

DRAFT MINUTES
KNOWLEDGE & COMMUNITY SECTOR
2005 Congress
Orlando, Florida
November 7, 2005

MONDAY, NOVEMBER 7, 2005

05.24 CALL TO ORDER

Senior Vice President (SVP) Wade Troxell called the meeting to order at 8:05 AM.

Following a brief welcome by the SVP, the Board of Directors (BoD), Operating Board Members and guests in attendance introduced themselves.

Board Members

Wade Troxell	Senior Vice President
Doug Brown	VP, Global Communities
Hank Cook	Chair, Representation & Governance
Larry Dickinson	VP, Programs & Activities
John Wesner	VP-Elect, Programs & Activities
Dyer Harris	VP, Affinity Communities
Dick Jacobsen	VP, Financial Operations
Karen Moore	VP, Technical Communities
Dan Segalman	VP-Elect, Technical Communities
Terri Taylor	Chair, Information & Communication
Burt Dicht	Staff, Managing Director

Meeting Attendees are listed at the end of the minutes.

05.25 APPROVAL OF SAM 05 MINUTES AND REVIEW OF AGENDA

The minutes of the SAM 05 meeting were approved. There were no changes or additions to the agenda.

05.26 REVIEW OF K & C CRITICAL ISSUES

The following items were submitted for discussion, which will take place during the afternoon session:

A. Governance (15 Minutes)

- 1) Define eligible voting members for election of Senior VP
- 2) Term Limits for VPs and Committee Chairs

B. Funding/Budgets (15 Minutes)

1. Impact on sections when appropriations end in FY07
2. Full cost Accounting plan (when, what and how)
3. Revenue Sharing for Units-ASME – Journals, conferences and PD courses, CRTD technical publications, etc.
4. New Initiatives Funding – How use, new rules, when available, coordinated proposals, etc.

C. E-Tools/Resources (15 Minutes)

1. IS/IT tools/plans including Content Management for web, and member records (when/how we can make use of these tools, and why the long delays)
2. Officer Coding

D. Sector Management and Collaboration (15 Minutes)

1. SMC role and interaction with VP's
2. Interaction with other sectors, preventing new silos

E. Communications (15 Minutes)

1. Communication – to Grass roots, and to/from senior leadership, telecon meeting schedule, using/not-using COP, K&C Calendar on Web

F. Volunteer and Staff Expectations (10 Minutes)

1. New business model for staff support

G. Congress 2006 (5 Minutes)

1. Committee room assignments and space issues

H. Spring Student Conferences (5 Minutes)

1. Host identification and key contacts
2. Volunteer and staff support

05.27 MEETING WITH MIKE WEIS – ASME ASSISTANT TREASURER

The new ASME Assistant Treasurer Mike Weis stopped by K & C to introduce himself and answer questions. Mike provided a summary presentation of the Full Cost Accounting Proposal (Attachment 1) presented to the BOG on Sunday, November 6. Key points:

- Direct and indirect charges will be determined during the budget process and billed out at end of FY
- There will be a reasonability check based on the actual support provided. That might result in adjustments based on the actual support and services provided.
- There will be no transactional G & A on custodial accounts
- Revenue sharing from journals and other products will be discussed after implementation of full cost accounting and a determination of actual costs and expenses
- Three year phase in
- Mike will welcome input (use the CoP) from K & C

05. 28 MEETING WITH PRESIDENTS & EXECUTIVE DIRECTOR

President Gene Feigel, President-Elect Terry Shoup, Past President Harry Armen, Executive Director Virgil Carter and Deputy Executive Director Tom Loughlin attended for a discussion and question session.

Topics and questions included the current status of ASME's reorganization, where the Society is heading, problems related to the transition and the volunteer-staff partnership.

The following reports are from the K & C BoD Vice Presidents and Committee Chairs.

