

# YOUNG MEMBER POST ENGAGEMENT GUIDE

**ISSUED BY:**  
SAME Young Members Council  
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## I. INTRODUCTION

### SAME Young Members

SAME Young Members (YM) are defined as, active members of the society who have not yet reached their 40<sup>th</sup> birthday.

A prior Young Members Council (YMC) Chair defined YMs as *“the kindling of our Society. They seize new opportunities, open up new doors, and take the initiatives to become the next generation of senior leaders and Fellows.”*

### YM Post Guide

Creating and maintaining an active YM Program at the post level is critical to the society’s long-term success. This Post Committee Guide has been developed with the intent of being a resource to that effort.

SAME has 100+ Posts located throughout the United States and in several countries internationally. And while each post is aligned to the society’s mission, each is unique in its size, membership, and location. This guide has been authored to show YM volunteers “a” way to create and maintain an active YM Program, however; not necessarily “the” way for your post.

**This guide is a living document maintained by the YMC. The YMC welcomes active dialog regarding feedback, success stories, as well as lessons learned from your post.**





## II. NATIONAL RESOURCES

### SAME Young Member Council

The creation of SAME's Committees & Councils offers members a chance to engage nationally with other professionals focused on a community of interest or demographic within the A/E/C industry.

The YMC, whose mission is focused on the societies under the age of 40 demographic, serves as both an advocate and a resource to all YMs. YM Committees, established at the post level, should serve as an extension of that mission, creating an **inviting and engaging landing place** for members still developing a professional network of their own.

### Mission of the SAME Young Member Council

*The mission of the SAME Young Members Council is to advocate for and engage young member support of SAME's Strategic Plan through outreach, training, networking and recognition.*

For more information regarding the YMC Charter click [here](#).

### YM National Database

The YM roster is maintained through the society's national database through identification of active members **registered date of birth**. Post rosters are available, at any time, for download from the database by your post's current officers.

If you are not receiving YMC communications, it is likely based on your SAME registration. Entering the date of birth information is an elective data field during your SAME registration. If you are individually registered, please review your membership information to confirm that your date of birth is entered into your membership profile. If your membership is tied to your employer's account, please notify the company's SAME POC that you would like this information included with your registration.

### YMC Focused Communications

The Young Member Council maintains a website from the national domain homepage at:

<https://www.same.org/Young-Member>

The YMC page houses the current iterations of YMC documents and ancillary resources, YMC leadership and points of contact, council training and/or networking events as well as hyperlinks to active **social media** sites including: [Facebook](#) - [Twitter](#) - [LinkedIn](#)

Connecting to these social media sites is the best way for your post's YMs to get/stay with the YMC!





**To help facilitate engagement, the YMC also holds monthly calls on the Second Thursday of every month. Calls are open to all membership. Please visit the YMC website to find out more on how to attend our next call! YMC Professional Development Calls**

The YMC's Vice Chair of Programs plans quarterly webinars that are free for all SAME YMs. Topics range from leadership to technical case studies and typically provide CEUs to participants. The YMC website has recordings of previous webinars, as well as registration information for the next one.

If you have an idea for a topic or speaker (or would like to be a speaker yourself!) contact information for the VC of Programs is also on the website.

### **SAME Streamers**

Each year, SAME Posts compete for Streamer Awards in recognition of outstanding performance and achievement. Streamers support post alignment to the SAME strategic plan and are awarded in five categories. Several of the streamer initiatives tie directly into YM involvement. These initiatives are highlighted in this guide as a reference.

Aligning YM events to SAME streamer objectives are an excellent way to get post leadership and resource support!





### III. YM POST OPERATIONS

Per the SAME post operations manual, Young Members should be fully integrated into the leadership positions and committees of the Post. This manual does not directly identify YMs as a suggested standing committee of the post, however; a substantial portion of posts have seen increased engagement in establishing a standing YM Committee.

