

DRAFT MINUTES
KNOWLEDGE & COMMUNITY SECTOR
San Francisco, California
June 19, 2006

MONDAY, June 19, 2006

06.01 CALL TO ORDER

Senior Vice President (SVP) Wade Troxell called the meeting to order at 8:00 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
Tim Hinerman	Chair (Acting), Information & Communication
Burt Dicht	Staff, Managing Director

Meeting Attendees are listed at the end of the minutes.

06.02 APPROVAL OF IMECE 05 MINUTES AND REVIEW OF AGENDA

The minutes of the IMECE meeting were approved.

The following items were added to the agenda:

Congress Discussion
Special Presentation by Hank Cook
Vote on Merit Funding

06.03 REVIEW OF K & C CRITICAL ISSUES

The members of the BoD as well as the operating board members raised critical issues during a brainstorming session. Once the list was complete each BoD member identified his or her own top three:

- Add value to all members (5 votes)
- Volunteer training (5 votes)
- Section resources (3 votes)
- Structure for affinity communities (3 votes)
- SSA training (3 votes)
- Leadership In Depth (3 votes)
- Aid under performing sections (2 votes)
- Teamwork between sections – divisions – unite under objectives (2 votes)
- Change Conversation from dollars to issues
- Updated effective communication resources
- Publicize and gather unit best practices
- District Leader e-mail tools
- Update ASME.org (navigation and search engine)
- Communications to SSAs
- Standardize Volunteer Job Descriptions
- Volunteer enthusiasm

The BoD plans to address these issues in the course of the coming program year and through incorporation in the balanced scorecard.

06.04 MEETING WITH PRESIDENTS & EXECUTIVE DIRECTOR

President Gene Feigel, President-Elect Terry Shoup, 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 key issues across sectors, leadership and leadership challenges; the staff volunteer partnership and the current staff levels compared to workload.

See Attachment 1 for full report.

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

06.05 TECHNICAL COMMUNITIES - (SEGALMAN)

Highlights – Technical groups and divisions operating with successful conferences, although some division leaders have expressed that there is a disconnect with the Society leadership. Priorities of FY07:

- Understanding of impact of Full Cost Accounting and issue of journal revenue
- Create structures for new technology programs so they can be coordinated throughout the Society
- Creating a speakers' database that can be offered to the sections

06.06 GLOBAL COMMUNITIES - (BROWN)

Highlights – Student Leadership Training Seminars and Spring Student Conferences held. Completed the Global Communities Op Guide section and formalizing of District Leader roles. Beginning the formation of district operating boards. Priorities for FY07:

- o Complete and have in- place operating boards in all districts
- o Better coordination and planning for the student leadership seminars and student conferences
- o Improved volunteer training
- o Improved officer coding
- o Adequate budget for operations

Question: Can the officer coding be extended into the next year so that we don't lose contact with units if we have not received a new officer list?

See Attachment 2 for full report.

06.07 AFFINITY COMMUNITIES – (HARRIS)

Priorities for FY07:

- o Communicate existence and mission
- o Develop tools & training to assist startups
- o Establish relationship with other sector entities with similar roles
- o Prove value to members and ASME

See Attachment 3 for full report.

06.08 PROGRAMS AND ACTIVITIES – (DICKINSON)

Highlights: Collected and posted the first set of best practices for sections. Goal for FY07 is to better formalize the process.

See Attachment 4 for full report.

06.09 FINANCIAL OPERATIONS – (JACOBSEN)

Priority for FY07 is to do better preparation to support FY08 budget requests.

See Attachment 5 (FY07 Operating Budget)

06.10 REPRESENTATION AND GOVERNANCE - (COOK)

- A. Op Guide – A draft of the K & C Operations guide has been placed in the Governance Section of the K & C website. It has also been sent to the Committee on Organization and Rules for review.
- B. Leadership Training Conference – 123 section officers representing 100 sections, 52 division officers representing 32 divisions and 9

Young Engineer Correspondents. (88 delegates attended for the first time) LTC 07 planning has just started. Jack Whitehead and Betty Bowersox are co-chairs. BoD members suggested that the topics should include “How to be a section officer” and “How to be a division officer.”

