

Breakout Feedback Session with CSD and SSC
November 5th, 2005
9:45am to 11:15am

9:45am-9:55am McHugh	Young Engineers Stakeholders Workshop Recap –
9:55am-10:30am	Breakout into six groups Discuss and document answers to Questions A & B below
10:30am-11:00am	Discuss and document answers to Questions C & D below
11:00am-11:15am	Wrap-up/Summarize Session within Groups

Strategic Insights

Participants at the Young Engineers Stakeholders Workshop analyzed existing programs and services and proposed new efforts to make ASME indispensable to young engineers. They offer four preliminary findings as important themes for further exploration:

1. **Career advancement and networking services and opportunities are highly valued.** They are the best way to create allegiance to ASME.
2. **Solutions-based technical information has a utility value.** Technical information would be missed if ASME did not provide it.
3. **Company employers are an under-utilized channel to young engineers.**
4. **Personalized communications and services are essential.** Young engineers have difficulty navigating the portfolio of services to find what they want. The website architecture is not intuitive, many relevant services have low or no visibility, and undifferentiated emails and publications are treated like spam.

Questions:

- A. Do you agree with the four statements above? Why or why not? (Speak to each one separately.)
- B. Is there another theme / statement that you think is missing?
- C. List products / services that you think are missing today in ASME that we should be providing for our YE members.
- D. How well does ASME address the needs of members / non-members who are not interested in volunteer / leadership opportunities? In other words, how does ASME address industry's needs and the needs of young engineers working in industry?

11/05/2005

RED TEAM led by Aaron Ryan
CECD/SSC/CSD Breakout Feedback

Key Takeaways:

1. Job Center/Career Center
2. Online Resources
3. Industry Involvement

A) Do you agree with the four statements above? Why or why not? (Speak to each one separately.)

- 1) Networking is needed, face-to-face interaction; networking should not be main focus (they can get it anywhere).
- 2) Specific technical good in specific industries keep good ones going but don't try to start areas that are already well captured in other societies.
- 3) Try meeting the needs of the individual over the company. With the high turnaround this will show that ASME is your career partner, not your partner at this company. Going through the company would be good with a company that has vested interests in ASME standards.
- 4) This is an excellent idea. The website needs to be more useful.

B) Is there another theme / statement that you think is missing?

- 1) Need to focus on industry not gov't and academia
 - i. Industry conference, small abstract and presentations, not a lot of published material (patents/copyrights)

C) List products / services that you think are missing today in ASME that we should be providing for our YE members.

- 1) Career Center/Job Board
 - i. Actively seek out companies
 - ii. People willing to post a profile on the jobsite. Employers can search the profiles. Entry-level positions are free to search; others require the company to pay (this would counter costs).
 - iii. Advertise more. Possibly go to Career Fairs.
 - iv. Electronic Resume book how to for local and student sections.
- 2) Internet Services
 - i. Great tool, need to get the word out. Link on ASME.org on front page. Affinity Board needs to define/find ways to allow groups to grow on their own.
 - ii. COP searchable, archives.
 - iii. Restructuring the website. IMECE website did not show all of the opportunities for Students/YE's.

D) How well does ASME address the needs of members / non-members who are not interested in volunteer / leadership opportunities? In other words, how

does ASME address industry's needs and the needs of young engineers working in industry?

- 1) Should be speaking to these members, though the surveys.
- 2) With the low numbers, and dropping we are not meeting the needs
- 3) BS's are leaving earlier than MS and PhD.
- 4) Some members only keep their membership for the insurance rates.