#### Young Member Designated Roles

The following YM roles have been identified as positions in posts that contain a vibrant YM Program. Defined roles vary per post, with some YM POCs/volunteers fulfilling blended and/or multiple responsibilities. HOWEVER, post feedback indicates that designating a single individual for each role bolsters YM engagement.

Formalized leadership roles, as outlined below, administer post succession planning through early identification of future leaders of our society and aligns with the society's strategic plan.

*Leadership and Mentoring Streamer, Desired Element 2: Provide leadership development opportunities for Young Members in Post programs to support succession planning.*

1. **YMC Post Liaison:** The Young Members Council Post Liaison is a post's designated person of contact to the YMC. This individual is the personnel communication conduit between the post and the YMC. This individual should be committed to regular attendance of the YMC's monthly call as well as the post's board of director meetings.

*Leadership and Mentoring Streamer, Required Element 3: Grow Post member active participation by taking advantage of opportunities offered through the SAME Best Practice System, Committees & Councils and member initiatives as a means of getting members engaged in activities that will engender their commitment.*

Assignment of a Young Members Council Post Liaison directly aligns with achievement of this streamer.

2. **YM Committee Chair:** A position for posts that have established a standing YM Committee. Duties should align to the post's by-laws regarding committee chair responsibilities while leading a committee focused on YM engagement and development.
3. **YM Post Board of Director:** *Leadership and Mentoring Streamer, Required Element 2: Promote inclusion on Post Board of Directors by having Small Business, Young Members and public and private sector representatives; when feasible, a Noncommissioned Officer.* Duties should align to the post's by-laws regarding director responsibilities.

#### SAME Young Member Roster

The YM roster is maintained through the society's national database through identification of active members registered date of birth. Post rosters are available, at any time, for download from the database by your post's current officers.





HOWEVER, it is important to note that **date of birth** is an elective, not a required, field for member registration. YMs, or member firms, that have registered a member without populating this field will NOT be identified as a YMs in the database. This is a critical item that should be routinely communicated to membership at both the national and post level.





## IV. YM CONSTRAINTS

When speaking with Young Members about their current level of engagement in SAME, four reoccurring topics emerge as to why they are not more involved with the society. The following highlights the avenues that successful YM Programs are taking to overcome these constraints.

### Availability

Much of our society's YMs daily workload is focused on being "doers" verus "sellers", as is typical with most shorter tenured professionals. And while employers see the value of embracing avenues to expose their doers to professional networking events, short-term bottom line concerns often surpass a long-term investment. This makes YM attendance of events scheduled during traditional office hours problematic for many YMs.

Post YM Programs have adjusted to this by coordinating YM events in the evening or weekends where membership has more control over their schedules. An example of this is the **Central Virginia Post**. Their most highly attended YM events occur when they coordinate a pay-your-own-way social in the evening of each date of their monthly program. Their YM socials, are open to all membership, and run between 5:30-7:30 pm at various area craft breweries.

### Costs

Program costs are a consideration for YMs, especially for those who may not receive reimbursement from their employer for event attendance. Posts that are in a financial position to do so, offer reduced or (in some cases for first time YM attendees) free event attendance. Other posts simply plan events with lower price points to ease the financial burden on all membership attendance.

*Leadership and Mentoring Streamer, Desired Element 3: Utilize Post Education and Mentoring or Operating Funds to support the education and professional development of one or more of the following groups in STEM Careers, K-12 Teachers and/or Students, College Students, **Young Members** or NCOs planning.*

Utilization of post funds in support of Young Members' registration costs aligns with achievement of this streamer.

### Awareness

Posts have found the greatest success when utilizing both communication streams targeted at post YMs, as well as separate communication that includes the entire post in the distribution. Individual or Sustaining Members may have suggestions for enhancing the YM program or event and can advocate for their organization's YM to attend.







## Sense of Belonging

Let's face it, networking events for young professionals, who are still developing a professional network of their own, can be intimidating, especially for members new to SAME that may be coming from a background other than the military or engineering. Creating an **inviting and engaging landing place** for these individuals is critical to long-term engagement.

