

ASABE MEMBERSHIP DEVELOPMENT COUNCIL CONFERENCE CALL

November 18, 2010

Minutes

Present: Grace Danao, Grant Clark, Derek Whitelock, Richard Cavaletto, Brady Lewis, Andy Lenkaitis, Robert Hansen, Candice Engler, Oladiran Fasina, Tim Strombaugh, Fadi Kamand and Mark Crossley

The meeting was called to order at 2:05 p.m. EST.

Grace Danao began the call by welcoming everyone. She then asked for additions or changes to the agenda. There were none. Initially, a quorum of Council members was not present, but after a few more members joined the call, a quorum was reached.

Budget Report

2010 Forecast: We're looking at an approximate \$89,000 surplus for 2010, mainly contributed to a reduction in annual meeting expenses, a reduction in salaries and benefits from not having an executive director for the first half of the year and an increase in site license revenue

2010 Proposed: At this time, the ASABE Board of Trustees has approved the budget for 2011 with a \$2,700 surplus.

Since the Society is in such strong financial shape, the Finance Committee recommended and the Board of Trustees approved Initiative Funds of \$80,000 for 2011. Instructions on how to apply for these funds will be forthcoming in December and announced via *Inside ASABE*.

Approval of 2010 Pittsburgh Meetings Minutes (Attachment A)

Motion: To approve the minutes from the June 20 and 24, 2010 MDC meetings 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 for further discussion. Questions and requests for more information will be sent to P-120 and this will be on the agenda for the MDC spring conference call meeting.

Motion: To table discussion until more information is presented. Seconded and passed.

2011 Strategic Planning (Attachment C)

The strategic planning process was outlined and strategies and metrics to address the 2011 opportunities and threats reviewed. Additional feedback on these should be e-mailed to Grace and Mark by December 15th.

Free Access to Standards Discussion

At the Pittsburgh meetings, the MDC supported the following proposed actions from the Standards Council concerning free access to standards, but could not support the total elimination of free online standards access:

- Achieve "realized value" of ASABE standards by aggressively adjusting the member discount.

- Aggressively continue the development of the SPC database as a new source of CSP revenue.
- Eliminate hard copy of the Standards book for 2012

Ron Yoder is heading a subcommittee of the Publications, Standards and Membership Development Council chairs and their respective directors to further explore options of limiting standards access for members. Donna Hull is looking into possible scenarios which would limit free access to between three and five standards downloads before a per standard charge would be levied. She's also gathering more statistics on member usage and will report back to the subcommittee.

Public Policy Efforts/AIMBE

By way of an update, we've contracted with the American Institute of Medical and Biological Engineering (AIMBE) and continue to work with them on public policy issues in Washington, DC. Plans for an ASABE intern to work specifically on issues of importance to our profession are currently in development.

E-Week Planning Progress

ASABE is planning to take full advantage of our third year of sponsorship in 2011. Planned activities include: nominating five members under 30 for the New Faces of Engineering project; participation in Family Day, an outreach program showcasing engineering careers for middle and high school students; and the Future City competition where teams of middle school students design cities of the future with food sustainability in mind. Ten 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 appearing in *USA Today* next February during E-Week. There's a possibility of a similar program highlighting college seniors in the works as well.

Ag PE Exam Issues

The incentive program sponsored by PEI and ASABE has 28 members signed up for reimbursement. The last notice from NCEES had over 40 people signed up to take the exam, which exceeds the necessary minimum of 25 needed to sit for the exam. The incentive program is planned for 2011 as well.

With the new exam specification in place, a Cut Score Panel is required to set a minimum passing score for the 2010 exam. The panel has been assembled and will meet at the end of November/early December in Kansas City.

Ron Yoder and Mark Crossley continue to be an active part of the BE PE Exam Consortium. Progress continues with the organizations involved in the consortium (AIChE, BMES, ASME, IEEE and ASABE) towards the possible creation of the BE PE exam in 2016 at the earliest. The group is struggling with what to name the exam to best capture 'biological' and 'biomedical' interests. The group also feels it's important to conduct a PAKS before committing to proceed with an exam development.

ASABE Website Redesign

ASABE is undertaking a total redesign of our web site. A survey of half the membership revealed we have some work to do to enhance the look, navigation and functionality. We've hired an organization to review our current site and make recommendations for improvement. Based on that feedback, we've put together a request for proposals, which has been sent to approximately 15 organizations that redesign websites with an 11/30 deadline for proposal submission. We hope to have the new site up and running by early June.

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

Motion: To adjourn the meeting at 3:00 pm. Seconded and passed.