

ASCE NCS November 2021 Section Meeting

Future of Flood Risk Data Overview

The Future of Flood Risk Data (FFRD) is a multi-year Federal Emergency Management Agency (FEMA) initiative in support of FEMA's effort to transform the National Flood Insurance Program into a risk-informed program. FFRD looks to provide a comprehensive understanding of flood risk for the Nation.

Mr. Luis Rodriguez is the Director of the Engineering and Modeling Division in the Risk Management Directorate of FEMA's Federal Insurance and Mitigation Administration. In this role, he leads FEMA's National Flood Hazard Mapping program. Luis has been supporting FEMA's National Flood Insurance Program and Flood Hazard Mapping program for over 26 years. ■



Luis V. Rodriguez, P.E., Director of the Engineering and Modeling Division in the Risk Management Directorate of FEMA's Federal Insurance and Mitigation Administration

Please join us virtually on **Tuesday, November 16th** from 12:00 pm to 1:00 pm for a modified ASCE National Capital Section September Lunch Meeting! The program will approximately consist of a one hour presentation with a webinar format and one (1) PDH credit will be awarded. The cost will be \$5 for all members, non-members, and students. For questions, please contact president@asce-ncs.org. Please [click here](#) to register by **Monday, November 15th**.



Upcoming Events

Until further notice, all in-person ASCE NCS events have been cancelled. Opportunities for virtual events will be announced as they are planned.

President's Corner

Every Sunday evening, I video chat with my grandmother, mother, and sister. We tell stories, laugh, and have a sing-along. This call, filled with three generations, fuels me for the week. We have a special connection, as she gave me my middle name.

(Hint: It means song). My grandmother completed her master's degree in Business Education and had an exemplary career in guiding high school students to the right career paths. She also serves as First Lady of my grandparent's church in Texas and taught me how to bake delectable desserts. (*There are several nuances to making a delicious sweet potato pie or a lemon tart...*) Grandmother often ends our Sunday call with one question, "are you enjoying yourself?" It is a reflective question. It helps me to



recalibrate and think about what brings me joy: gratitude, giving, and laughter.

The Thanksgiving Holiday in November is a day to pause and observe what we are grateful for. I appreciate my health, family, and friends. I have made many friends through my involve-

ment in ASCE. These are people who began as colleagues and have shown caring beyond work boundaries. When I made a move from the Illinois Section to the National Capital Section years ago, ASCE members arranged a special Saturday brunch for me to meet new people in the area. I'm thankful for kind acts like this. ASCE has provided a space for people to connect across distances. For me, having gratitude also means pausing to appreciate the present moment, in between project meetings. I stop to observe the gradual changing of fall leaves or to notice the steam rising from my cup of ginger peach tea.

A spirit of giving also gives me joy. When I remember to think outside of myself, my own needs and challenges are not in focus. Many ASCE NCS members have given their time this November. Kush Vashee, PE, the new Education Committee Chair, hosted a resume clinic for collegiate students. He gave a presentation on networking, writing a cover letter, and building a solid resume. At the event, Lynn Mayo, PE, Co-Founder and CEO of RePicture Engineering, shared information about RePicture Programs, where students can explore specialties in engineering careers. Also, Fernando Pasquel stepped up at the annual planning

meeting to champion and organize a meeting for the first time. Because of this effort and the willingness of Luis V. Rodriguez, PE to present, NCS Members will learn about the Future of Flood Risk Data, a multi-year FEMA initiative, at the November Section Meeting. Lastly, infrastructure investment is a high priority for ASCE and the nation. So, the ASCE Legislative Fly-In program is an opportunity for NCS Members to contribute their time and get involved in ASCE's advocacy efforts. It will be a hybrid event in 2022 (i.e., virtual and in-person), and the deadline to apply for the program is December 1, 2021.

Laughter is one of the best ways I find happiness. Before the work week begins, my husband and I listen to a funny comedy bit. Then, my mind often wanders back to the clip after facing a project challenge or having a difficult conversation during the week. This boosts my mood, and I'm able to forge ahead! Finding humor, together, can also bond project teams and committees within ASCE, as we work toward common goals.

