



NCSEA

LEADERSHIP WEEK

do **WE** all **SEE** yet?

Al Spada – NCSEA Executive Director



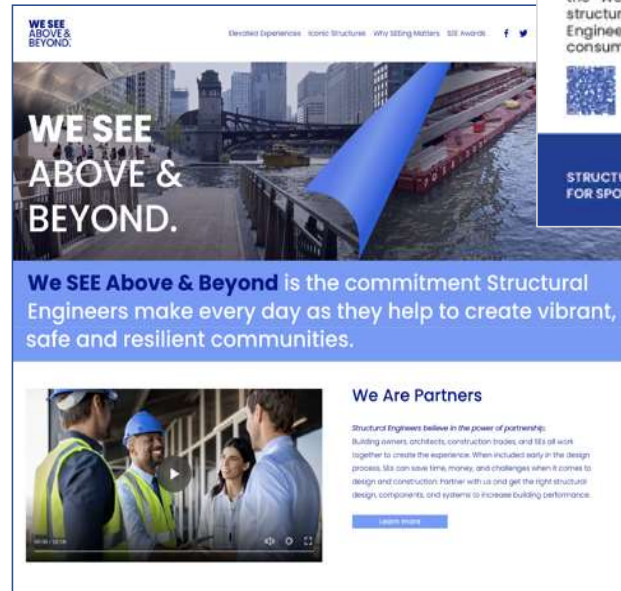
**WE SEE  
ABOVE &  
BEYOND.<sup>TM</sup>**

# Our Mission

- Build awareness, recognition and admiration with Architects & Building Owners/Developers for the work and achievements of the structural engineering profession
- Bring Our Message to These Audiences: Advertising, Social Media, Education, Conferences White Papers, Media Spokespeople
- Celebrate what is *remarkable* about the structural engineering community

# Campaign

- Social Media
- Paid Media
- Print Ads
- Microsite
- Videos



**WE SEE ABOVE & BEYOND.**

Diversified Experiences | Iconic Structures | Why SEEng Matters | SE Awards

**We SEE Above & Beyond** is the commitment Structural Engineers make every day as they help to create vibrant, safe and resilient communities.

**We Are Partners**

Structural Engineers believe in the power of partnership. Building owners, architects, construction trades, and SEs all work together to create the experience. When included early in the design process, SEs can save time, money, and challenges when it comes to design and construction. Partner with us and get the right structure, design, components, and systems to increase building performance.

Learn more



**WE SEE ABOVE & BEYOND.**

**DO YOUR CUSTOMERS KNOW THE VALUE STRUCTURAL ENGINEERS BRING TO EVERY PROJECT?**

**Step Up to the Plate.**

Celebrate Structural Engineering Excellence the "We SEE Above & Beyond" campaign. Highlight structural engineering profession within the Engineering and Construction (AEC) industry consumers nationwide. Participate and more.

Learn more  
[WeSEEAboveAndBeyond.com](http://WeSEEAboveAndBeyond.com)

**STRUCTURAL ENGINEERING EXCELLENCE FOR SPORTS & ENTERTAINMENT.**

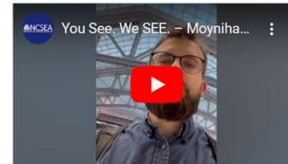
**WE SEE ABOVE & BEYOND.**

The We SEE Above & Beyond Campaign was launched to showcase to the AEC industry the vital role SEs play in the design and construction of built structures and resilient communities.

Scan here to learn more about the role you and your firm can play.

# New in 2024 & Beyond

- WE SEE Task Group
- New Consultant
- Enhanced Strategic Plan
- More Focused Target Audience
- Targeted website @ [weseeaboveandbeyond.com](https://weseeaboveandbeyond.com)
- Expansion of Channels: Print Advertising, Conferences, White Papers, Media Exposure
- Expansion of Information @ [weseeaboveandbeyond.com](https://weseeaboveandbeyond.com)
- Launched You SEE. We SEE videos



**SEs make projects more functional and affordable.**

Find out how SEs ensured new skylights could be built on original trusses from 1911 for the Moynihan Train Hall in New York City.



**Partnering with SEs ensures designs are striking and safe.**

Learn about designing Milwaukee's Bradley Symphony Center, and how SEs consider strength and movement.



**SEs preserve the utility of the space while considering the energy all around.**

Discover how Lockheed Martin's large, open spaces are fully supported and safe in the California desert, just miles away from the San Andreas Fault.



## SEA Brand Ambassadors

- We Need Your Support & Voices
- Who is your SEAs Brand Ambassador?  
Who should it be?
- Customization of materials for SEAs so you can target your audience
- Webinars Coming Soon for Current and New Brand Ambassadors

**WE SEE  
ABOVE &  
BEYOND.™**





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What Are You Taking Home?





BACON = ENGAGEMENT

A LITTLE BIT OF CARE = ENGAGEMENT

WE ARE ALL CEOs

VALUE THE EXPERIENCE

VALUE OF A GOOD WEBSITE

STRATEGIES FOR YOUNG MEMBERS

NOT UNIQUE W/ STRUGGLES

JUST ASK

INTENTIONAL INCLUSION

DON'T GET LEFT BEHIND W/ AI

FOCUS ON THE EXPERIENCE



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Thank You!

And the sponsors – Atlas Tube & MITEK