IMECE 11/05/2005

ORANGE TEAM led by Justin Young
CECD/SSC/CSD Breakout Session

Questions:

- E. Do you agree with the four statements above? Why or why not? (Speak to each one separately.)
- i. Confirmed this concept. - Made distinction that YE's are looking for socialization and that networking is a by-product of that socialization.
 - ii. Confirmed this concept - Point made that industry specific technical information will be difficult to deliver.
 - iii. Confirmed this concept - Corporate support for involvement/membership is industry specific, but in general not common.
 - iv. Confirmed this concept
- F. Is there another theme / statement that you think is missing?
- i. Need to improve/increase the prestige of engineers in society.
 - ii. Crystallize what ASME membership means for graduating seniors and early career engineers
 - iii. Create ways for senior members to interact with and assist student sections apart from local senior involvement
- G. List products / services that you think are missing today in ASME that we should be providing for our YE members.
- i. Goggle indexing of asme.org
 - ii. Email opt-out ability
 - iii. Add my.asme.org
 - iv. Allow current members to opt in to a database to be available to be called as a speaker or advisor to student sections. This will allow students to proactively seek out senior members in their area to help.
 - v. Develop District speaker lists, similar to old Regional Speaker Lists
 - vi. Need to increase local YE events -> Mostly social
- H. How well does ASME address the needs of members / non-members who are not interested in volunteer / leadership opportunities? In other words, how does ASME address industry's needs and the needs of young engineers working in industry?
- i. We cannot answer this question without market research
 - ii. The suspicion among we "volunteer" members is that early career engineers are looking to keep up to date on high tech developments and industry direction

IMECE 11/05/2005

YELLOW TEAM led by Thomas Darlington
CECD/SSC/CSD Breakout Session

Questions:

A. Do you agree with the four statements above? Why or why not? (Speak to each one separately.)

#1-Yes (get technical divisions involved in student conferences/activities)

#2-More for young engineers-not as important for students
(2 and 3 are tied...tech info available through membership may encourage employers to support members/ or companies looking for technical info may encourage members to join)

#3-How do we make ASME indispensable to industry...that would make ASME indispensable to the engineer/career fairs on local level gives industries purpose for involvement in ASME

#4-VERY IMPORTANT!!!! Personalized compilation emails (get the news you actually want...job offerings, important CoPs, or links)

B. Is there another theme / statement that you think is missing?

Bases are pretty well covered.

C. List products / services that you think are missing today in ASME that we should be providing for our YE members.

ASME symposiums/YEF support...local service outreach-type project (urban programs, EWB)

- FIRST Robotics (easy grants for schools who want to get involved in programs like this)
- Promote K-12-support programs that reach out to students interested in engineering/science
- Higher education support-Student-based research conferences (not so much a contest...more of tech presentation) -Personalized website for members (like MSN or Yahoo! setup to make it pertinent to each person)

D. How well does ASME address the needs of members / non-members who are not interested in volunteer / leadership opportunities? In other words, how does ASME address industry's needs and the needs of young engineers working in industry?

Workshops for writing and making technical reports-Don't currently address these needs

IMECE 11/5/2005

GREEN TEAM led by Scott Walthour
Breakout Feedback Session with CSD & SSC

Question A

Do you agree with the four statements above? Why or why not? (Speak to each one separately.)

Insight # 1

- One of the most important aspects for YE's and students
- Recruitment fairs
- Connect to the schools; stay connected after graduation
- Currently have little interaction with Senior Sections (no networking)
 - Especially in areas with weak senior sections

Insight # 2

- Technical info is not focused toward YE's
- ASME is competing with other more "focused" societies (IEE, ASHRAE)
- Technical info is more directed toward senior engineers
- Access is difficult, website is poor

Insight # 3

- Employers want to see direct results from their employees in ASME. Codes, Standards, ETC
 - Most of this information comes from other Societies
- What do they gain? No direct hard knowledge, only soft skills (networking, leadership, etc)
- ASME does a poor job of advertising its merits and resources

Insight # 4

- Online communication needs to improve
- COP is good but needs to be great
- Personalized MyASME.org is important
- Website needs to be easy to search and find

Question B

Is there another theme / statement that you think is missing?

- ASME does not do a good job of advertising its successes, resources, etc
 - Needs to improve
- ASME needs to raise its profile and status among engineers. I know I should be a member of ASME, but I don't know why.

Question C

List products / services that you think are missing today in ASME that we should be providing for our YE members.

- Career website
- Partner with Monster or another career website to gain more hits and prestige

Question D

How well does ASME address the needs of members / non-members who are not interested in volunteer / leadership opportunities? In other words, how does ASME address industry's needs and the needs of young engineers working in industry?