If you are ever in need of a reset this fall, try reflecting on what brings joy in your life. Happy Thanksgiving to you all and your families, on behalf of ASCE NCS!


Jameelah C. Muhammad Ingram,
P.E., M.ASCE
ASCE NCS President



Jameelah & Grandmother

Newsletter

Maria Raggousis, Editor

January 2022 Issue Deadline: December 8, 2021

To Submit Articles: newsletter@asce-ncs.org

NCS eNewsletter Archives: go to www.asce-ncs.org and view along the sidebar.

Address Changes: Call 1-800-548-ASCE, e-mail member@asce.org, visit www.asce.org, or write: ASCE – Membership, 1801 Alexander Bell Drive, Reston, VA 20191. Include your membership number.

National Capital Section

Officers (2020–2021)

Mike Venezia, President

Jameelah Ingram, Vice President

Vic Crawford, Treasurer

Norine Walker, Secretary

Kelly Cronin, Past President

Emily Dean, Previous Past President

Maria Raggousis, Newsletter Editor

Ariana White, YMF President

Lisa Anderson, Director

Elizabeth Wheeler, Director

Tricia Wolfbauer, Director

Joseph Whartenby Jr., Director

Shainur Ahsan, Reston Branch President

Committee Chairs

Please refer to the [NCS website](http://www.asce-ncs.org) for a current list of NCS committees and chairs.

ASCE NCS Open Board Positions and Elections

Thank you to those who expressed interest in the ASCE NCS 2021–2022 Board Positions! Please look out for an email for the official election of these candidates.

In addition to the open Board positions, we also have other opportunities to take on leadership roles and become more active with NCS. The following roles are not elected positions. These leadership roles are great opportunities to take a stake in ASCE's local presence and activities.

If you are interested or would like more information, please email nominations@asce-ncs.org or president@asce-ncs.org.

Newsletter Editor-In-Training:

The Newsletter Editor-In-Training works with the current Newsletter Editor to learn their responsibilities and role with the intention (but no obligation) of becoming the Newsletter Editor once the current Newsletter Editor's term has ended.

Committees: NCS has over twenty active committees. All committees are open to members who are interested in taking a leadership role. Several committees, particularly the Structural Committee, are looking for Chairs.

Volunteering: We have opportunities to take on leadership roles and become more active with NCS. We are always looking for volunteers to champion section meetings, participate in STEM events, plan a social event, host a tour, etc. ■

ASCE Week – Save the Date!

March 20–25, 2022 in Orlando, Florida

Registration Opened November 1, 2021 – make sure to register before the Early Bird deadline on February 25th, 2022! Make sure to read the [ASCE Week COVID-19 health & safety policy](#) before registering.

Learn. Network. Explore.

ASCE Week is a Bi-annual Event. For more than 45 years, ASCE has provided state-of-the-practice professional development.

- High-quality training from experts
- IACET-Accredited provider
- Stay current in your field.
- Earn PDHs/CEUs.
- Learn practical techniques and methods.

Top Reasons to Attend

- Come to one location and earn up to 38 PDHs
- Save over 20% off regular seminar prices when you register by February 25, 2022!
- Breakfast, lunch, and breaks are included in your seminar price
- Network with colleagues and instructors
- Join us at the luxurious Wyndham Grand Orlando Resort Bonnet Creek

Who Should Attend?

- Business owners
- Practicing engineers
- Construction engineers
- Environmental and water resource engineers

- Geotechnical engineers
- Structural engineers
- Civil engineers
- Professors / academics
- Researchers working in the civil engineering discipline

Convince Your Boss

As a civil engineering professional, you know you can find the latest information, innovations, and technologies when you attend ASCE continuing education events. You also know that to be competitive, you must constantly fine-tune your skills, find new ways to cut costs, streamline processes, and drive change.

