

ASABE MEMBERSHIP DEVELOPMENT COUNCIL CONFERENCE CALL

May 23, 2011

Minutes

Present: Grace Danao, Gary Seibel, Grant Clark, Derek Whitelock, Richard Cavaletto, Brady Lewis, Andy Lenkaitis, Randy Clark, Candice Engler, Klein Ileleji, Tim Strombaugh, Tom Brumm, Mike Zhang, Bill Ritter, Darrin Drollinger and Mark Crossley

The meeting was called to order at 3:05 p.m. EST.

Grace Danao began the call by welcoming everyone. She then asked for additions or changes to the agenda. There were none. A quorum of Council members was present.

Approval of November 2010 Conference Call Minutes (Attachment A)

Motion: To approve the minutes from the November 18, 2010 MDC conference call meeting as written. Seconded and passed.

Proposed P-120 Student Organizations Committee Bylaws Change (Attachment B)

P-120 is proposing to change their bylaws to disallow any undergraduate student member of the committee from scoring scholarship applications. Due to questions on limiting just undergraduate student involvement, this item was tabled from the November conference call meeting so that questions and requests for more information could be addressed by the P-120 chair. No further questions or requests for information were brought to the chair. With this in mind, the following motion was made:

Motion: To accept the bylaws change. Seconded and passed.

Free Access to Standards Update

The Standards council has been working with Donna Hull on limiting free access to five unique standards (meaning one could be downloaded as many times as needed and would only count as one unique download). Donna's research shows that only about 200 members download more than five (that aren't a part of site license access) and would be affected by this change. Bundling packages would be available above the five maximum. The MDC felt this was a good compromise. Past president Ron Yoder is leading a subcommittee which will be monitoring this and reporting back at the AIM this August.

2011 Initiative Fund Proposals

The Foundation chose to partially fund two of the four Initiative Fund proposals: \$10,000 for the Standards Product Code Database project; and \$12,000 to scan and post legacy publications in the technical library. The rest of these proposals as well as the other two – funding for IPC Travel Scholarships to attend AIM; and the Branding Initiative will be reviewed by the Initiative Fund Committee.

Based on the excellent financial state of the Society and restricted reserve at this time, the Finance Committee will most likely recommend that Initiative Funds be made available for 2012 as well. They wanted to get the word out early so the councils can start thinking about potential projects they'd like to fund. The final determination will be made in November.

April BOT Meeting Overview

Aside from the items already discussed above, highlights included:

-A public policy intern in Washington, DC is close to being hired and would work solely on ASABE issues in DC for a six month period.

-Due to declining undergrad student membership and increasing median age of members, the BOT passed a motion to have Darrin look into hiring a consultant to help grow the membership. He will get quotes and report back at the Louisville meeting.

-Work continues on establishing a possible BE PE exam. Ron Yoder and Mark Crossley have a conference call with the consortium of participating societies tomorrow. A stalemate over the name of the exam and possible formats continues.

Membership Marketing

Work continues to promote President McAllister's 'Just One' membership campaign. We're seeing some results, but its effectiveness is hard to measure. We've developed a marketing flyer aimed at not only promoting membership to individuals, but to their employers as well. This was mailed to all non-student members in the US and Canada in January, urging them to use it to get their 'Just One' member. We also have plans to work with Donna Hull to use the Technical Library to promote membership as well.

E-Week Recap & Outreach

ASABE just completed its third year as a major sponsor of E-Week. Activities included participation in the New Faces of Engineering project; a popcorn science exhibit at Family Day lead by Gary Seibel and his students from the University of Maryland; and the Future City competition where teams of middle school students design cities of the future with food sustainability in mind. Candidates were nominated by sections for the New Faces of Engineering and the top five will be showcased on the E-Week Web site with the top candidate's name and photo (Laura Christianson) appearing in *USA Today*.

Grace Danao and Public Affairs Director Dolores Landeck traveled to St. Louis in February to attend a session on engaging engineering societies in outreach to minorities lead by the Society of Women Engineers (SWE). It was held during the National Society of Black Engineers meeting. SWE is looking to bring together a number of engineering societies to work together on minority outreach.

ASABE Website Redesign

ASABE is undertaking a total redesign of our web site and has hired a design group to work closely with us to make the site more user-friendly, intuitive and eye-catching. The project is progressing nicely we hope to roll out the site at the AIM. The latter half of July has been set for testing and the MDC may be asked to provide feedback.

Louisville Meeting Times

The MDC will meet at the Louisville AIM on Sunday, August 7th from 1:30 – 3:30 pm and Thursday, August 11th from 8:00 – 10:00 am.

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

Motion: To adjourn the meeting at 3:50 pm. Seconded and passed.