- ASME needs to focus more on the local "hot" issues to show YE's and employers directly how ASME is helpful to YE's.
- **ASME needs to have a strong, local, senior sections to assist YE's who can not make it to conferences**

IMECE 2005

PURPLE TEAM – Led by Sara Zajac

Questions:

A.

#1 Comments

- Agreed it is important. Need to create a bigger, cultural stand point, meaning even grandma and grandpa should know what ASME is and what we do for the society.
- Focus on students in other countries that do not have established professional societies. Places like Latin America are lacking strong professional societies and therefore they have a lot of needs, compared to Europe.

#2 Comments

- Students in the mechanical engineering field readily use ASME's published journals. The technical aspect is essential to having an ASME membership.
- Technical skills should be developed the most within 0-10 years of a person's career. Therefore there should be a big market. The young engineer's must go else where for their technical information.
- Don't try to meet everyone's technical/technology needs. Focus on the latest and the greatest and do a very good job at developing services for a specific focus.
- The population society members that need mechanical engineering resources has gotten smaller, do to more diversity.

#3 Comments

- Companies need to see a significant value in ASME before they will invest time and money. Right now we are not providing that. Gear meetings and events toward industry.
- Involved volunteers are burnt out by the time they get to work and might not have the enough to re-invent the wheel like they did in college.

#4 Comments

- Need google style search
- Better organization
- Introduce foreign language plug-ins

B.

- Faculty does not support ASME at big research school. Especially for graduate students, who should be focused on their thesis?
- Smaller schools tend to keep ASME alive.
- Membership is enough to be considered "involved". There is nothing to distinguish the amount of time you spend volunteering for ASME
- Faculty need to be active leaders

- Thank you letters are important. A person and their school/company needs to be recognized both internally and externally. Send a thank you letter after meetings or events, etc . . .

C.

- FE/PE educational materials are not accessible for the individual. Should consider combination packages because the PE can be taken directly after the FE.
- Unable to find what products we have. As volunteers, we sometimes know that something (a module or presentation) exists, but we cannot find it. How will someone who does not even know it exist be able to utilize our services.
- We are unable to compete with the “Wal-marts” of America. The benefits that ASME tries to provide such as discounted car rental, hotels. Insurance, etc . . . cannot compete with the discount websites.

D.

- What about those people that do not want to be engineers anymore, but have an engineering degree.
- Lack of mentors or mentees? Why is this program failing, when it has so much potential?
- How do you support people so they feel like they want to be a part of ASME?
- We make time for what we want to do.
- Value to industry → More people become involved
- Market to people who are not able to seek help and advice from within their company
- Need to be engaging
- Membership is based on loyalty and guilt, not necessity.
- How are you going to get outsiders to join when we cannot retain active volunteers? Such as past student officers, student reps.
- No global support/network

IMECE 11/5/2005

WHITE TEAM Led by Kalan Guiley

A. Do you agree with the statements above? Why?

1.) Career advancement and networking services and opportunities are highly valued.

We agree wholeheartedly with this statement. These opportunities are very useful and very valuable, particularly to early career engineers. In our experience, contacts made tend to create career opportunities. In the early career stage, many engineers are focused on creating opportunities for the future and keeping options open.

2.) Solutions-based technical information has a utility value.

We are in agreement with this statement in a general sense, but we do not feel that ASME can or ought to seek to be a creator/provider of technical information. It is the consensus of this group that more specialized groups like the SAE, AIAA, ASHRAE, SAMPE, etc., are more likely to be able to provide data that is relevant to a large percentage of its membership. We feel that engaging these other societies in a direct competition would be unwise.

Instead, ASME should position itself as the overarching society, providing professional development and career-based opportunities. This will hopefully give members working in specific fields a reason to join ASME in addition to another society that may be more technically relevant. One suggestion was that ASME create an efficient, user-friendly information portal. Even if a majority of the information the portal points to is hosted by other societies, this would make us the first source, and as a result the premier provider of whatever information we choose to develop ourselves.