To gain approval to attend:

- Identify [specific courses](#) that are beneficial to you and your company and calculate the PDHs you can earn toward maintaining your license.
- [Register](#) for more than one course for additional savings.
- Demonstrate what you have learned by sharing with your colleagues.

Questions?

(800) 548-2723

International: +1 (703) 295-6300

seminars@asce.org

Customer service reps are available to answer your questions Mon-Fri 9:00 a.m. to 6:00 p.m. ET. ■



Risk Irrationality: How COVID-19 Changed the World and How Enterprise Risk Management Deflates Conspiracy and Irrationality the First Time

Allianz Global Corporate & Specialty (AGCS) is a leading global corporate insurance carrier. Each year they conduct a survey of global businesses that identifies the ten most important risks to business and industry. The 2020 Allianz Risk Barometer identified cyber incidents, business interruption and changes in legislation and regulation as the three most important global risks. Pandemic risk was nowhere to be found among the risks of concern. The 2021 Allianz Risk Barometer identified business interruption, pandemic outbreak, and cyber incidents-dubbed the COVID trio-as the three risks of greatest importance. COVID was a game changer for every organization on the planet and it was not on the radar for most businesses.

Many years ago, a college instructor related the apocryphal tale of a fictional US Patent office employee who was supposedly tasked with approving the production and use of the automobile. One night he dreamed of a world where this new invention made it possible for people to spend more time with friends and family, see new places, do jobs they otherwise could not do, and earn a good living. But then the dream turned on him and he saw forests and plains cleaved in two by asphalt ribbons, a sky clouded by pollution, landscape dotted with the carcasses of old automobiles, over 35,000 deaths per year, and bodies horribly broken and mangled. How could he approve such a wondrous invention that came at such a high cost?

We live in the world that fictional fellows dreamed of. We accept all the risks associated with the automobile because they have always been part of our lives. We cannot imagine a world without the freedom and benefits the automobile offers. The Allianz Risk Barometer is unlikely to ever consider the automobile a salient risk. It is a classic example of our irrationality about risk. Instead of addressing the guaranteed annual loss of over 35,000 lives in the United States alone, we

fixate on a more salient risk. On April 13, 2021, CDC and FDA recommended a pause in the use of Johnson & Johnson's Janssen COVID-19 Vaccine. After nearly 7 million doses were administered in the United States, a small number of reports of a rare and severe type of blood clot had been reported in people who received the vaccine. All reports occurred among women between the ages of 18 and 48.

The April 15, 2021 edition of the New York Post said that decision was making mass vaccination more difficult and it had put a hold on New York City's home-vaccination program for the elderly and disabled. It also charged the decision with tanking public confidence in the safety of J&J's vaccine and enabling anti-vaxxers to use the pause to fuel conspiracy theories about all brands of the lifesaving shot. If you're vaccinated, a car trip is a bigger risk to you and others. About 100 Americans are likely to die in car crashes today, while new federal data suggest zero or one vaccinated person will die from COVID today.

We live in a world of risk and yet many of us, individuals and organizations alike, are irrational when we think about risk. That is ignorance that comes at a high price for individuals and organizations. As we struggle to return to some semblance of normal, far too many organizations are relying on hope as their principle recovery strategy. Hope is not a strategy. Enterprise risk management (ERM); however, is a salient strategy for these times.

Risks threaten an organization's ability to achieve its most important objectives, as the COVID trio has proven around the world. The purpose of ERM is to develop a holistic, portfolio approach to managing an organization's most significant risks and keeping them within the organization's risk appetite. Significantly, the "E" in ERM signals the top-down, enterprise view of all the significant risks that threaten the organization's strategic objectives

as a distinguishing characteristic of this approach to risk management. Now, more than ever, an effective ERM process should be an important strategic tool for organizational leaders at all levels. As an organization's top management learns to become more proactive about real and potential risks on the horizon they can better navigate the risks that might emerge and derail their strategic success.