- C. Scotty MacEwan discussed procedures for the SVP selection
- D. Hank reported on the status of the VP nominations and the NC representatives. Hank indicated that the BoD must be more proactive in recruiting candidates.

The BoD noted a lack of on understanding on the role VOLT plays in K & C leadership training.

See Attachment 6 for full report.

06.11 INFORMATION & COMMUNICATION

Tim Hinerman was introduced as the Acting Chair of the I & C Committee. Tim indicated his priorities are to build the committee and to develop a communications plan by the Congress. A motion to seat Tim Hinerman as a voting member for the balance of the Summer Meeting and the Sr. VP Election, failed for lack of second."

06.12 EARLY CAREER STRATEGIC INITIATIVE – (MCHUGH)

Loretta McHugh, Chair of the Committee on Early Career Development (CECD) provided an overview of the Early Career Strategic Initiative just approved by the BOG at their April meeting. Loretta highlighted the requested actions for the K & C sector which are repeated below:

<u>Strategy:</u> Build “first-in-class” career development resources.			
Action	Lead Sector(s)	Measurement	Target
Develop a continuum of services for student members through early career; breakdown governance and program walls between student programs and early career programs, thereby creating synergy and collaboration in the development of career services.	Centers Knowledge & Community	Increased % of student member upgrades	20% improvement in student member upgrades over next three years
Conduct Early Career Forums and career fairs at targeted industry-focused conferences.	Centers Knowledge & Community	Total participation at all FY07 Forums: 300 ECEs Total participation at all FY07 Career Fairs: 400 ECEs	Early Career Forums conducted at 3 ⁴ conferences, FY07 Career Fairs conducted at 3 conferences in FY07

Strategy: Expand opportunities for early career engineers to generate and receive technical content.

Action	Lead Sector(s)	Measurement	Target
Expand tech paper competitions and poster sessions for ECEs, including graduate students, at conferences with strong previous ECE participation.	Knowledge & Community	Initiate at 3 industry-focused conferences Status – Fluids/ICONE No other actions	FY07
Initiate a “rising stars” conference for early career engineers based on the NAE model.	Knowledge & Community	First conference held	FY08

Strategy: Segment the early career market and implement customized marketing strategies.

Action	Lead Sector(s)	Measurement	Target
Identify existing products and services with high ECE participation; engage ECEs in the review and enhancement of these products and services for the ECE market.	Services Institutes Knowledge & Community	Products and services with high ECE participation expanded and customized for ECE market.	5 percent annual increase in ECE usage of ASME products and services.
Support presentations at Student Section meetings by ECEs who extol the value of ASME membership after graduation.	Knowledge & Community	Reach 20% of Student Sections annually	Begin 2006-2007 academic year

Loretta asked the K & C BoD develop plans to implement these actions along with the other sectors. There will be periodic reports to the BOG on the status. Loretta also introduced Nicole Kaufman, who will serve as the CECD liaison to K & C.

06.13 DIVERSITY MODEL – (MCCARRELL)

Clark McCarrell, VP for the Center for Leadership & Diversity made a presentation on the ASME Diversity Model.

See Attachment 7 for full report.

06.14 ECLIPSE PROGRAM – (HELLER)

Marian Heller, Director of Leadership and Diversity, made a short presentation on the Early Career Leadership Intern Program to Serve Engineering (ECLIPSE) program.

Highlights of the Program:

Where did this program come from?

This is a brand new internship program, which combines the most productive and effective aspects for the former Leadership Development Initiative, and the Minority Leadership Intern Program. Those two internship programs were dissolved as a result of the recent ASME reorganization. ECLIPSE will be administered by the Center for Leadership and Diversity's Committee on Internship Programs.

What are the goals of ECLIPSE?

ECLIPSE provides early career engineers an opportunity to participate in ASME units, leadership training opportunities and a mentor within the Society. ECLIPSE supports the ASME Board of Governors' Young Engineers Initiative.

