

MEMBERSHIP DEVELOPMENT COUNCIL
ASABE Annual International Meeting
Dallas, TX – July 29 & August 2, 2012

Minutes

July 29, 2012

Gary Seibel, presiding

MDC Members: Sreekala Bajwa, Tom Brumm, Richard Cavaletto (also proxy for Mike Hirschi), Indrajeet Chaubey, Grace Danao, Candice Engler, Oladiran Fasina, Courtney Fisk, Terry Howell, Jr., Sherry Hunt, Carolyn Jones, Trey Koury, Mike Lyons, Alicia Modenbach (for Brady Lewis), Bill Ritter, Leon Schumacher, Gary Seibel, Puneet Srivastava, Andrew Wedel, Derek Whitelock, Qiang Zhang (for Valerie Orsat) and Mark Crossley

Guests: Sonia Maassel Jacobsen, Tony Kajewski and Michael Ngadi

The meeting was called to order at 1:35 p.m., introductions of attendees were made, a quorum was confirmed and the agenda was reviewed. Three items were added to the agenda – 2013 Initiative Funds, *Resource* access for Ipad and Android devices and the YPC video project update.

Approval of 5/17/12 Conference Call Minutes (Attachment A)

Motion: To approve the minutes as written. Seconded and passed.

2012 ASABE Strategic Planning Update

Attachment B was presented and reviewed as an update towards addressing strategies and metrics for the 2012 opportunities previously established by the BOT.

2012 Budget Overview & Society Financial Report

The forecast for the remainder of the year predicts a slight deficit, but with better than expected attendance at the Dallas meeting, we will most likely end the year with a break even budget or slight surplus. The Society remains in great financial health with a very strong balance in reserves. The Finance Committee speculates that there will definitely be initiative funds available for 2013 (barring a dramatic change in the economy between now and the end of the year) and is asking the councils to start thinking of possible projects to be funded. The final amount will be determined at the November BOT meeting.

Reports from ASABE Leadership

Current president Sonia Maassel Jacobsen and president-elect Tony Kajewski thanked the MDC for their efforts over the last year. Tony then spoke about his focus for the coming year as president – continuing on with Sonia's EIO (expertise, image, and outreach) platform promoting our expertise and image through name recognition, and increasing our outreach to student and international audiences.

Brainstorming – Ways in Increase Membership

Gary had previously asked all MDC members to come up with at least one idea on how ASABE can increase membership. Those ideas are expressed below.

- Mentoring new members whom you've recruited.
- Providing content of value to younger members via webinars, meetings and outreach opportunities.
- Creating a dues pricing structure for new graduates. Perhaps one fee for a set number of years after graduation?
- Working with employers to provide funding for annual dues not covered by them.
- Working with sections to offer CPDs to help fulfill state licensing requirements.
- Offer an auto renew option for annual dues.
- Creating a member-only LinkedIn group.
- Make sure the ASABE Career Center has as many attractive positions listed as possible, so students see it as a valuable tool. Work with universities to make sure they use it.
- ASABE needs stability concerning BE. How do we manage change to best attract BE members.
- Provide more value to ag systems management students.
- Offer CPDs and short courses to better serve members at the local level, as most do not attend the AIM.
- Package annual member dues with AIM registration.
- Keep AIM dates to late June/early July. Late summer meeting dates can affect international attendance negatively.
- Increase outreach to sections by making funding available for them to distribute to members.
- Provide technical assistance to section leaders to help them better serve their members.
- Streamline the process for getting paper published. Currently takes way too long.
- Provide discount coupons for reduced AIM registration for sections to give to non-member students working on poster projects, so they are encouraged to present at the AIM.
- Encourage meetings be co-hosted with other engineering societies – both at local and regional levels.
- Improve functionality of ASABE website.
- Ensure a way to avoid CPD cancellation at the AIM.
- Align specialty conferences with the AIM by overlapping dates and same location.
- Work to make sure university faculty administration supports ASABE and encourages membership.
- Look into re-drawing section boundaries based on population centers.
- Send annual invoices directly after the AIM, as members are likely energized from attendance and more likely to renew.
- Work more closely with student branch presidents to get them involved in Society activities.
- Get ASABE awareness on the agenda for new student orientation across all universities.
- Make students automatic members, so they see the value of membership. Actively push information to them.
- Targeted marketing to schools and sections within a relatively close driving distance to AIM locations. They are more likely to attend the meeting.

