

MEMBERSHIP DEVELOPMENT COUNCIL
ASABE Annual International Meeting
Louisville, KY – August 7 & 11, 2011

Minutes

August 7, 2011

Gary Seibel, presiding

MDC Members: Richard Cavaletto (also proxy for Mike Hirschi), Tom Brumm, Oladiran Fasina, Richard Stowell, Fadi Kamand, Sherry Hunt, Fred Payne, Bill Ritter (also proxy for Robert Hansen), Courtney Fisk (proxy for Brady Lewis), Ali Madani (proxy for Grant Clark), Gary Seibel (also proxy for Grace Danao) and Mark Crossley

Guests: Litha Sivananadan, Ron McAllister, Sonia Maassel Jacobsen, Tony Kajewski, Darrin Drollinger and Dolores Landeck

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. One item was added to the agenda – 2011 E-Week overview.

Approval of 5/23/11 Conference Call Minutes (Attachment A)

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

2011 ASABE Strategic Planning Update

Attachment B was presented and reviewed as an update towards addressing strategies and metrics for the 2011 opportunities previously established by the BOT.

2011 Budget Overview & Society Financial Report

The forecast for the remainder of the year predicts a break even budget or slight surplus. The Society remains in great financial health with nearly \$2 million in reserves. The Finance Committee speculates that there will be close to \$100,000 in initiative funds available for 2012 and is asking the councils to start thinking of possible projects to be funded. The final amount will be determined at the November BOT meeting.

The 2011 AIM financials are looking to be very positive.

African Network Community Creation

A group of members of African descent have formally requested to create a community called the African Network Community of ASABE. They have submitted the requisite statement of purpose, bylaws and proposed officers as required by the Community Creation process document adopted by ASABE a few years ago.

Motion: To accept the African Network Community of ASABE as ASABE's newest community. Seconded and passed.

Reports from ASABE Leadership

Current president Ron McAllister, president-elect Sonia Maassel Jacobsen, president-elect designate Tony Kajewski and executive director Darrin Drollinger thanked the MDC for their efforts over the last year. Sonia then spoke about her focus for the coming year as president – promoting our expertise and image through name recognition and increasing our outreach to student and international audiences.

Standards Access Recommendation

Attachment C was offered as a proposed path forward on limiting access to free standards downloads through the ASABE Online Technical Library. This was brought forward from Ron Yoder's subcommittee consisting of the chairs and staff directors from the Publications, Standards and Membership Development councils who were tasked with looking further into this issue by the BOT last year. Members of the MDC stressed the importance of marketing the value of standards as the primary reason for the download cap versus the handful of members who are downloading hundreds and sometimes thousands of documents. These changes will take effect January 1, 2012 and will be communicated via *Inside ASABE* and through the letter accompanying 2012 dues invoices.

Motion: To approve the proposal as a path forward. Seconded and passed.

Dues Review Process

According to Attachment D, the ASABE dues structure is reviewed every five years and Sonia has contacted the MDC requesting that the review process begin for a possible dues increase in 2013. She asked Gary Seibel to lead this effort and he's accepted. The committee has been established and they will begin the review process this fall.

E-Week 2011

Gary Seibel and Dolores Landeck highlighted E-Week activities ASABE was involved with including the New Faces of Engineering campaign; Future City Competition; and Family Day. All were very successful endeavors. They also announced that for 2012, E-Week will be administering a college version of their successful New Faces of Engineering campaign in which ASABE plans to participate. Gary then showed a PPT presentation of the Pop(Corn) Science activity he and his students conducted at Family day this year. Plans are underway for ASABE to be a major sponsor in 2012 as well.

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

Membership Development Council Meeting

August 11, 2011

Gary Seibel, presiding

MDC Members: Richard Cavaletto (also proxy for Mike Hirschi), Oladiran Fasina, Fadi Kamand, Sherry Hunt, Bill Ritter (also proxy for Robert Hansen), Brady Lewis, Ali Madani (proxy for Grant Clark), Gary Seibel (also proxy for Grace Danao), Lingying Zhao, Andy Lenkaitis, Derek Whitelock, Tom Bon, Shannon Prantner and Mark Crossley

Guests: Ron McDonald, Carolyn Jones, Tony Kajewski and Kaulashendra Singh

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. Three items were added to the agenda - membership marketing consultant, disbandment of M-105 committee and PE Exam Incentive Program.

