

**ASABE MEMBERSHIP DEVELOPMENT COUNCIL  
CONFERENCE CALL**

**December 13, 2012**

**Gary Seibel, presiding**

**Minutes**

Present: Gary Seibel, Brady Lewis, Larry Gaultney, Israel Dunmade, Carolyn Jones, Sreekala Bajwa, Terry Howell, Alicia Modenbach (proxy for Courtney Fisk), Chris McGuire, Joe Walker, Derek Whitelock, Ajay Sharda, John Fulton, Leon Schumacher, Dan Thomas and Mark Crossley

The meeting was called to order at 3:05 p.m. EST by MDC chair Gary Seibel.

Gary then asked for additions or changes to the agenda. There were none. A quorum of Council members was confirmed.

Approval of July/August MDC Meetings Minutes (Attachment A)

Motion: To approve the minutes as written from the July 29 and August 2, 2012 MDC meetings in Dallas. Seconded and passed.

Ballot Approvals

The following e-mail ballots conducted since the last MDC meeting were formally approved:

Motion: The Membership Development Council approves the rules/bylaws of the Larry W. Turner Young Extension Professional Award as written. Seconded and passed.

Motion: The Membership Development Council approves the creation of a Student Engineering Branch of ASABE at Washington State University. Seconded and passed.

Motion: The Membership Development Council recommends that ASABE enter into an MOU with USDA NRCS based on the document as written. Seconded and passed with Carolyn Jones abstaining.

Massey-Ferguson Educational Gold Medal Award Rules Update (Attachment B)

The award rules recently underwent some changes, mostly grammatical and editorial in nature, and were approved by M-102 Awards Coordinating Committee. They now need final MDC approval.

Motion: To approve the Massey-Ferguson Educational Gold Medal Award Rules as written. Seconded and passed.

Budget Reports

2012 Forecast: Predicted to essentially be a balanced budget by year's end with a \$2,700 loss.

2013 Proposed: The Board of Trustees (BOT) recently passed a balanced budget for 2013.

At their November meeting, the BOT took the recommendation of the Finance Committee and approved funds of up to \$100,000 in Initiative Funds for 2013. The deadline for proposal submission is February 15.

### McKinley Membership Engagement Initiatives Update

This past summer, the BOT assigned liaisons and staff members to work on each of the six initiatives identified by McKinley Advisors. They are as follows:

- Define, articulate, and market ASABE's engagement in the realm of biological engineering.
- Produce and disseminate a compelling video that highlights the evolution and impacts of agricultural engineering, biological engineering, and ASABE.
- Facilitate student club programming and professional networking by providing academic departments with lists of local/regional ASABE members willing to speak to student groups.
- Initiate a student contest for creation of short videos illustrating various experiences of agricultural/biological engineering students.
- Increase student attendance at the AIM by ensuring high quality programming and providing financial subsidies/incentives to help offset the costs of travel, lodging, and/or registration.
- Develop and distribute a dynamic information piece targeted at employers of agricultural and biological engineering graduates.

Progress continues on each of these efforts.

### Brainstorming – Ways in Increase Membership Follow-Up

Gary sorted the top five ideas provided by MDC members and ranked them by frequency and weight. Please see Attachment C for further details. The sorting and ranking resulted in the following top ideas:

- Providing content of value to younger members via webinars, meetings and outreach opportunities.
- Make students automatic members, so they see the value of membership. Actively push information to them.
- Package annual member dues with AIM registration. Easy.
- Work more closely with Student Branch presidents to get them involved in Society activities.
- Improve functionality of ASABE website. Challenging.
- ASABE needs stability concerning BE. How do we manage change to best attract BE members. Challenging.
- Targeted marketing to schools and Sections within a relatively close driving distance to AIM locations. They will be more likely to attend the meeting. Easy.

Where obvious, they were categorized as 'challenging' or 'easy' to implement and indicated as such above.

It was decided that the entire list should be scrutinized to determine which items could be easily implemented at no cost. Mark Crossley will do so and will bring the list to the MDC for further action.

Packaging dues with annual international meeting registration was discussed at length. Mark will do some research to see how other associations handle this.

### Strategic Planning

2012: An update was presented to the group on the progress towards meeting the strategies and metrics the MDC set forth for 2012. Please see Attachment D.

2013: The strategic priorities for 2013 will continue with the 2012 strategies plus implementation of the six McKinley initiatives listed above. Emphasis will focus on outreach. The MDC need to develop strategies and metrics to support these priorities.

2014: Last month, the BOT held a strategic planning session and the following will be focus areas centered on MVP – Membership Value is Priority:

- Global, biological and students
- Continued growth and evolution of the PE exam
- Strategic partnerships
- Future Thinking/Path Forward implementation.

#### Ag PE Exam Update

We had 33 people sit for the October 2012 exam, which met and exceeded the 25 minimum. This is likely due to the two incentives that were offered for repeat takers of the exam (\$150) as well as those taking it for the first time (\$450). These incentives will be repeated for 2013. The pass rate for the exam was 83% for first-time takers, which is a tremendous improvement over the 2011 exam.

NCEES has approved two potential changes for the exam: moving it from an October to an April administration; and changing the name to Agricultural and Biological Engineering. There is much work that needs to be done for these changes to take effect, including conducting a PAKS to reflect a name change.

The BS+30 proposal was discussed. Currently, the NCEES model specifies that an aspiring PE must meet the following requirements to sit for the exam:

- Hold a bachelor's degree in engineering from an ABET-accredited program;
- Have at least four years of appropriate work experience;
- Achieve acceptable results on the FE exam and the PE exam; and
- Possess a clean disciplinary record.

A change to this model has been proposed, led by ASME, which would require a PE candidate hold a master's degree or an equivalent of 30 credit hours of graduate coursework in engineering. ASABE has the opportunity to express an opinion to NCEES on this additional requirement and the leadership is seeking input from the membership through a Survey Monkey survey. PEI has discussed this at length and many good comments for and against have been provided. Discussion then centered on how some of these comments can be shared with the general membership. Carolyn Jones will follow-up on this thought with President Kajewski

#### 2014 Dues Increase

With the BOT approving a 15% dues increase for 2014, there is a schedule of events which must be followed before the increase may go into effect. Please see Attachment E for more details.

#### For Information

- Headquarters Report (Attachment F)
- General Member Statistics

With no further business before the MDC, the following motion was made:

Motion:            To adjourn the meeting at 4:05 pm. Seconded and passed.