Engineering organizations need professionals trained in ERM and the risk analysis sciences in order to be prepared to respond to the risky environment we all find ourselves in. Notre Dame of Maryland University (NDMU) offers a fully online ten-course Master of Science (MS) in Risk Management. Alternatively, a six-course Post Baccalaureate Certificate (PBC) in Risk Management is also available. This program is unique among risk management programs in its focus on risk analysis science (Aven, 2018), rather than on a more-narrow discipline-based approach to risk management common to other universities. This approach assures that engineering professionals from any community of practice will gain practical, insightful, useful, and adaptable knowledge of risk management, risk assessment, and risk communication.

NDMU's risk credentials enable its graduates to:

- Introduce the best practice techniques of risk management and risk analysis science to their organizations;
- Acquire the skills required to manage risks to avoid loss and to take prudent risks for potential gain;
- Build qualitative and quantitative risk assessment skills;
- Communicate effectively in crisis and risk situations that threaten your organization or its constituents and stakeholders;

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Dr. Z's Corner, continued

- Conduct oneself ethically in situations where systems breakdown and rules of conduct are challenged; and,

Introduce a risk management framework to risk-management naïve organizations or to enhance the effectiveness of existing risk management practices.

Courses are taken one at a time. The recommended sequence of courses begins in the fall with Risk Management followed by Risk Assessment, spring courses are Uncertainty and Quantitative Risk Assessment. The two summer courses are Risk Communication and Ethics and Risk Governance. This sequence completes the PBC. The second fall comprises Enterprise Risk

Management and Managing Together followed by Adaptive Leadership and Decision Making Under Uncertainty in the second spring to complete the MS degree.

Here are some reflections from students who have graduated from the program:

- *"Relevant, challenging, timely, so aligned with job, use content at work on daily basis. Helping me do the job better."*
- *"I had almost no background in this field. I now have resources and knowledge that can assist me in my current job and possibly applying for jobs that require this knowledge even more directly."*

- *"I now have knowledge of uncertainty that I can apply in making recommendations to Risk Managers, especially in the ability to resist giving a one-dimensional answer to a risk management question."*

- *"One obvious measure of course value is if the material can or will be used on the job. Not only have I applied the lessons learned at work but also have shared what I have learned with co-workers."*

For more information visit <https://online.ndm.edu/online-degrees/m-s-in-risk-management>. For questions you may contact Professor Yoe at cyoe@ndm.edu.

Reston Branch 2021–2022 Officer Installation

At the September Reston Branch Meeting, Carrie Nicholson performed the new officer installation. A warm welcome to the new officers!

- **President:** Christopher Friend
- **Vice President:** Michael Magyarics
- **Secretary:** Robert Hubbard
- **Treasurer:** Brooke O'Donnell

- **At-Large Director (1):** David Vanaman
- **At-Large Director (2):** Vacant
- **Past-President:** Shainur Ahsan

The Reston Branch Board currently has a vacancy for one of its At-Large Director positions. To help contribute to the ASCE Reston Branch, an At-Large Director will typically assist

with planning the Branch's technical meetings and other events. An At-Large Director will also typically lead different initiatives the Board has set for the Branch, depending on the goals and needs at hand. If you are interested in learning more about this opportunity and potentially filling the vacancy, please reach out to Chris Friend at cfriend@jmt.com for additional information. ■

ASCE-NCS Newsletter Patrons





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PLATINUM: \$5,000

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Firm spotlight in two newsletters

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Five copies of Centennial Commemorative Book

Recognition in each Section Meeting email announcement

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Business card recognition in eNewsletter for one year

Recognition on Section website homepage

Firm spotlight in one newsletter

Opportunity to make announcement at one Section Meeting, plus eight section meeting passes in year

Recognition at one Section Meeting

Two copies of Centennial Commemorative Book

(only 6 available)

SILVER: \$1,000

Recognition at Annual Awards Ceremony

Business card recognition in eNewsletter for one year

Recognition on Section website homepage

Recognition at one Section Meeting

(unlimited)

BRONZE: \$500

Recognition at Annual Awards Ceremony

Business card recognition in eNewsletter for one year

(unlimited)

Contact us today to learn more about sponsorship opportunities or to customize a sponsorship package that's right for your company.