Membership Marketing Consultant

At their April meeting, the BOT asked Darrin to look into membership marketing groups who might help us address our dwindling student member numbers. Darrin and Mark did some research through their Council of Engineering and Scientific Society Executives (CESSE) colleagues to see who they might have used and had success with. An outfit called McKinley Advisors kept coming up time after time. Mark met with their representative and they put together the attached proposal for building engagement through research and strategic direction (Attachment E). The BOT approved up to \$50,000 for this endeavor.

The MDC discussed the proposal and feedback included paying close attention to the university sites chosen for focus group research; being sure to include ASM students in their research and making sure that any survey that might come out of this research be applicable to all universities.

Motion: To support this activity with McKinley Advisors. Seconded and passed.

2011 Initiative Fund Proposals

The review from the Initiative Fund Review Team, headed by treasurer Steve Searcy was reviewed (Attachment F). They recommended to the BOT that \$6,000 be provided for legacy publishing; \$10,000 for the Standards product code database; and \$9,000 for IPC travel scholarships (\$3,000/year for the next three years). This leaves \$55,000 remaining from the initiative fund for 2011.

Website Redesign Project Update

The redesign project is targeted for completion by mid-September. Things are bit delayed due to unplanned database upgrade issues. MDC members were urged to look at the beta site and provide feedback to Mark.

Reports for Information

The following reports were distributed or will be sent to the group for information:

- District 3 (Attachment G)
- CSBE-SCGAB (Attachment H)
- Headquarters Report (Attachment I)

Oral reports were also given by representatives from P-120 Student Organizations, NABEC, CSBE, the YPC and M-102 Awards Coordinating.

P-120 – The AEM Student Trophy Competition is getting very few entries and it seems to be the same schools entering year after year. Something needs to be done to garner more entries. Perhaps there are too many competitions?

NABEC – Held their annual meeting two weeks ago. They had record attendance.

CSBE – In addition to submitting a written report, they announced that the University of Saskatchewan has dropped their bioengineering option and the department is now housed in the department of chemical engineering. They are working on a biological engineering curriculum.

YPC – They had 50 people in attendance at their business meeting. Candi Engler plans to chair a subcommittee to look at improving the spouse program at the AIM to include more activities for younger members and male spouses. They had a great CDP session, and raised \$600 from their All in Good Fun Contest at this meeting.

M-102 – The International Food Engineering Award almost has the funding it needs from Nestle and it's anticipated this will occur in time to promote it for 2012. M-102 is requesting that M-153 Rural Electricity Resource Council Electric Technology committee be terminated due to lack of a sponsor. Also M-105 Coordination of Special Awards committee has been inactive due to activity being handled by other committees and is requesting to disband. M-102 has approved both of these disbandments this and is now asking the MDC to do the same.

Motion: To disband M-153 Rural Electricity Resource Council Electric Technology committee as recommended by M-102 Awards Coordinating committee. Seconded and passed.

Motion: To disband M-105 Coordination of Special Awards committee as recommended by M-102 Awards Coordinating committee. Seconded and passed.

The Soil and Water Division is requesting that the major award and paper winners be shared with all divisions prior to the meeting, so they may set up special sessions honoring these winners at future AIMs.

Motion: The MDC recommends that major award and paper winners be shared with division chairs prior to the AIM early bird registration date annually. Seconded and passed.

Ag Engineering PE Exam Incentive Program

PEI and ASABE plan to once again partner to provide an incentive to candidates by reimbursing October 2012 exam registration fees up to \$300. This program is aimed at getting more first-time takers of the PE exam to take the AG PE exam next fall.

Motion: To support and extend the existing Ag Engineering PE Exam Incentive Program for 2012. Seconded and passed.

Recognition of Outgoing Council Members

Gary expressed his 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 9:30 a.m. Seconded and passed.