Many posts reserve a YM-Fellow table at events to strengthen an atmosphere of inclusion. For example, at each of the **San Antonio Post's** events a YM is selected to lead attendees in the invocation and pledge of allegiance to start the meeting. These individuals are also seated with the President, other senior Board members, the guest speaker, and VIP guests at the reserved table for the meeting.

For their annual Industry Days, the **Savannah Post** always plans a fun networking event either before or after the Ice Breaker for YMs attending, many of whom come from out of town. These events have ranged from a walking ghost tour around downtown, to a 'VIP' networking and panel Q&A with the military and government leaders also in attendance.





## V. YM POST ACTIVITIES

A common action plan for posts featuring vibrant YM programs include YM targeted post activities. These programs are not exclusive to YMs, however; they are unique events emphasizing outreach, training, networking and/or recognition. They may be stand-alone activities or regular post events that instill a YM flavor.

Activities can be as simple or complex as you want to make it. Posts of all sizes conduct straight forward happy or coffee hour socials to annual themed fundraising drives or professional development workshops. The important part is to tailor activities that connect to your membership and region. And don't be afraid to reach out to your post leadership, Fellows or the YMC if you find yourself needing guidance and support!

When planning an activity try to follow the **SERVE LEARN MEET** model. This model is regularly discussed at the SAME Post Leaders Workshop. In simple terms, it highlights the three core motives to why people participate in an event or volunteer organization.

A few tips to attracting an audience:

- When planning activities, identify how that event aligns with one or more of the SERVE LEARN MEET categories and tailor communications to highlight that objective.
- Concentrate communications on the activities content. For example, advertise a program as “Career Trends in the 21st Century” as opposed to YMs Career Workshop. This approach will attract professionals of all ages.
- Advertise activities early and often. When marketing a YM activity, get the word out early to enable interested members to block off the time or manage scheduling conflicts.

### Outreach [SERVE]

While volunteering may not always be fun — as there is usually time, energy and even money involved — it is always meaningful and gratifying to an individual. Its steadfast attraction is the opportunity to be a part of something bigger than one's self while fulfilling a civic responsibility for the greater good.

The following streamer references are included for reference. Posts have found these objectives to be excellent starting points for YM outreach events.

#### Warfighter Support

*Relationships Streamer, Desired Element 1: Conduct outreach to support wounded warriors and their families, families of deployed engineers, Veterans, or families of fallen warriors.* While this streamer is not directly tied to YM participation it is one that connects with members at all levels.

#### STEM, Engineering and Construction Camps

*Professional Development and Personal Growth Streamer, Required Element 4: Nominate a high school student or Mentor to a SAME Engineering & Construction Camp, STEM Camp, or other Post level Summer Camp.*





While it's no longer required, there remains a strong preference that camp mentors are SAME YMs. History has shown that campers who are supervised, mentored, coached, lead and guided by young STEM professionals and college students in a STEM major create longer lasting impact on our campers.

*"SAME Camp mentoring is Fun! It is rewarding! You WILL learn something, you WILL gain something and most important you WILL make an impact on the lives of more than just the ~100 campers in attendance!"*

- MSgt Amanda Wakefield, USAF  
2015 USAF Camp Mentor

### **STEM and College Outreach Mentoring**

As YMs, we are in a unique stage of our life that allows us to capitalize on mentoring both Up and Down the Ladder of Success. YM involvement in post STEM and College Outreach activities are outstanding ways for YMs to develop leadership, communication, and organizational skills while giving back to future A/E/C professionals.

With our recent transition from academia to the work force, the life lessons learned from that change are still fresh on our minds. Sharing this first-hand experience with college students, bolsters awareness of our Society and highlights the value of post engagement to future leaders of our industry.

The **Louisiana Post** conducts annual resume building and mock interview workshops with college students in local university STEM degree programs. Several posts have established local or regional college student chapters that are always welcoming of new YM support.