Note: 2021 Section Meetings are in a virtual format. 2022 Annual Awards Ceremony and Section Meetings may be virtual or in person.

Why Sponsor?

- Our Section Meetings attract some of the best civil engineers in the DC area and are an opportunity to meet potential clients, teaming partners, and staff. Attendance typically includes ~20% from federal or local government, ~20% from universities, and ~60% from industry, including many of the nation’s largest firms.
- Potential topics for Section Meetings in 2021/2022 include the following:
 - Zero Emissions Buses
 - Frederick Douglass Memorial Bridge
 - Climate Change/Resiliency
 - Transportation Project
 - International Activities in Civil Engineering
 - Volunteer Project in Developing Community
 - Art in Transportation
- The Annual Awards Ceremony includes many award winning leaders in the industry and is a great opportunity to engage with our region’s outstanding civil engineering students.
- Our eNewsletters are issued throughout the year and are distributed to more than 8,000 local engineers.

Sponsorship Form

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Please contact treasurer@asce-ncs.org



SPONSORSHIP OPPORTUNITIES 2021/2022

Questions?

Contact Corporate Relations
Committee Chair
Lynn Mayo
(202) 681-3030 or
Lynn@RePicture.com

ASCE-NCS Committee and Branch News and Updates

Environmental & Water Resources Institute

On Thursday, November 4th, the Environmental and Water Resources Institute (EWRI) held a November Webinar on the Virginia Coastal and Statewide Flood Resilience Planning. The group heard from Grave Tucker – the Senior Analyst for Virginia Coastal Resilience at Environmental Defense Fund based out of Washington, DC. Grace presented on her work with flood resilience planning for the state of Virginia. Her primary focus is on advocacy for state and federal policies to advance equitable and nature-based flood resilience solutions in Virginia. In a previous role at EDF, Grace worked on EDF's Mississippi River Delta science and federal policy teams on natural infrastructure, adaptive management, and behavioral science initiatives. She received her Bachelor of Science in Environmental and Sustainability Sciences from Cornell University with a concentration in water policy and management.

ASCE-NCS Reston Branch

By Michael J. Magyarics, P.E., M. ASCE, Reston Branch Vice President

On October 12th, the Reston Branch hosted Steven K. Starrett, Ph.D., P.E., D.WRE, F.ASCE, F.EWRI and Dr. Carlos Bertha for their virtual presentation entitled, "Watershed Changes to ASCE Code of Ethics." The presentation discussed the transformational change to ASCE's Code of Ethics as approved by The ASCE Board of Direction in October 2020, including the way it is organized and structured, the language used and several new aspects that are incorporated. By weaving together ethical theory and practical knowledge, Dr. Starrett and Dr. Bertha explained why ASCE's New Code of Ethics is, indeed, a "watershed moment" in engineering ethics.

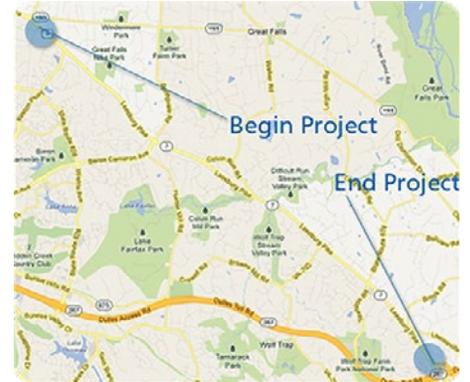
Dr. Starrett became the Dean of Engineering and Engineering Technology at LeTourneau University in 2017. LeTourneau University, the Christian Polytechnic University, has been providing an innovative, hands-on engineering education