05.29 TECHNICAL COMMUNITIES - (MOORE)

See attachment 2 for report

05.30 GLOBAL COMMUNITIES – (BROWN)

See attachment 3 for report

05.31 AFFINITY COMMUNITIES – (HARRIS)

See attachment 4 for report

05.32 PROGRAMS AND ACTIVITIES - (DICKINSON)

See attachment 5 for report

05.32 FINANCIAL OPERATIONS – (JACOBSEN)

See attachment 6 for report

05.33 INFORMATION AND COMMUNICATIONS – (TAYLOR)

See attachment 7 for report

05.34 REPRESENTATION AND GOVERNANCE – (COOK)

- A. Op Guide - Scotty MacEwan and Henry Scarton presented a draft of the K & C Operations guide for review and comment. All sections were completed except for Global Communities, which is

now being developed. All BoD members were asked to review the draft and submit comments to Scotty.

- B. Leadership Training Conference –Jack Whitehead presented an overview of the plans for the Leadership Training Conference (LTC) to be held in Houston, March 3 to 5, 2006. See attachment 8 for report. Summary is below:

Committee Co-Chairs: Jack R. Whitehead and Norris Allman

As the new ASME evolves, it is imperative that leaders step forward and members rally to assure that the Society achieves its mission – to promote and enhance the technical competency and professional well-being of our members, through quality programs and activities in mechanical engineering, better enable its practitioners to contribute to the well-being of humankind. From the Technical Executives Conference (TEC), Management Training Seminars (MTS) and a vision for the future, the Leadership Training Conference (LTC) will materialize, March 3-5, 2006 in Houston TX.

Stakeholders for the Knowledge and Communities (K&C), Institutes and Centers Sectors have been gathered to set the course. Progress to date includes the development of goals and objectives plus a program outline. The program is planned to have 12 workshops as follows:

- | | |
|-----------------------------|-----------------------------------|
| ◆ Finance | ◆ Products & Services |
| ◆ Honors & Awards | ◆ Marketing |
| ◆ ASME Resources | ◆ Partnering |
| ◆ Operations/Best Practices | ◆ Communication Tools |
| ◆ Team Building | ◆ Conferences/Meetings |
| ◆ How to Reach Customers | ◆ Recruiting Member Participation |

In addition there will be application sessions, time for networking, and a time to focus on how we carry the message to the membership. Themes will center on the business of K&C and Institutes with the support of Centers (VOLT).

A letter requesting nomination of delegates will be sent to all Sectors the week of November 14, 2005. With a budget of about \$215,000, delegates from Divisions, Institutes, Incubator Units, 150 Sections, Centers, Codes & Standards and Strategic Management will be funded. Others may attend with separate funding. Delegates will be requested to: (1) provide feedback on unit operations to date since reorganizing and (2) prepare posters to share that describe their unit's characteristics and activities.

The challenge ahead is the development of effective and timely program content that exhibits opportunities, best practices and the value of our products/services. At the end of the conference, responsible upper management will gather their

leaders to assess priorities for the year ahead. Following the conference there will be a survey of all attendees to measure the event's success.

There was concern expressed regarding inclusion of a limitation of no more than 150 funded section delegates on the invite letter. This might hinder attendance. Wade agreed that if section delegate attendance exceeds the 150, K & C would apply for the President's contingency fund to cover costs in excess of the LTC budget. Jack is going to remove this limitation from the invite letter.

05.35 STRATEGIC MANAGEMENT (SM)

1. SM Senior Vice President Vicki Rockwell made a short presentation on the status the SM sector and the three strategic initiatives that are currently underway.
 - A. Industry
 - B. Young Engineers (See # 2 below)
 - C. Globalization

Vicki also discussed the 2005 Environmental Scan: Six Strategic Issues Shaping the Global Future of Mechanical Engineering, the Project on Best Practices and the Engineering Entrepreneur and Innovation Initiative. See attachment 9 for report.

