

**ASABE MEMBERSHIP DEVELOPMENT COUNCIL  
CONFERENCE CALL**

**December 17, 2014**

**Brady Lewis, presiding**

**Minutes**

Present: Brady Lewis, Alicia Modenbach, Harry Huffman, Candice Engler, Manoj Karkee, David Bjerneberg, Israel Dunmade, Dale Garber, Scott Mueller, Ganesh Bora, Tom Brumm, Naomi Bernstein and Mark Crossley

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

A quorum of Council members was confirmed.

Approval of July MDC Meetings Minutes (see attachment)

A correction needs to be made to the July 17 minutes to change E-05-01 External Marketing and Communications Committee to E-05. With that change, the minutes were approved by acclamation.

Budget Reports

2014 Forecast: Projected to end the year with a slight surplus.

2015 Proposed: The Board of Trustees (BOT) recently passed a balanced budget for 2015.

At their October meeting, the BOT took the recommendation of the Finance Committee and approved monies of up to \$100,000 in Initiative Funds for 2015. The deadline for proposal submission is February 15. There was discussion about changing the submittal timeline so it's not so tight for groups to create and submit proposals.

McKinley Membership Marketing Update

We've covered a lot of ground implementing various components of McKinley's work plan over the last few months. Highlights include

- Completed a FAB (Features, Advantages, Benefits) analysis of ASABE's benefits to members, resulting in a reframing of our benefits to highlight the ultimate value to members. Corresponding web pages have been redesigned.
- Based on the FAB analysis, created a Membership Pays for Itself chart, demonstrating the value of membership.
- Launched a Social Media Champions campaign. We currently have 17 members who are active social media posters on ASABE's Facebook, Twitter and LinkedIn pages who've agreed to post or comment on items of interest to the ag/bio engineering community. Every few weeks we send them samples of news items they might post to keep the conversations going. The campaign is doing well and is gaining traction each week.
- Developed a welcome campaign/onboarding process for new members to help them better understand our member benefits and their place within ASABE.
- Marketed a "Rejoin ASABE" campaign to lapsed members over the last three years, using newly revamped benefit information from above.

-Creating a student version of *Inside ASABE* to be send specifically to student members of ASABE. We've reached out to student branches for articles of interest as well as university departments. We plan to launch the first issue in November.

-Developing materials to provide member and non-member faculty and department heads/chairs with the tools to talk with their students about the importance of ASABE membership.

-Creating membership toolkits for ASABE leaders and student branch presidents to help them communicate the value of ASABE membership and recruiting new members.

#### Student Engagement Committee

Current IPC advisor Jacob Mayer approached Mark Crossley in Montreal this summer about his desire to pull together a subcommittee to look at how we can better serve undergraduate students at the AIM, considering nearly one third of attendees in Montreal were students. Since then he's put together a group who've met a few times by conference call. After an initial brainstorming session, the group is currently evaluating and rating ideas for difficulty and cost. Work plans to continue into the first quarter of 2015.

#### Ag PE Exam Update

The first administration of the new exam will be 4/17/15. In preparation for this, a subcommittee of ED-204 worked diligently to produce an updated practice exam, which has been posted online. We met NCEES' requirement of having this posted at least six months prior to the exam. We also continue to offer the PE review webinar series, which runs now through March, the PE exam incentives for first-time and repeat takers, and the PE mentor program.

A group met in Kansas City in August the begin planning for the eventual creation of an electronic reference book that ag/bio eng PE examinees could take into the exam. The group developed an exhaustive list of references to include and ASABE publications staff has begun the task of aggregating the reference materials that will make up the book.

#### Discover E Update

Discover E 2015, with ASABE and Shell as the sponsoring society and industry partner, kicked off with a webcast at Ohio State University in November. Other activities planned include Future City Competition, "Feeding Future Cities" - the theme for the 2014-2015 contest; the Global Marathon By, For, and About Women in Engineering; Discover Engineering Family Day; and New Faces of Engineering, both Professionals and College Edition. Members are encouraged to serve as volunteers and mentors at both the regional and national levels.

#### ASABE Technical Community Reconfiguration Update (see attachment)

The change from technical divisions to technical communities (TC) is now in place throughout all areas of ASABE. The previously indicated Plant Systems, Animal Systems and Facility Systems TCs decided to combine into one – Plant, Animal, and Facility Systems.

#### For Information

-Headquarters Report (see attachment)

-General Member Statistics

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

Motion: To adjourn the meeting at 4:00 pm. Seconded and passed.