YMs exploring new ways to connect with STEM and College Outreach programs are encouraged to reach out to the National committees via the SAME [website](#).

The mission of the SAME **STEM Committee** is straight-forward, to build a world class STEM program to produce our nation's future engineers and leaders.

The SAME **College Outreach Committee** strives to organize programs and present opportunities to future military and civilian members of A/E/C professions that will foster networking within the professional community, build leadership skills and provide job opportunities to recent graduates. Additionally, students with an active membership within SAME have at their disposal a wealth of knowledge and experiences from professionals throughout the A/E/C community of practice.

### **Training [LEARN]**

Professional development is one of the major benefits of being a member of SAME. The YMC places a significant emphasis on professional development opportunities and so should your post. Through our website, the YMC continues to share professional development ideas with membership for implementation at the post level.

Training and professional development events are also easier ways for YMs to receive participation support from their employers' leadership, especially when PDHs and/or CEUs are offered along with the session. When confronted with employer resistance, YMs are encouraged to emphasize the mutual benefits that both the employee and employer gain from such events.





The YMC can serve as a conduit to help identify speakers for events through our National Committee and Council Liaisons actively working with each of SAME's current initiatives. If you're looking for a specific topic, reach out to the YMC Chair or Vice Chair of Programs for help.

### Case Studies and Technical Tours

SAME is a diverse organization with a highly technical focus. Tap into that methodological interest by organizing a program event that highlights industry success stories. It is a terrific way to engage members and feed a collaborative environment. **Don't be afraid to use the SAME banner!** YMs are often surprised to find that the level of responsiveness and support they receive when they are calling on-behalf of SAME in lieu of Firm XYZ.

The **Greater Kansas City Post** held a behind-the-scenes tour of the Tuttle Creek Dam, a regional structure operated by the Army Corps of Engineers. The YM members used this event to target engagement of public-sector, enlisted military members at neighboring Fort Riley as well as Student Chapter members of Kansas State University. Another technical tour will take members into the nuclear power plant of Wolf Creek Generating Station!

The **Hampton Roads Post** leaned on a sustaining member firms to help facilitate and host a tour of the replacement Courthouse in downtown Norfolk for YMs. The tour included processing areas, judges' chambers, courtrooms as well as the holding cells.

### Credentialing Achievement Awards Program

The Young Member Council has an established Credentialing Achievement Awards Program (CAAP) to promote the professional development of SAME Young Members and Enlisted Members in support of the SAME Strategic Plan. The CAAP serves to fulfill an objective which is to provide financial support for professional development, education, and mentoring initiatives to benefit SAME members throughout the society.

SAME will reimburse a portion of exam sitting or registration fees and is open to any Young Member. The full program details and application are located [here](#). Many Large Posts have created similar resources at a post level.

### Networking [MEET]

While professional development and mentorship are very important aspects of a post's YM program, it is important not to lose sight of just plain FUN networking and social activities. There's nothing wrong with simply wanting to get folks together to meet, network, and have a good time! Networking and social aspects can be incorporated into any activities or stand alone as the focus of an event.

Networking happy hours are a fantastic way to draw in both YMs and more tenured members of the Post. The key is to choose a location and time that is convenient for the professional crowd. Slightly upscale bars with adequate mingle space are ideal for drawing the right crowd and creating a fun atmosphere.

Some posts have encouraged participation at these events with various door prizes or other rewards for bringing a non-member of YM age. Confirming attendance by senior leaders in the local organization (i.e. local Commanders, CEOs, etc.) is another way to increase value and attendance.





The **Houston-Galveston Post** has benefitted from numerous YM events including; happy hours at area hot-spots, poker tournaments to raise money for scholarships, 5K “fun” runs, happy hours and joint events with other professional societies (i.e. American Society of Civil Engineers, Society of Professional Engineers, etc.).