This does not mean that ASME should abandon its pressure vessel codes, Y14.5, or any other technical services we currently provide. It also does not mean that we should not seek to meet specific technical needs in industry as we identify them. What it does mean is that we strongly recommend against relying on technical relevance as a major strategy for attracting and retaining young engineers. We feel that the effort associated with that approach, and the risk of failure, would be too great.

3.) Company/Employers are an under-utilized channel to young engineers.

We agree with this statement, but we suspect that the reason this approach is underutilized is that ASME membership means less to employers than it has in the past. Further discussion drove us to suggest that ASME membership should become more exclusive. Perhaps our drive for ever-increasing

membership is making us less significant. Maybe instead of focusing on getting more members, we should be focused on getting better members, and ensuring that our members meet ASME standards of integrity and professionalism.

Suggestions for doing this included:

- a. Require the submission (electronic or paper) of a resume with an ASME membership application or renewal
- b. Stress that by signing a membership application or renewal, a member commits her/himself to abiding by the ASME Code of Ethics.
- b. Require to two or three signatures (electronic or paper) of professional associates on a membership application or renewal, certifying that to the best of their knowledge the prospective member acts professionally and in accordance with the ASME Code of Ethics.
- c. Stress the importance of Student Section Advisor approval on student membership applications, and that said signature constitutes certification that the student meets the membership standards of ASME.

These ideas are admittedly underdeveloped, and we were unwilling to make formal recommendations without considerable additional evaluation. However, we agree that when an employer sees ASME on a resume, they ought to know that that candidate will bring a degree of professional integrity that is not guaranteed when hiring non-members. We should not be satisfied to have members that pay their annual dues just for the resume boost.

We suspect that if ASME responds adequately to the above challenge, companies will strive to make ASME more accessible to their employees. Until there is a difference (preferably quantifiable) between ASME members and non-members, we suspect that there will be little we can do to better utilize this channel.

4.) Personalized communication and services are essential.

The group consensus was that personalized communications would be preferable, but are not crucial. The number of communications we presently receive from ASME is manageable, and we have no objection to having to delete a few emails that are not relevant to us.

We did agree, however, that we would be more likely to carefully read a communication if we knew it had been tailored to us. Mass communications are often skimmed, determined to be “more of the same,” and deleted with relatively little consideration.

B. Is there another theme/statement that you think is missing?

We do feel like there is a statement missing, and it is heavily tied to the comments in A.3. We suggest that the following should be included (wording is flexible): **A focus on enhancing the professionalism of ASME members, particularly early career engineers, would assist ASME members in differentiating themselves.** This would also improve the image of ASME, making membership more desirable.

In our estimation, this is perhaps more significant than any of the original four. We would suggest that it underlies one and three.

- C. List products/services that you think are missing today in ASME that we should be providing for our YE members.
- a. Social and networking events on a local level.
 - b. Professional development opportunities focused on professionalism, ethics, integrity, etc.
 - c. Public advocacy for the mechanical engineering profession
 - d. Information portal
 - e. CoP searchable archives

We understand that c. is already a charge of ASME, but we feel that the esteem of engineering professions in general has suffered over the last few decades. This slide needs to be reversed, and taking a leading role in that effort is one of the most valuable things ASME could do to attract and retain early career engineers.

- D. How well does ASME address the needs of members/non-members who are not interested in volunteer/leadership opportunities? In other words, how does ASME address the industry's needs and the needs of young engineers working in industry?

Unfortunately, we think ASME is failing in this regard. Our groups members reached consensus that if we were not interested in volunteer leadership opportunities, there would be little remaining incentive for us to be ASME members.

We can't identify any specific product or service that would change this, but we agree that ASME membership ought to be indicative of strong personal and professional character. We also agree that presently it is not, and we suspect this is the root cause of our failure to attract and retain new members, particularly those in the early stages of their career, who do not have broad exposure to ASME.

Achieving this may require advocacy to restore the dignity of the profession, higher membership standards to differentiate ASME members, or improved infrastructure and programs for networking and career advancement. These are just a few ideas, but as a group, we agree that immediate action is necessary.