

**MEMBERSHIP DEVELOPMENT COUNCIL**  
**ASABE Annual International Meeting**  
**Providence, RI – June 29 & July 3, 2008**

**Minutes**

**Sonia Maassel Jacobsen, presiding**

**June 29, 2008**

MDC Members: Sonia Maassel Jacobsen, Paul Heinemann, Lope Tabil, Victor Duraj, Kevin Keener, David Hard, Grace Danao, Joe Zulovich, Marvin Stone, Derrel Martin, Abdel Ghaley, Tony Vandermuss (for Becky Meyer), Larry Hoover, Bill Ritter and Mark Crossley

Guests: Don Erbach, Jim Dooley and Ron Yoder

The meeting was called to order at 1:35 p.m. and introductions of attendees were made.

Confirmation of Quorum Present

MDC bylaws state that a quorum of no less than 40% of Council members must be present in order to conduct MDC business. A quorum was present.

Review of Agenda

The agendas for both MDC meetings were then reviewed. No additions to the agenda were requested.

Approval of Minutes

After review of the minutes from the 5/14/08 conference call meeting (Attachment A), the following motion was made:

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

2008 Strategic Planning Update

Attachment B outlines MDC progress made to date towards addressing strategic planning opportunities and threats previously identified by the BOT Strategic Planning Committee. Special attention was given to the potential loss of the Ag PE exam, E-Week and efforts to establish a Biological Engineering (BE) PE exam.

ASABE Budget Overview

Attachment C concerning the budget was reviewed. Attention then focused on 2009 budget requests for consideration. The Young Professionals Community requested \$500 for a CPD speaker at the 2009 annual international meeting (Attachment C1). After discussion, the following motion was made:

Motion: To approve the budget request from the YPC. Seconded and passed.

ED-204 Engineering and Technology Accreditation Committee also submitted a budget request totaling \$6,300 to support ASABE involvement in ABET activities. After much discussion, this item was deferred to the Thursday MDC meeting, pending further clarification from ED-204 of how exactly these funds will be used and seeking information on the justification for these expenses.

### Reports from ASABE Leadership

Current president Don Erbach, president-elect Jim Dooley and president-elect designate Ron Yoder thanked the MDC for their efforts over the last year. They then discussed the BOT's visioning session, one goal of which is to have 12,500 members by 2013; getting more members involved in leadership positions; and the three attributes of any successful profession – licensure, accreditation and an effective professional society.

### Membership Brainstorming Session

Discussion centered on how the MDC can better serve the membership and their needs. Topics included addressing the needs of an aging demographic; finding ways to engage ASABE on committees and in leadership positions; creating more communities of like-minded members; adjusting AIM registration fees to attract more first-time attendees; new member mentoring; getting core academics whose programs are evaluated by ABET to realize the importance of membership; proving the value of membership to employers; demonstrating the value of membership in general; and outreach to industry.

ASABE must be of value to members and to society in general. What are we delivering? The temptation is to ask the question “What have you done for me lately?” rather than asking “what benefits would I see if I became more involved in...?” We need to ask ourselves what we are doing well. One way to assess this may be a membership satisfaction survey. Many members will retire in the near future. When their employer does not pay dues or costs to attend the AIM activity may diminish? ASABE is a situation where the sum is better than the parts. One gets more from the Society when one is actively involved. The creation of more communities may give members a smaller group with which to identify and relate.

Out of 9000 members, only about 1700 come to the AIM in any year (19%). What can we do to increase this percentage? Should an incentive be in place for first-time attendees? A few meetings back we talked about a system of mentors for first-time attendees so they would meet others, join committees and find connections of value to them. This has not happened. The lower registration fees for YPC and pre-professionals increases involvement from those two sectors. This could be a future initiative fund proposal – to subsidize registration fees for first-time attendees and then follow up to see how many continue to attend and continue as members. A comment was made that new faculty members at universities are not encouraged to attend ASABE's AIM.

Fifteen percent of our members live outside the US and Canada. Are they satisfied? What are the membership benefits that are most important to them? Our international membership grows to 23% with Canadians added – same questions for them. Only 9% of our membership are women. What are strategies to increase this? Is there a pool out there that we should be tapping? A suggestion was to get two volunteers in each section and ask them to speak to each university department about why ASABE is a valuable Society to them. Each speaker could choose their own topic. Each local section could subsidize the attendance of one or more students at AIM. Companies may not fund attendance at AIM and it's expensive to cover travel and registration.

ASABE needs to sell the importance of membership to managers. Members can help this by telling their supervisors how the company/agency/university has benefitted by the member's network in ASABE – finding resources, obtaining publications, consulting others on matters of mutual interest, etc. It's all about value and managers understand increased productivity, improved quality, reduced time lines, etc.

Ag/Bio engineering needs to do some marketing so we move away from the tractor image. We need to sell ourselves to employers, businesses and future members. Focus on industry and agency participation may lead us in unexpected marketing directions. An educational initiative on the value of membership should be undertaken, aimed at three groups: 1) current members, 2) employers and 3) non-members who would use or benefit from our expertise. When AE50 awards are given, most companies show up to receive the award and learn about the Society in the process. Perhaps we should have a design award for consulting firms or other awards for the broader membership.