2. Young Engineers - John Ahlen and Loretta McHugh made a short presentation (see attachment 10 for report) on the status of the Young Engineers Initiative. They reviewed the project plan and the results from the Young Engineers Stakeholders workshop. The preliminary findings included:
 - Career advancement and networking services and opportunities are highly valued
 - Need to validate if solutions-based technical information has a utility value and would be missed if ASME did not provide it.
 - Company employers are an under-utilized channel to young engineers.
 - Personalized communications and services are essential. YE's have difficulty navigating the online portfolio to get what they need.
 - Publications and communications need to target individual needs, create "My ASME."
 - Community of Practice (CoP) is a great tool, but ASME should invest in upgrading platform to be "first in class."
 - Looking for more support to hold local YE events.

Questions centered on the next steps and how can K & C get involved.

05.36 BALANCED SCORECARD

The K & C BoD approved the cascaded objectives for the K & C Sector. Wade and Burt then developed draft measures, targets and initiatives for review by the BoD. The K & C Strategy Map and the draft measures, targets and initiatives are shown on attachment 11.

Burt provided a short introduction to the Balanced Scorecard for those in the audience not familiar with the concepts. Burt then led a review session on the measures and initiatives with comments and suggestions for improvement.

The overall consensus was that draft measures and initiatives were a good start. Suggestions for modifications were captured on a flip chart and Burt will incorporate these changes and release a new version for review by the BoD. All K & C members are invited to comment and make suggestions on the draft measures shown on attachment 11.

05.37 PROGRAM PRIORITIZATION PROCESS (PPP)

The K & C voters have been identified and a list is below:

Wade Troxell	Senior Vice-President
Karen Moore	VP, Technical Communities
S. Dyer Harris	VP, Affinity Communities
Larry Dickinson	VP, Programs & Activities
Richard Jacobsen	VP, Financial Operations
Doug Brown	VP, Global Communities
Terri Taylor	Chair, Information & Communication
Betty Bowersox	Representation & Governance
Dan Segalman	VP, Technical Communities (Elect)
John Wesner	VP, Programs and Activities (Elect)
Karen Ohland	District Leader
Lee Crawford	District Leader
Lynden Davis	District Leader
Flavio Franco	Global Communities
Bill Robbins	Global Communities
Roy Hogan	Technical Group Leader
John Robinson	Technical Group Leader
William Bees	Technical Group Leader
Richard Buckius	Technical Group Leader
Said Jahanamir	Technical Group Leader
Burt Dicht	Managing Director

The K & C BoD has identified and approved the following list of FY07 programs for PPP evaluation:

K & C Operations and Support
Center for Research and Technology Development
Conference Management Technical Support
Technical Programs
Unit Leader Training
University Communities
Student Section Appropriations
Section Appropriations - Transitional
Unit Performance & Incentive Funds
Unit Seed Funds

The Expert Choice Decision Portal will be open from November 22 to December 5. Program descriptions will be sent to all of the K & C Voters the week of November 14. There will be a final telecon for all of the voters prior to the start of voting to answer questions on the objectives and the program descriptions. The date will be announced.

05.38 BRUSSELS OFFICE

Jeroen van Liempd, the Director of the European Office, and John Corcoran, Managing Director of Services, stopped by to make a short presentation on the ASME office in Brussels. The primary purpose of the European Office is to facilitate communications between ASME HQ and European based members. The office is also there to help develop and build partnerships on programs and exchange knowledge with other professional associations, national and transportation public administrations in Europe. The Europe Office is there to assist K & C member units with any programs planned in the region. Jeroen can be contacted at jeroen@associationhq.com or 32-2-743-1543.

05.39 CRITICAL ISSUES REVIEW

A. Governance

- 1) Voting members for election of Senior VP – the op guide currently describes that only members of the K & C BoD (those with terms extending into the next program year and Elects) vote to elect the new Senior Vice President. The discussion centered on allowing additional members of K & C such as District Leaders, Group Leaders and other operating board members a vote. The main reason stated for expanding the voting pool is because these individuals know the membership best and have a vested interest in who will represent them as the K&C Sr. VP.

