

# ASABE MEMBERSHIP DEVELOPMENT COUNCIL CONFERENCE CALL

November 17, 2011

## Minutes

Present: Gary Seibel, Brady Lewis, Valerie Orsat, Courtney Fisk, Candice Engler, Trey Koury, Chris Martinez, Carolyn Jones, Robert Hansen, Puneet Srivastava, Indrajeet Chaubey, Terry Howell and Mark Crossley

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

Gary then asked for additions or changes to the agenda. There were none. A quorum of Council members was not present, so no voting took place until one was reached ten minutes later.

### Approval of August MDC Meetings Minutes (Attachment A)

Motion: To approve the minutes from the August 7 and 11, 2011 MDC meetings in Louisville as written. Seconded and passed.

### Budget Reports – 2011 Forecast & 2012 Proposed

2011 is expected to end with an approximate \$17,000 surplus. This was primarily due to a better than expected Louisville meeting and a ¼ Scale Competition surplus.

The 2012 budget forecast is set to be basically balanced. Next years AIM has been budgeted conservatively due to the Dallas location.

### Initiative Funds 2011 & 2012

Two additional proposals came in, hoping to be funded from the remaining Initiative Fund balance of \$55,000 for 2011, but the procedural document prohibits this from occurring. These funds will go back into the Society's restricted reserve. The proposals may be submitted for the 2012 Initiative Fund though and the proposal writers will be alerted to this fact.

The BOT has taken the Finance Committee's recommendation and approved up to \$100,000 in Initiative Funds for 2012. This will be communicated to the various councils, divisions and groups within ASABE immediately.

### Membership Engagement Project Update

We've signed a contract with marketing consultant McKinley Advisors to help us understand why ag/bio engineering students and faculty do or don't engage with ASABE. With the help of faculty and student leaders at three university sites, McKinley plans to visit each campus to conduct on-site interviews with non-member faculty and hold focus groups with non-member undergrads. They will also conduct phone interviews ahead of time with student and faculty members, as well as meeting face-to-face as time allows during campus visits. Three university sites selected are – Virginia Tech, Michigan State and Iowa.

Darrin Drollinger and Mark Crossley are the staff contacts for this project and have met with McKinley staff in person at headquarters, as well as by conference call to fully understand the scope of the project and to bring McKinley up to speed on who ASABE is and what has have to offer our members.

McKinley has laid out a project work plan with due dates and responsible parties. The Iowa State visit has been planned for 11/29 & 11/30, with the remaining two set for completion within the first quarter of 2012.

Contacts have been identified at each university and conversations and planning between McKinley and these contacts is ongoing.

#### Dues Review Process Update

President Jacobsen has appointed the Dues Review Committee, led by Gary Seibel, to take a close look at ASABE's dues structure and categories to ensure all are still relevant and dues amounts are appropriate. The group has begun gathering information and plans to have a recommendation to the BOT at their April meeting.

#### 2012 Strategic Planning Overview (Attachment B)

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 Gary or Mark before the end of the year.

#### November BOT Meeting Overview

Aside from the items already discussed above, highlights included:

- All major award winners will now be announced earlier (a few weeks before early registration ends for the AIM) to allow more time for people to register for the meeting in support of awardees.
- The Ag Eng PE Exam incentive program funded by PEI, the Zimmerman Fund and ASABE currently has 12 members signed up. This is down from the 29 we had last year. The exam itself only had 23 members sit for it in October, thus requiring a Cut Score Panel be held to determine a passing score, as we did not meet the minimum 25 examinees. The panel is set for December 1 and 2 in Kansas City, MO.
- President Jacobsen and Darrin Drollinger represented ASABE at a meeting in China with the Chinese Society of Agricultural Engineers (CSAE). The meeting was held at the request of CSAE and revolved around ways our two groups might work together collaboratively in the future.
- The BOT asked that both the Dues Review Process and Initiative Fund Guidelines documents be posted on the website in an effort to be more transparent with the membership. Mark will see that this gets done.

#### FFA Convention

Dolores Landeck and Mark Crossley travelled to Indianapolis to participate as first-time exhibitors at the FFA Convention's Career Fair to promote the profession. Member volunteers, supported by staff, hosted an exhibit that introduced attendees to Purdue's 1/4-scale tractor and the University of Kentucky's algal bioprocessor. The thought here was to demonstrate both the ag and bio sides of engineering. Both were very successful and we engaged in many good conversations with students, their advisors and parents.

#### Section Outreach Mini Grants

Gary suggested a possible use for these mini grants being made possible by funding from ASABE's Public Affairs department for outreach opportunities. It would involve having ASABE plaques made and available to those members who judge middle and high school engineering/science competitions/events. This would be a great way of getting ASABE's name out there.

#### For Information

- Headquarters Report (Attachment C)
- General Member Statistics (Attachment C)

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

Motion:           To adjourn the meeting at 3:45 pm. Seconded and passed.