

MEMBERSHIP DEVELOPMENT COUNCIL
ASABE Annual International Meeting
Kansas City, MO – July 21 & 25, 2013

Minutes

July 21, 2013

Gary Seibel, presiding

MDC Members: Sreekala Bajwa, Tom Brumm, Courtney Fisk, Carolyn Jones, Brady Lewis, Leon Schumacher, Derek Whitelock, Larry Gaultney, Ann Christy, Parameswaran Mallikarjunan (for Lamin Kassama), Joe Zulovich, Dan Thomas and Mark Crossley

Guests: Tony Kajewski, Lalit Verma, Dharmendra Saraswat and Darrin Drollinger

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. It was requested the PE Exam Update item be moved to today's agenda.

Approval of 12/13/12 Conference Call Minutes (Attachment A)

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

Ballot Approval: ASABE/ARA MOU

Motion: To approve the final ballot vote for ASABE to enter into a memorandum of understanding with the Agricultural Retailers Association. Seconded and passed.

Strategic Planning 2013 & 2014

Attachment B was presented and reviewed as an update towards addressing strategies and metrics for the 2013 opportunities previously established by the BOT.

A similar document outlining the 2014 opportunities (Attachment C) was then discussed. The MDC needs to develop strategies and metrics to address these opportunities adopted by the BOT, and will do so by e-mail in the next few months.

2013 Budget Overview

The forecast for the remainder of the year is on target and predicts a slight surplus, but with better than expected attendance at the Kansas City meeting, we will most likely end the year in even better shape. The Society remains in great financial health with a very strong balance in reserves. The Finance Committee speculates there will definitely be initiative funds available for 2014 (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.

With a 15% dues increase set for dues year 2014 and with more and more members retiring in their early 60s, the MDC discussed (at the suggestion of the Finance Committee), a one-time life membership push for the last quarter of 2013. This would be a flat rate for any member 60 and

older and it would not only be marketed to current members, but also to those of that age who have dropped out the membership over the last two years.

Motion: To have Mark Crossley develop a life membership promotion for members aged 60 and above to present to the MDC for approval. Seconded and passed.

Reports from ASABE Leadership/Path Forward Progress Report

Current president Tony Kajewski, president-elect Lalit Verma and Darrin Drollinger thanked the MDC for their efforts over the last year. Tony then spoke about the proposed reconfiguration of ASABE's technical divisions, which was created to better describe ASABE's structure for the future, and to help members define their place within the Society. He encouraged members to drop by the BOT booth in the exhibit hall Monday and Tuesday from 2:00 – 5:00 pm to voice their thoughts on the proposed reconfiguration. The idea is that the leadership and staff would collect feedback at the meeting and via a survey/the web by September 30 with a vote of the membership in January 2014.

In the meantime, each technical committee is being asked to select five keywords that best describes their committee efforts, and to look at their current committee descriptions to see if they are still accurate. These need to be supplied to headquarters by year's end.

Ways to Increase Membership Follow-Up

Gary had previously asked all MDC members to come up with at least one idea on how ASABE can increase membership. He then sorted the top five ideas provided by MDC members and ranked them by frequency and weight. Please see Attachment D 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.
- Work more closely with Student Branch presidents to get them involved in Society activities.
- Improve functionality of ASABE website.
- ASABE needs stability concerning BE. How do we manage change to best attract BE members.
- Targeted marketing to schools and Sections within a relatively close driving distance to AIM locations. They will be more likely to attend the meeting.

The MDC then made the following motion, based on using monies from the dues increase to increase membership:

Motion: To accept the recommendations outlined above and provide the report to the BOT as recommended ways to increase membership. Seconded and passed.

PE Exam Update

To date the incentive program sponsored by the Zimmerman Fund, PEI and ASABE to reimburse members up to \$450 each for sitting for the exam as a first-time taker, has 20 members signed up

for reimbursement. The repeat taker incentive (\$150 for up to 30 people) ended up with nine members agreeing to sit for the exam. This is very similar to what we had last year.

To date, 12 Ag Eng PE exam review webinars for 2013 have been scheduled during the months of July - September. We have nearly 30 people who've shown interest in attending the webinars, with the first offering held on July 2.

NCEES has approved a name change for the Agricultural Eng PE exam to Agricultural and Biological Eng PE exam and to move it to an April exam administration date annually (from October). Changing the name requires a Professional Activities and Knowledge Study (PAKS), which is a formal survey of practicing engineers to ensure exam content is relevant to current practice in the profession. Once the PAKS is concluded in late 2013, the first exam administered under the new name would occur in April 2015. It was noted that there will be no PE exam incentives in 2014, because the next exam will take place in April of 2015. The first meeting of the PAKS committee occurred in mid-June in Chicago to set the knowledges and task areas for the survey, to be launched in early August.

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

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**Membership Development Council Meeting
July 25, 2012**

Gary Seibel, presiding

MDC Members: Sreekala Bajwa, Tom Brumm, Courtney Fisk, Carolyn Jones, Brady Lewis, Leon Schumacher, Derek Whitelock, Larry Gaultney, Ann Christy, Lamin Kassama, Joe Zulovich, Dan Thomas, Israel Dunmade, John Fulton, Indrajeet Chaubey and Mark Crossley

Guest: Alicia Modenbach

The meeting was called to order at 8:05 am., a quorum was confirmed and the agenda was reviewed.

McKinley Study Implementation Update

Of each of the six initiatives identified by McKinley Advisors, progress has been made in all areas as follows:

- Define, articulate, and market ASABE's engagement in the realm of biological engineering.
A report to the BOT from this committee will be discussed at the next BOT meeting
- Produce and disseminate a compelling video that highlights the evolution and impacts of agricultural engineering, biological engineering, and ASABE.
The video has been completed and was shown at the awards luncheon yesterday. It will be posted on the ASABE website for public access.

- Facilitate student club programming and professional networking by providing academic departments with lists of local/regional ASABE members willing to speak to student groups. *This was completed last fall with a total of 18 student branches requesting volunteer speakers.*
- Initiate a student contest for creation of short videos illustrating various experiences of agricultural/biological engineering students. *Competition complete with the top three videos show that this meeting. Plans are underway for another competition next year. They will be posted on the ASABE website as well.*
- 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. *We set a goal of 500 undergrads and there were 496 undergrads in attendance at the meeting this year.*
- Develop and distribute a dynamic information piece targeted at employers of agricultural and biological engineering graduates. *This has been completed and posted online.*

YPC Outreach Video Update

This project, which should have been completed earlier this year, has been delayed, but is still moving forward. The videographer hired to shoot and edit the video has not been able to follow through, so he has given us all of the raw footage and the YPC is finding another group to produce the video.

Dues Increase 2014 Implementation

With the impending dues increase, we need to be sure to market it clearly, considering the healthy state of the society in recent years. With Initiative Funds made available the last three years and the probability of funds available for 2014 as well, it's easy for members to conclude a dues increase is not needed with surplus funds available for Initiative Funding.

This conversation led to another about transparency as to why AIM registration costs what it does. It was suggested an article on what it costs to hold an AIM might be a good idea and serve as an educational opportunity.

Reports for Information

P-120 Student Organizations Committee: The chair reported good student involvement in most competitions this year. There was also a fair amount of discussion this year around scholarships and competition Scoring, with some proposed changes on the horizon

Headquarters Report: Attachment E

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 9:40 am.