After much discussion centering on the pros and cons of this proposal a straw vote was taken of the K & C BoD and a clear majority was in favor of maintaining the status quo and not expanding the voting pool.

- 2) Term Limits for VPs and Committee Chairs – It was determined to table this discussion and decision until a later date.

B. Funding/Budgets

- 1) Impact on sections when appropriations end in FY07 – Will the termination of appropriations cause some sections to go-inactive? Some volunteer response indicates that this is a possibility. What is K & C doing to mitigate the impact? K & C has formed a project team to develop a performance based incentive fund. Phil Carpentier leads this team. Programs & Activities has also formed a team led by Mark Lengsfeld to collect best practices from sections that have experience with revenue generating events. This information will be shared with volunteer leaders during a series of webcasts in December or January.

Many still felt this was not enough and that there should be a base allocation that is dependent on membership within a unit. This would also serve as an incentive for units to promote membership recruitment and retention. The reality of the budget process is that K & C can propose this, but the funds will have to come from somewhere. An alternate suggestion was proposed that would extend allocations into FY07 (at a reduced rate), giving sections more time to make the transition.

Motion: A motion was made to include a transitional section appropriations fund on the program prioritization list. This was passed unanimously.

- 2) Full cost Accounting plan (when, what and how)
- 3) Revenue Sharing for Units-ASME – Journals, conferences and PD courses, CRTD technical publications, etc.

Items 2 and 3 were discussed during Michael Weis' presentation.

Action: The team led by Dan Segalman will continue to monitor the progress on full cost accounting and revenue sharing and arrange a meeting with Michael Weis once the initial cost numbers are revealed.

4) New Initiatives Funding – How to use, new rules, when available, coordinated proposals, etc? – K & C BoD members expressed concerns related to the new initiatives funding. There seems to be several pools of funding but it's unclear how volunteer leaders would apply for and obtain these funds.

Many also did not understand why with a \$4 million plus positive budget variance only \$450K was being made available for use. The consensus was that this was a perfect opportunity to correct some deficiencies resulting from the budget reductions for FY06.

The Sector Management Committee is reviewing the guidelines now for the Strategic Priorities Grant Fund (SPGF) and they will be distributed shortly. The SPGF committee will include a member from K & C.

C. E-Tools/Resources

- 1) IS/IT tools/plans including Content Management for web, and member records (when/how we can make use of these tools, and why the long delays)
- 2) Officer Coding

Burt reported that IT was working on two major projects, the Content Management System and the TIMSS association management software system. These two projects were consuming a great deal of staff time. Efforts would be made to provide support for projects necessary for K & C, and this included officer coding, list-servers and new e-tools and resources.

The Content Management System for ASME.org will go active at the end of November. This first phase is product-based. Divisions and sections will not be able to use this system for their websites until sometime in 2006.

D. Sector Management and Collaboration

- 1) SMC role and interaction with VP's
- 2) Interaction with other sectors, preventing new silos

The BoD expressed concern relating to the flow of information from the SMC to the all of the sector boards. Decisions are being made by the SMC that will impact K & C member units. How can the information distribution be improved? The upcoming Program Prioritization Process and development of the FY07 budgets are examples.

Action: Wade and Burt to bring the communications issue of the SMC and develop a procedure that will keep the K & C BoD informed.

E. Communications

1) Communication – to Grass roots, and to/from senior leadership, telecon meeting schedule, using/not-using COP, K&C Calendar on Web

Communicating to volunteer leaders as well as the membership has been an ongoing problem. Some of it relates to the late formation of the new districts and up-to-date officer coding. The closure of the field offices has also had an impact.