since it was founded in Longview, Texas in 1946. He obtained a BS in civil engineering from Missouri University of Science & Technology in 1989. He obtained an M.S. and Ph.D. in civil engineering from Iowa State University in 1992 and 1994, respectively. He is a licensed Professional Engineer in Kansas, Missouri, Oklahoma, Arkansas, and Texas. Dr. Starrett served on the civil engineering faculty at Kansas State University for 23 years and was also the Director of the institutional wide Honor and Integrity System. He served as the ASCE-Environmental and Water Resources Institute President in 2017. In 2017, Dr. Starrett received the prestigious Professional Practice Ethics and Leadership Award granted by the American Society of Civil Engineering (ASCE). In 2018, Dr. Starrett received the Service to the Institute Award from the ASCE-EWRI.

Dr. Bertha is a Professor of Philosophy at the US Air Force Academy (USAFA) in Colorado Springs, Colorado. He received a BS in Mechanical Engineering from the University of South Florida (USF) in 1989. After working at the Savannah District Corps of Engineers for 5 years, he returned to USF, this time to study philosophy. He has been at USAFA since June of 2000, teaching Ethics, Analytic Philosophy, Symbolic Logic, and Philosophy of Science. Carlos recently retired from the US Army Reserve after 30 years of service, achieving the rank of Colonel. He served a combat tour with the US Army Corps of Engineers in Gardez, Afghanistan. Carlos was an instructor for the Command and General Staff Officers Course, focusing on organizational leadership, joint doctrine, and professional ethics. His last assignment was Deputy Commander of the Army EPLO Group, under the 76th Operational Response Command, in Salt Lake City, UT.

On November 9th, Jeffrey Austin, Vice President with Shirley Contracting, will be presenting about the ongoing Route 7 Widening Project. The scope includes reconstructing and widening Route 7 and incorporating multimodal and



intersection improvements between Reston Avenue and Jarrett Valley Drive. Improvements include widening the road from four to six lanes, constructing continuous shared-use paths for pedestrians and bicyclists, replacing the bridge over Difficult Run, adding a pedestrian underpass at Colvin Run Mill Park, and shifting Route 7 away from the historic Colvin Run Mill. Six stormwater management ponds will be added, as well as noise barriers with architectural treatments. Major intersection improvements are also featured, including the construction of a displaced left turn at Lewinsville Road and upgrades at Towlston Road and Baron Cameron Avenue.

Jeffrey Austin, PE, DBIA is a Vice President with Shirley Contracting Company, LLC with over 26 years of experience. He manages Shirley's design-build office in Chantilly focusing on pre-construction phases including design, environmental permitting, right-of-way acquisition, and utility coordination. Since 2004, Jeff has successfully lead Shirley's design-build program with more than 20 Federal Highway, VDOT, and locally administered projects totaling over \$1.3 Billion.



As a Design-Build Project Manager, Jeff is responsible for providing oversight and monitoring of all stages of the design-build project life cycle. This includes coordination with internal and external stakeholders in a way that fosters collaboration and promotes innovative solutions to project challenges.

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Jeff holds a BS in Civil Engineering from the Virginia Polytechnic Institute and State University. In addition, Jeff is a certified design-build professional by the Design-Build Institute of America and a licensed professional engineer. He is a longstanding member of VTCA's

Design-Build Committee, where he currently serves as Chairman.

The Reston Branch has launched a [group](#) on LinkedIn to provide regular updates for the Branch as well as offer a place for branch members to connect.

See the following link for additional information: <https://www.linkedin.com/groups/13759693/>.

Upcoming Events:

November 9, 2021 at 12 PM – Virtual Meeting – Route 7 Widening Project

Be Your Own Advocate: Tips for Closing the Pay Gap

By Shana Carroll, P.E.

