

**MEMBERSHIP DEVELOPMENT COUNCIL**  
**ASABE Annual International Meeting**  
**Montreal, QC – July 13 & 17, 2014**

**Minutes**

**July 13, 2014**

**Brady Lewis, presiding**

MDC Members: Tom Brumm, Carolyn Jones, Brady Lewis, Gary Seibel, Israel Dunmade, Alicia Modenbach, Candice Engler, Paul Funk, Puneet Srivastava, Akinbode Adedeji (for Lamin Kassama), Manoj Karkee, Larry Gaultney, Ann Christy, Joe Zulovich, Naomi Bernstein, Larry Hoover, Dan Thomas and Mark Crossley

Guests: Steve Hall, Lalit Verma, Terry Howell, Jr. 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.

Approval of 12/16/13 Conference Call Minutes (please see attachment)

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

Strategic Planning 2014 & 2015

The 2015 opportunities were then discussed (please see attachment). These strategic priorities all involve the theme of engagement. 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. Continued involvement and collaboration with IBE, and further development of CPDs and opportunities to earn PDHs were two thoughts discussed.

2014 Budget Overview

The forecast for the remainder of the year is on target with budget, but with better than expected attendance at the Montreal meeting, we will most likely end the year in even better shape. The Society remains in excellent financial health with a very strong balance in reserves (nearly 70% of previous year's expenses. The target is 50%). The Finance Committee speculates there will be initiative funds available for 2015, barring a dramatic change in the economy between now and the end of the year and is asking the councils and committees/groups/communities to start thinking of possible projects for funding. The final amount will be determined at the November BOT meeting.

Student Voting

The BOT is investigating the idea of allowing students to vote in general Society elections. Currently, both undergrads and graduate students are prohibited from voting (according to ASABE bylaws). Mark Crossley asked the question of other engineering and scientific societies and of the eight responses, two allowed all students a vote, two only grad students and four, not at all. After short description, the MDC was overwhelmingly in favor of allowing all dues paying members to vote, as made the following motion:

Motion: The MDC recommends to the Board of Trustees that all dues paying members have the right to vote; with due diligence to identify any unintended consequences (for example, P-120 Student Competition/Scholarship Committee judging). Seconded and passed.

#### Waiving Dues for Aged 90+ Members

The BOT has decided to waive dues for all members aged 90 and above from this point forward. About half of this population (~30) are already Life Members, so this affects roughly 30 members. The MDC supports this effort.

#### MDC Vice Chair Nomination

The group was asked for nominations for an MDC vice chair to serve for one year before moving to chair for 2015 – 2017. Alicia Modenbach was nominated and she accepted. With no further nominations from the floor, the following motion was made:

Motion: To elect Alicia Modenbach as vice chair of the MDC to serve through the 2015 AIM. Seconded and passed.

#### ASABE Reconfiguration Update

We're well on our way to making the transition from divisions to technical communities as overwhelmingly approved by the voting membership in March. While we won't be making the actual transition until after the Montreal meeting, things are in place to see that it goes as smoothly as possible. Having each of the nearly 190 current technical committees identify which technical community (ies) they would like to fall under will take some time. A two-sided postcard – one side outlining how we present the profession to the public, which were calling the Member Profile, and the other outlining how the new technical communities fit into the ASABE structure was mailed to each member. While the lower level committees are generally easier to transition, the 01 and 02 committees are more challenging and concerns were expressed about this.

#### Reports from ASABE Leadership

Current president Lalit Verma, president-elect Terry Howell, Jr. and Darrin Drollinger thanked the MDC for their efforts over the last year. They then spoke about the reconfiguration and addressed some of the transition concerns from the current division leaders.

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

July 17, 2014

**Brady Lewis, presiding**

MDC Members: Carolyn Jones, Brady Lewis, Gary Seibel, Candice Engler, Alicia Modenbach, Puneet Srivastava, Ann Christy, Akinbode Adedeji (for Lamin Kassama), Joe Zulovich, Indrajeet Chaubey (for David Bjorneberg), Naomi Bernstein, Dan Thomas, Anne Dare (for Larry Gaultney), Larry Hoover and Mark Crossley

The meeting was called to order at 8:05 am, a quorum was confirmed and the agenda, was reviewed. The following items were added to the agenda: committee reports, discussion on graduate students and their place/involvement in ASABE.

McKinley Membership Marketing Study

ASABE has once again partnered with McKinley Advisors, who outlined a process by which they will provide strategic and tactical marketing support to help address declining member numbers. The project kicked off in late-April. With staff input, they created an in-depth marketing strategy and implementation plan, walked us through it and work has begun on various components of the plan. Please see attachment for further details.

PE Exam Update

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 required 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. This effort, led by Curt Weller completed in late 2013 and the new exam specifications have been posted online. The first exam administered under the new name will occur in April 2015. First time and repeat exam taker incentives will be available and advertised later this summer. An exam writing session was held at this meeting and resulted in enough questions in the bank for two future exams.

YPC Outreach Video

This newly released video is complete and was shown at the awards luncheon on Wednesday. It has also been posted on the ASABE website on the Join/Renew page under the Membership link. The video was shown to the MDC as well.

Graduate Student Issues

The first-ever session for grad students was held at this meeting. It was well attended and shed light on issues specific to this member population. After overviewing their school programs, conversation turned towards their place at the AIM. As a whole, grad students feel the meeting is not really geared towards them. They feel lost and need guidance as to how to get the best experience from the meeting. It was suggested that information be sent with their AIM receipt after they register, which outlines AIM activities of interest to them, including YPC-focused events. The YPC will work on this and will make sure grad students know they are a part of their community.

Conversation then turned to using social media to better promote AIM activities on-site for all ASABE populations. It was suggested that interns or students be used specifically to Tweet and post

information multiple times per day at the 2015 AIM to keep people better informed. The MDC offered the following motion concerning outreach and social media/website presence:

Motion: The MDC recommends that the BOT put together a task force on media outreach to look at the website and social media as they pertain to recruitment and retention of members. Seconded and passed.

#### Reports for Information

BE Division: The leadership of BE-01 committee plans to keep their same officers until they are set up under the new Applied Science & Engineering technical community. They will elect new officers then. They also reported that the current *BE Transactions of the ASABE* journal will be ending after this year and will become a part of *Transactions of the ASABE* going forward.

CSBE-SCGAB: Please see attachment.

M-102 Awards Coordinating Committee: The Award for the Advancement of Surface Irrigation has not been given for the last two years. The committee has decided to continue for one more year and if there are no nominations in 2015, it may be discontinued. The AW Farrell Young Educator Award Committee is working with the American Society of Engineering Educators to encourage more nominees.

E-05-01 Marketing & External Communications Committee: They plan to survey members to see with what other professional membership organizations members engage in hopes ASABE might collaborate with these organizations on events, publications, etc.

E-05-01 Discover-E Committee: With ASABE being the sponsoring society in 2015 (with Shell Oil as the lead corporate sponsor), there are plenty of volunteer opportunities for the following activities: Family Day, Global Marathon, Introduce a Girl to Engineering, Future Cities Competition (both regionally and at the finals in DC).

E-05-02 FFA Committee: This year's FFA Convention will be held in Louisville, October 29-31. Volunteers are needed for the on-site display booth as well as for outreach to ag educators throughout the year.

District 3 Report: Please see attachment.

Headquarters Report: Please see attachment.

#### Recognition of Outgoing Council Members

Brady 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 9:50 am.