- The K & C BoD must develop a comprehensive communications plan that can include multiple methods of communicating with volunteers and members. Reliance on strictly using mass e-mails has proved inadequate.
- The K & C BoD must make better use of the CoP
- K & C BoD telecons and other meetings require that agendas be sent out a minimum of three days prior to the meeting.
- Telecon minutes and action items need to be distributed promptly following the meeting.
- Proposal made to adjust K & C BoD telecons to every two weeks.

Action: Terri to develop a K & C communications plan. ASME Communications department can assist.

Action: Burt to survey BoD members' schedules to determine best possible day and time for future meetings.

F. Volunteer and Staff Expectations

1) New business model for staff support

- Burt reported that Unit Support, which had been under services, is now part of K & C
- K & C staff members are exploring different models for conference support based on existing examples from several different divisions

- New E-tools and resources will be necessary to reduce staff work-loads and to enable volunteers to perform new tasks with additional work-loads
- Volunteer leaders and staff must identify the highest priority needs related to staff support

This item will be discussed at future meetings

G. Congress 2006

1) Committee room assignments and space issues

Space problems at Congress necessitated the relocation of several committee meetings to offsite locations. Space limitations are also expected at the Congress 2006 in Chicago. Technical Communities will be exploring options to ensure that all division committee meetings have adequate options and that room assignments are completed earlier to allow for better planning.

H. Spring Student Conferences

- 1) Host identification and key contacts
- 2) Volunteer and staff support

The Committee on Early Career Development will assist K & C district leaders in identifying student conference host details.

K & C and Centers staff are assembling a team to support the organization and planning of the student conferences.

05.40 ACTION ITEM REVIEW

See attachment 12 for complete list

05.41 NEXT MEETING – LTC, Houston (March 3) - Tentative

The meeting was adjourned at 5:10 PM

ATTENDEES

Name	Representing
Jill Anderson	Management Division
Len Anderson	District B Leader
Judith Ann Bamberger	K & C Programs & Activities, MAL
Tom Barlow	Board of Governors
Bob Bennett	Secretary, L. I. Section
Howard Berkof	LDI – Board of Governors
Betty Bowersox	Center on Prof. Practice, Dev. & Ethics
John Bozewicz	Engineering and Tech Management Group Leader - Elect
Roy Breaux	Board of Governors
Mandy Brogdon	SSC Rep
Robert Camp	LDI - Institutes
Phil Carpentier	K & C Programs & Activities, MAL
Jim Coaker	Board of Governors
Bill Cousins	Board of Governors
Lee Crawford	District F Leader
Lynden Davis	District D Leader
A. Nilufer Egrican	District H Leader
Art Erdman	Publications Committee
Dick Hirsch	Fellow Review Committee
Roy Hogan	Energy Resources Group Leader
Bob Jeffers	Past Member, BOG
Jennifer Jewers	Centers - CECD
Catherine Lengsfeld	Management Division
Mark Lengsfeld	K & C Programs & Activities, MAL
Robert Luna	VP, Center for Prof. Dev., Practice & Ethics
Scot MacEwan	Representation & Governance
Mohammad Mahinfah	SSC Chair
Bilan Maiteh	K & C Programs & Activities, MAL
Alma Martinez Fallon	Board of Governors
Loretta McHugh	Centers, Chair - CECD
Richard Merz	Past VP, Region III
Karen Ohland	District A Leader
K.P. Rajurkar	Manufacturing Group Leader
Aaron Ryan	Affinity Communities
Henry Scarton	Representation & Governance
Ed Seiders	VP, IPTI
Bob Simmons	Engineering and Tech Management Group Leader & BOG - Elect
Tal Webb	Old Guard Committee

Jack Whitehead	Chair, Leadership Training and Business Development
Justin Young	Affinity Communities - YEC
Sam Zamrik	Past Member, BOG, PVP Division
Michael Tinkleman	Staff
Elio Manes	Staff
Michael Weis	Staff
June Ling	Staff
Patti Jo Snyder	Staff
Allian Pratt	Staff
Phil Hamilton	Staff