Many posts target annual tailgates and meet-ups at minor league sporting events. A low price-point paired with the time-honored tradition of baseball, beer and dogs proves to be a hit! The **Louisville Post** YMs take down plenty of *peanuts and crackerjacks* with their post sponsored ticket and concession voucher pairings.

The **Charleston Post** holds an annual “*Engineers Day at the Joe*”, named after the event host - Joe Riley Stadium - home of the local minor league baseball team. The SAME YMs coordinate with the other local engineering networking groups such as ASCE, CE Club as well as soliciting participation from USACE and The Citadel Cadets drawing a typical turnout of over 60 folks!

### Professional Mentoring

*“First I think it is important that everyone understands why SAME and the Charleston Post invests in YM focused events. The whole idea behind YM events are not only to have fun, but provide an opportunity for our YMs to pepper the professionals that attend with questions ranging from the positive impacts that SAME memberships have on careers, the value of networking, public vs. private career tracks, early career advice, soliciting mid-career transition advice, etc.”* - Matthew Cawley of the Charleston Post.

The **Jacksonville Post**’s succession planning includes pairing the Young Member Committee Chair with a more tenured SAME member who serves as the YM Vice President. Part of the YM Vice President’s responsibility is to mentor the YM Chair, helping the Committee Chair navigate the obligations and frame work of the Post Board, connecting the Chair with active sustaining member firms, and providing logistical support as needed.

Again, **don’t be afraid to use the SAME banner!** YMs are often surprised to find that the level of responsiveness and support they receive when they are calling on other members of our Society for guidance and mentoring.

### Recognition

Taking the time to recognize volunteers is important if you want to retain volunteers and recruit new ones. This should be done at both the post and national level. SAME post awards can be purchased from the SAME Store found on the national website.

Want increase awareness of a YMs achievement? Consider the following national opportunities to do so:

- Have a Post YM Event or YM Achievement to share in our next YMC newsletter? Contact the YMC Communication Chair at our website!
- Highlight you and your YMs achievements in TME! Please use the following [Spotlight Nomination form](#), or visit the YMC website for more information!
- SAME annually presents national medals and awards to individuals and organizations from the public and private sectors in recognition of achievement in support of the A/E/C profession, national security objectives, and the SAME Strategic Plan. Many of these awards are served for YMs just like you and your team! To learn more about the award categories and YM eligibility please visit the SAME [website](#).





## VI. NATIONAL EVENTS

Still not sure what SAME has to offer? Are you trying to get someone bit by the SAME bug? Send them to a national event!

Each year SAME hosts several premier national events—including the DOD & Federal Agency Program Briefings, Facilities Management Workshop, the Joint Engineer Training Conference & Expo (JETC), and the Small Business Conference (SBC) for Federal Engineering, Construction & Environmental Programs—as well as numerous topic-specific workshops and symposiums.

These events offer a diverse look at timely issues facing the A/E/C industry, upcoming contracting and acquisition forecasts, cutting-edge professional development sessions, networking opportunities, engaging keynote speakers, and much more. Highlights of each of SAME's national events can be found on the SAME [website](#).

**Sending a YM to a national event?** The YMC Vice Chair of Conferences ensures that both the JETC and SBC have multiple opportunities exclusive for YMs. These typically include; networking with the Keynote Speaker and/or Senior Military Leadership at the YMC meeting, a YM networking event with Fellows, as well as breakfast and evening meet ups. Prior to arriving at the conference the VC of Conference will establish group texting using the [GroupMe](#) mobile application to keep all YMs connected and updated throughout the conference.

### YMC (National) Stipends

Struggling to justify the **attendance cost** to an employer or finding that you must pay your way? **YMC offers STIPENDS** to active YMs for national conference attendance. Recipients receive complimentary registration, lodging, and travel.

Want to attend SAME National conferences for FREE? Keep an eye out for stipend opportunities on our website and social media accounts!

In addition, similar stipends are also offered to YMs at a post level. Remind leadership that stipend or funding support for YM attendance at these events meets the streamer objectives!