What do you get when you put five powerful women in the commercial real estate market on the same stage? Valuable insight and advice on being a woman in the industry along with actionable take-aways to move your career to the next level. A recent [Commercial Real Estate Women \(CREW\) white paper](#) stated that a 23.3% pay gap exists between women and their male counterparts in Commercial Real Estate. How do women in the industry close the gap? Last week the Baltimore CREW Chapter answered this question at their Women of Influence luncheon in downtown Baltimore. The event featured a panel discussion moderated by [Karen Pecoraro](#), and featuring [Ruth Hoang](#), [Michele Cohen](#), [Christine Espenshade](#), and [Laura Penza](#). One of the common themes shared during the event was to Be Your Own Advocate. Making this idea actionable is not always readily apparent to a young professional. This blog provides some steps you can take to bridge the gap between this advice and action that will further your career.

When asked what traits women should cultivate, every panel member shared their version of “be your own advocate”. Many young professionals, not only women, find it difficult to share their successes with others. However, that is exactly what is needed to get ahead in your career. Think back to biology class when you learned about fight or flight. Humans are hard-wired to think about themselves first and others second. It is a survival instinct. Another biological process is that you are more likely to remember situations when you felt particularly successful versus everyday moments because dopamine was released as part of the impactful event and your body responds to the positive feeling. Put these two facts together and it is easy to understand why you remember your successes and contributions to your company and your supervisor doesn't.

In order to move up in your position you need to remind others of your contributions to their success. The first step in

being your own advocate and reminding others of your success is to recognize and record your successes.

Start with the 5:5 principle:

Take 5 minutes at the end of every week to list 5 things that you did to contribute to the success of your team, company, and/or clients.

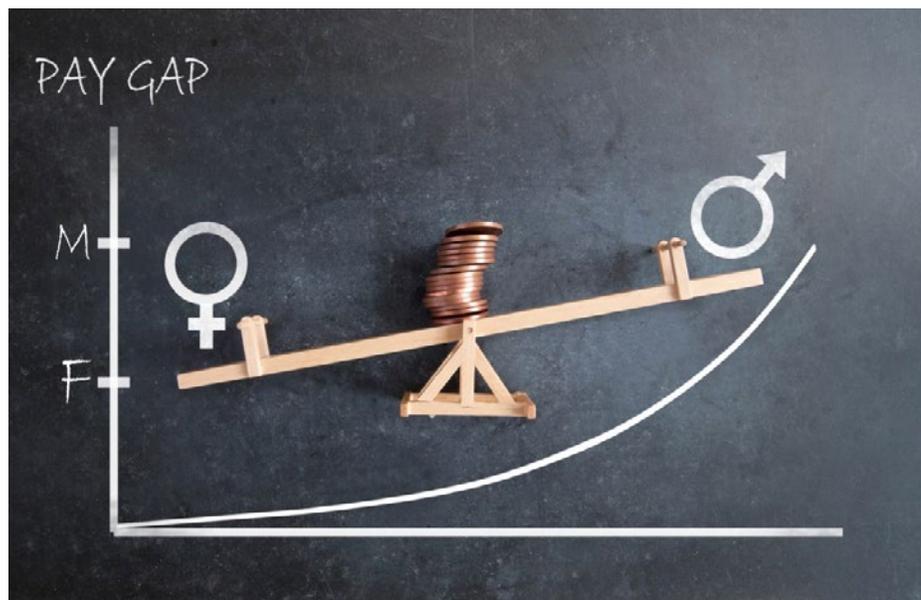
This may feel uncomfortable to you and worse, if you aren't used to cataloging your success, you may believe that you haven't had success that week. However, I promise you have. Here are some steps to figure out what they are:

1. Think back on your work products. Did you get a report out or perform calculations for a project?
2. Reflect on your interactions with co-workers. Did you help someone move forward on their project or provide training?
3. Consider your work directly with clients. Did you help them with a problem, or provide advice?

Documenting your success can be uncomfortable if you never work out of your comfort zone and repeat the exercise each week. Soon you'll be able to recall and document weekly successes easily and you will have many to choose from when the time comes.

