connections, engage and inform the public, and inspire today's nuclear technology professionals to meet the challenges of the 21st century. The four cornerstones are professional development, public relations, community outreach and membership/networking.

This memorandum outlines the process for NAYGN members to attend facility tours, nuclear conferences and NAYGN events that occur during working hours.

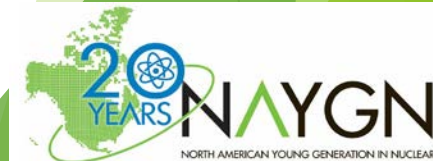
To ensure adherence to station priorities the employee shall obtain approval to attend from their direct manager via OPG-FORM-0025 for out of country conference attendance or by using the appendix in this document for Canadian events/conferences/tours. If funding to attend a conference outside of Canada comes from the NAYGN Durham budget, OPG-FORM-0025 will still be utilized with no cost in the form and an attachment from the NAYGN Canadian Affairs Chair or Durham Chapter President confirming that the employee is representing NAYGN. As the attendance of these functions is directly relevant to the professional development of the employee, the employee will input time into Tempus under training and document the attendance in their Continuing Training.



Mark Khutson

Senior Vice President, Nuclear Engineering  
& Chief Nuclear Engineer

Attachment: Approval Form for Canadian NAYGN Events/Conferences/Tours



# Best Practices – NAYGN Durham

## Appendix: Approval Form for Canadian NAYGN Events/Conferences/Tours

### Approval for (Employee name) to attend (NAYGN Event/Conference)

North American Young Generation in Nuclear (NAYGN) is a non-profit group with over 120 chapters across North America and provides opportunities for a young generation of nuclear enthusiasts to develop leadership and professional skills, create life-long connections, engage and inform the public, and inspire today's nuclear technology professionals to meet the challenges of the 21st century. The four cornerstones are professional development, public relations, community outreach and membership/networking.

As per N-CORR-00100-0708629 this form shall document the approval for (employee name) absence from regular duties between (date) to (date) to attend (NAYGN event/conference). The attendee has or will perform a turnover of all pertinent duties and has arranged to ensure station support is maintained in their absence and will follow the time reporting process as per N-CORR-00100-0708629.

\_\_\_\_\_

(Direct manager name) (Date)

(Direct manager title)

# Communications & Best Practices

- ▶ Had a great event? Is your chapter up to something cool?
- ▶ Submit an event summary and pictures to [communications@naygn.org](mailto:communications@naygn.org) to be featured in the Go Nuke article.
- ▶ And/or [engagement@naygn.org](mailto:engagement@naygn.org) to have
- ▶ And/or to [USA@naygn.org](mailto:USA@naygn.org) and [Canada@naygn.org](mailto:Canada@naygn.org) to be shared on the next LCL call.

# Open Discussion