***Leadership and Mentoring Streamer, Desired Element 1:** Post provides funding for one or more NCOs or Young Members to attend the annual JETC or other education or other training event hosted by a Post or other professional association.*

### Post Leaders Workshop

Held each year, the Post Leaders Workshop brings together leaders of SAME Posts from across the globe to share best practices, discuss areas of need, and listen to experts on getting volunteers engaged. This event is open to two Post Leader members from each Post. Attendance is required for a Post to earn Distinguished Post status as identified in the streamer requirement below.

This is an excellent event for any YM leader who wants a better idea of what SAME is, where we are headed, and to learn more about the people and pathways that are taking us there! Ask your Post Board about how to apply to attend.







*Leadership and Mentoring Streamer, Required Element 1: Send a Post Board member (any board member – young member, NCO, etc.) to a Post Leaders Workshop annually and subsequently employ the knowledge gained to enhance Post level volunteer management (train the trainer program, etc.).*

*For more information, visit [www.same.org/postleaders](http://www.same.org/postleaders)*

## **Facilities Management Workshop**

Held each winter in San Antonio with the International Facility Management Association (IFMA), the Facilities Management Workshop combines technical sessions, programs and events for leaders in the facility management field, including focuses on energy, asset management, technology and executive leadership. The Facilities Management Workshop continues to build on the strategic partnership between SAME and IFMA, which more than 10 years have brought facility management professionals in the public and private sectors together to ensure a more sustainable, resourceful and adaptable built environment for the future.

*For more information, visit [www.same.org/fmworkshop](http://www.same.org/fmworkshop)*

## **Joint Engineering and Training Conference (JETC)**

Held each May, the SAME Joint Engineer Training Conference & Expo is the premier education and training conference for engineers and related professionals working in the A/E/C industry and focused on developing solutions that benefit national security, including uniformed service members, federal, state and municipal civilians, and private sector industry firms.

JETC is held at each year at various locations throughout the country and co-hosted by the local SAME Post. JETC also includes several events connected to SAME's national operations, including the Board of Direction meeting, Society Ball & Awards Gala, and the annual Post Awards Breakfast. *For more information, visit [www.samejetc.org](http://www.samejetc.org)*

## **Small Business Conference (SBC) for Federal Engineering**

Held each fall, the SAME Small Business Conference is the premier event for federal agencies and businesses operating in the A/E/C marketplace to come together to share information, discuss business needs and mission requirements, connect with potential partners and help support the nation's small businesses and the government's small business contracting goals.

This annual conference includes senior leadership from several federal agencies, including the U.S. Army Corps of Engineers, Naval Facilities Engineering Command, Air Force Civil Engineer Center and Department of Veterans Affairs as well as General Services Administration, Department of Energy, Department of Commerce, U.S. Public Health Service and Small Business Administration. *For more information, visit [www.samesbc.org](http://www.samesbc.org)*





## VII. SUMMARY

If you are one of those standout posts already conducting a strong YM program, please continue to share those experiences with others! The YMC is always looking to capture these success stories so they can be passed along to other posts still finding their way. Stories can be shared during the upcoming YMC call or sent to our Council's Communication Chair identified at our [website](#).

If you are a member of a post trying to find out where to get started, please contact the YMC for support and to get integrated into our communications. With the YMC, neighboring posts, our Sustaining Members, and HQ SAME there are ample resources to get you connected to any support that you may need.

Remember, YM targeted post activities are not just standalone events. Regular post events, that instill a YM flavor, are excellent ways to create momentum for your post and keep those *YMs-for-life* feeling active!

Best of luck developing your YM programs. If you have any questions whatsoever, or think of any way that the YM Council can help you, please don't hesitate to contact anyone from the YM Council leadership team.

Best,

A handwritten signature in black ink that reads "L Thoele".

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Lisa Thoele, CPSM, LEED AP  
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A handwritten signature in blue ink that reads "Matthew Turner".

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