Another way to document your success is to keep your resume up to date. As you complete projects, add them to your resume along with a brief description of the value you added. For example, if you performed calculations for a project, use one or two sentences to give the reader a sense of the overall project and then state specifically which calculations you executed. While your work product is

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very important, ancillary achievements should also be included in your resume. Be sure to track internal and external awards you received, papers you authored or co-authored, and presentations you gave. The achievement part of your resume will always set you apart from the crowd.

The second step of being your own advocate is choosing when and how to remind others of your contributions. There are three times that are well suited to share your accomplishments and be your own advocate. These are: Annual Performance Reviews, Weekly Interactions, and Social Media.

Annual Performance Reviews

The obvious choice in when to share your work is during review time. Most companies have a specific policy for the type and timing of performance reviews. Often, these reviews have the following question: What was your greatest accomplishment last year? When your review time arrives, you will be well-prepared to choose which of your weekly successes you want to highlight and/or discuss with your boss because you have been recording them weekly.

Ideally, you have 260 successes to sift through. Before you start sorting through your weekly list, write down which skills and job responsibilities are listed on your job description and which are listed on the job description for the position above yours (presuming that you want to move up and continue to be part of the company). Which do you place the highest value on and which does your boss place the highest value on? Using these four points as a guide, select 3–5 accomplishments from your list that highlight these skills and responsibilities.

Next, copy the accomplishment to your review form and be sure to highlight the value to the company. For example, if you published a paper you may write, “Increased the company’s visibility in the engineering community by publishing a paper on the XYZ Project that was published in ABC Journal.” This statement is clear, concise, focuses on the company, and highlights your achievement. Continue with this style of writing – focusing on the benefit of your achievement to the company, your team, or your boss. When you spend the time to methodically choose the achievements you want to go over during your review, you will be better prepared to engage your boss and be your own advocate.

Weekly Interactions

While it can be easy to focus on summarizing and sharing success during your review, don’t forget to take time to inform your higher ups of your work as you complete it. This can be as simple as sending a weekly (or bi-weekly) email that lets them know what you are working on or having a standing meeting to discuss progress you’ve made on specific tasks. How often, and in what manner, you choose to inform your boss of your progress depends on your relationship with them. For example, are you or your boss often working outside of the office? Perhaps an e-mail would be helpful on Friday afternoons. In contrast, if you work closely with your boss perhaps a short meeting the same day each week works for you. Whichever method you choose to share your success, remember to phrase your statements in terms of the benefit to the company whenever possible. For example, if you produced a case study for your marketing team you may say, “I drafted a case study on XYZ to be used on the company website to engage industrial clients.” This statement is

short, yet very specific and shows not only your work, but the positive impact it has on the company.

Social Media

The place you should share your success on a regular basis is social media. Sites such as LinkedIn and Instagram are commonly used for personal and business promotion. The advantage of posting in these venues is that it will help you to create, or maintain, your personal brand in the industry and others (including your superiors assuming they are on the same social network) will be reminded of your value and work in a more passive way than a documented review or meeting. When posting about your work products, be sure that you 1) have permission to do so from your company and your client, and 2) focus the post in a way that focuses on the other person or company positively. For example, if you completed a traffic study for ABC Development your post could look like, “ABC Development is hard at work making your commute easier. It is a privilege to be part of their team and assist them with their traffic study this week.”

There are many ways to Be Your Own Advocate, and it is an important tool to help you move ahead in your career. Remember the 5:5 Rule and take 5 minutes at the end of every week to document your successes. Using this information, you can promote your work more easily when review time arrives, remind your superior(s) of your work on a weekly or bi-weekly basis through email or meetings, and use social media to build your personal brand and share your work with other industry professionals. In each of these scenarios remember to phrase your statements in terms of how your work benefits the other person. Remember, it’s not about you, [it’s about THEM](#). ■

Employment Clearinghouse

The NCS provides the Employment Clearinghouse as a free service to its membership. The Clearinghouse allows members to post short notices for available positions or candidates seeking employment. All employers

listed herein are equal opportunity employers. If you have questions, are seeking employment or would like to post a position please contact the [newsletter editor](#).