Gary and Mark will send the compiled list to the MDC to rate their top five so future efforts may be focused in those areas.

YPC Video Project

The YPC was granted Initiative Fund monies to shoot a few short videos on attracting high school/college freshman into the profession, and transitioning student members into full

membership through involvement with the YPC. They have hired a videographer who is at the Dallas meeting shooting lots of video of members talking about the profession and why they chose it. They hope to have the videos completed by May 2013.

MDC Vice Chair Election

Gary asked the group if anyone had any interest in serving as vice chair of the MDC for one year and then moving into the chair position for two years following. No one immediately volunteered. Gary asked for names/nominations to be given to him for Thursday's meeting for further consideration.

With no further business before the MDC, the meeting concluded.

Membership Development Council Meeting August 2, 2012

Gary Seibel, presiding

MDC Members: Sreekala Bajwa, Richard Cavaletto, Indrajeet Chaubey, Grace Danao, Candice Engler, Oladiran Fasina, Mike Hirschi, Terry Howell, Jr., Sherry Hunt, Carolyn Jones, Brady Lewis, Mike Lyons, Chris Martinez, Bill Ritter, Leon Schumacher, Gary Seibel, Puneet Srivastava, Derek Whitelock, Qiang Zhang (for Valerie Orsat) and Mark Crossley

The meeting was called to order at 8:05 am., a quorum was confirmed and the agenda was reviewed. Three items were added - *Resource* access for Ipad and Android devices (deferred from Sunday), follow-up to the brainstorming session from Sunday and a report from M-102 Awards Coordinating Committee.

Election of MDC Vice Chair

Gary asked for final nominations/interest in the vice chair position. Brady Lewis had expressed interest to Gary prior to the meeting. There were no further names brought forward.

Motion: To close nominations and accept Brady Lewis as vice chair of the MDC.
Seconded and passed.

McKinley Study Subcommittee Update

Mark Crossley overviewed the work of the BOT-appointed subcommittee and their recommendations for implementing action items moving forward. The BOT plans to assign both board and staff liaisons for each of the six action items to keep things moving forward. They also passed five motions (Attachment C) concerning these items. Please see Attachment D to see the full report.

PE Exam Update

To date, we have 25 people signed up for the first time exam taker incentive (up to \$450) and 11 for the repeat taker incentive (\$150) for this October exam administration. Tom Dodd from NCEES reported at the PEI meeting that to date, we have 21 people signed up to take the exam. We need a minimum of 25 or we'll need to convene yet another cut score meeting. He also stated that we need

36 first time takers this October to meet the 50 per two year requirement, which we will not meet. The exam continues to be on probation. To address this, the BOT will be requesting a change in exam administration time from October to April, figuring it's easier for people to study over the winter versus the summer, and they will look into changing the name from Agricultural Engineering to Agricultural and Biological Engineering to better align with our name and departmental names.

Lunch Bytes Webinars

ASABE launched a new series of webinars, which take place over the lunch hour and are no more than 30 minutes in length. This free series started with a webinar conducted July 24 on getting the most from your online member benefits and services. Other topic ideas for future webinars were discussed including the YPC's What You Didn't Know About ASABE, standards forums use and highlighting online technical library features.

Resource Open Access

The Publications Council would like to create an app for Ipad and Android users to access *Resource*. If created, there would be no way to keep non-members from accessing the magazine. The MDC had no problem with opening up access to *Resource* to everyone and considered it positive publicity for ASABE and the profession.

Motion: To support the concept of making *Resource* available through an app.
Seconded and passed.

Reports for Information

The following reports were distributed for information:

- District 3 (Attachment E)
- Headquarters Report (Attachment F)

M-102 Awards Coordinating Committee: The International Food Engineering Award now has the funding it needs from Nestle and the first award under this new name was presented at this AIM. The keynote speaker from Nestle found his involvement in the AIM to be very positive and plans to attend future meetings.

Funding has been reached to rename the Young Extension Worker Award to the Larry W. Turner Young Extension Professional Award.

Recognition of Outgoing Council Members

Gary expressed his gratitude to those members whose terms concluded at this meeting and thanked them for their service.

With no further business before the group, the meeting ended at 9:35 am.