University programs that are visited by an ABET evaluator who is assigned by ASABE may not have a single faculty member who is an ASABE member. Does ASABE have an informational brochure to send to such programs? This is especially true of “biological engineering” programs that don't have the history as an agricultural engineering program may. Savvy departments not only have faculty who belong to ASABE, they strive to get a person on the ED204 committee to get inside knowledge. Should information be distributed on how this has been helpful to programs with someone on the ED204 committee?

Sonia thanked everyone for their ideas and candor in discussion.

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

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

## Membership Development Council Meeting

July 3, 2007

MDC Members: Sonia Maassel Jacobsen, Paul Heinemann, Lope Tabil, Grace Danao, Victor Duraj, David Hard, Joe Zulovich, Marvin Stone, Bill Ritter, Michael Brugger (for Robert Burns), Jonathon Roth (for Jacob Bolson), Bosoon Park, David Jones, Randy Raper and Mark Crossley

Guests: Fred Payne, John Eisenmann and Tom Bon

The meeting was called to order at 8:30 a.m. and introductions of the attendees were made.

### Confirmation of Quorum Present

MDC bylaws state that a quorum of no less than 40% of Council members must be present in order to conduct MDC business. A quorum was present.

### Additions to the Agenda

Additions were called for and the following were added: a Soil & Water report, an item from the Information and Electrical Technologies Division and an item from the Biological Engineering Division.

### Preprofessional Engineering of the Year Award Proposal Update

Grace Danao gave an overview of P-120's desire to change the Preprofessional Engineer of the Year Scholarship to an award. Fundraising efforts to date has left the fund approximately \$2,600 shy of being able to administer the award starting in 2009. See Attachment D for further detail. P-120 plans to reach out to section chairs and department heads shortly after the meeting.

### Chilean Society (AGICA)-ASABE Cooperative Agreement Update

The cooperative agreement, which has been going back and forth between our two societies for a while now, seems to be stuck on the price of dues. While the MDC is in favor of offering some sort of deeper discount to make this work, it was decided that an overall dues reduction policy for societies from developing countries wishing to enter into cooperative agreements with ASABE needs to be developed. Derrel Martin offered to work with Mark Crossley on developing some policy guidelines.

### E-Week Committee Update

The E-Week Committee consisting of Grace Danao, Chris Butts, Audrey Alexander (absent), Dolores Landeck and Mark Crossley met in Providence to further discuss how ASABE can best take advantage of our sponsorship for 2009. The immediate task at hand as determined by the group is to decide what additional costs above and beyond the actual sponsorship there will be. They'll also be setting up a calendar with dates and deadlines. The committee plans to meet by conference call in early August.

### MDC Vice-Chair 2008-2009 Election

The floor was open to nominations for MDC Vice-Chair for 2008-2009, taking over as Chair from 2009-2011. Grace Danao indicated interest in the position prior to the meeting. With no further names presented, the following motions were offered:

Motion: To close nominations and accept Grace's name as the sole candidate for MDC Vice-Chair. Seconded and passed.

Motion: To elect Grace to be the new MDC Vice-Chair for 2008-2009. Seconded and passed.

### Reports for Information

The following reports were distributed to the group for information:

- District 2 (Attachment E)
- P-120 Student Organizations (Attachment F)
- CSBE-SCGAB (Attachment G)
- Headquarters Report (Attachment H)

Representatives from the following groups presented information:

### Soil & Water Division

The division representative expressed interest in working with the Meetings Department to convert more non-member SW Division speakers from the meeting into members by sending them a follow-up thank you note with a membership application and invitation to join. They also inquired about funding to bring in an invited speaker for next year. It was pointed out that the Meetings Council has limited funds for just this sort of use. Currently no one is taking advantage of this speaker fund.

### Information and Electrical Technologies Division

The IET Division has posted their division bylaws online and would like to see other divisions do the same. They will work with the Standards Department on this project.

### Biological Engineering Division

The BE Division reported that they are interested in starting a BE student poster competition with both undergraduate and graduate student categories.

### 2009 Budget Requests Continued

From ED-204 Engineering and Technology Accreditation Committee: After Sunday's discussion, ED-204 met and pulled together the attached rationale for their \$6,300 budget request. (Attachment I). They are asking ASABE to support ABET accreditation activities at up to \$6,300 per year annually and expressed that this funding is essential for the continuation of the profession. With that, the following motion was made:

Motion: To support ABET accreditation involvement at a cost of \$6,300 per year annually. Seconded and passed.

From PEI: They are requesting \$5,000 per year for the next three years to support 15 Ag PE Exam Webinars annually (Attachment J). They see this as essential to attracting more people to take the exam, which is on probation until 2011 by NCEES for low numbers of first-time exam takers. Considering the importance of this effort to the future of the exam and the profession, the following motion was made:

Motion: To accept PEI's request that ASABE fund the Webinars at \$5,000 per year for the next three years. Seconded and passed.

Recognition of Outgoing Council Members

Sonia expressed her gratitude to those members whose terms concluded at this meeting and thanked them for their service.

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

Motion: To adjourn the meeting at 10:00 a.m. Seconded and passed.