What is new?

ECLIPSE is not aligning itself with only certain units of the society. Any board, committee, center or sector can sponsor an intern. Travel funding will come from the sponsoring unit integrating the intern into the activities and planning of that society unit. Additional training and guidance for the interns will come from the Committee on Internship Programs.

Ok, so what do you need from me as an ASME unit leader?

Sponsor an intern! Your sponsorship means you commit to having the intern sit on your board/committee/center/sector meeting, funding travel to SAM and IMECE, and providing a mentor for the intern from your unit.

What does the Committee on Internship Programs do to support me as a sponsor?

The Committee will handle all the advertising of the program, collect applications and make the selections, arrange training for the intern and provide general guidance to the intern through management of the program. The Committee will also provide assistance to mentors in understanding their roles and responsibilities.

How much time is expected of the mentor?

The mentor will be expected to make at least monthly communication -- phone, email -- with the intern and attend the unit meetings with the intern at SAM and IMECE. There will be gathering occasions at SAM and IMECE for all the interns and mentors to meet and get to know each other. The mentors will be encouraged, but not required, to attend those occasions. Each mentor and intern team will identify a project on which the intern will work during the internship period with assistance as necessary from the mentor.

Additional information on ECLIPSE, as well as the application form are available at <http://www.asme.org/communities/diversity>

See Attachment 8 for full report

06.15 MANAGING DIRECTOR'S REPORT (DIGHT)

Key Products, Services and Activities:

Technical Publications

- o 20 Division Technical Journals, New - Biomedical Devices Journal

Technical Conferences

- o 12 Division sponsored technical conferences
- o Two new conferences for FY07

Training

- o 12 Student Leadership Training Conferences including one in Puerto Rico and one in Mexico. (128 Student Sections, 472 Students, 43 Student Section Advisors participated)

- o Leadership Training Conference (LTC) – 123 section officers representing 100 sections, 52 division officers representing 32 divisions and 9 Young Engineer Correspondents.

Student Conferences

- o 11 Student Conferences in North America, 165 student sections, 1207 students and 91 SSAs participated
- o Two international (Turkey and Venezuela)

Section Activities

- o As of 4/30, approximately 600 After Activity Reports filed (compared to about 1100 thru the same period last year)

Communications

- o 3 Fall webcasts held
- o Student Information Bulletin
- o K & C Communiqué

Young Engineers Forums- Penn State, Tampa and Philadelphia

Fy07 Challenges & Opportunities

- o Officer Coding
- o District Operating Boards
- o Improved Communications
- o Cross Community & Cross Sector Collaboration
- o Unit Merit Funding (replaces appropriations)
- o Unit Support
- o Reporting (activities)
- o Conference Models
- o Business Development (new products, practical technical content)
- o Early Career Strategic Initiative Implementation

06.16 FY06 BoD ADJOURNMENT

At 11:55 the FY06 K & C BoD was adjourned FY06 BoD and the FY07 BoD was convened.

06.17 TECHNICAL COMMUNITIES OP GUIDE MODIFICATIONS – (SEGALMAN)

Dan indicated the K & C OP Guide needed modifications to reflect the current structure of Technical Communities. Scotty MacEwan suggested that any proposed modifications be submitted directly to the Representation and Governance committee for action once they have been approved by the Technical Communities Operating Board (TCOB).

06.18 BALANCED SCORECARD WORKSHOP – (DIGHT)

Burt reviewed the current strategy map, objectives, measures, targets and initiatives. Suggestions were made to improve several of the measures and targets.

See Attachment 9 for revised version.

06.19 MERIT FUNDING PROPOSAL – (CARPENTIER)

A motion was made and seconded to approve the proposed ASME Section Merit Based Funding Program (see Attachment 10) for immediate implementation.

Discussion focused on concern that subsections and groups were not included in the program. The explanation centered on the fact that membership numbers for the parent section include any subsections or groups and that the parent section should fund these units. Also, of about 30 subsections only 7 applied for appropriations in FY06. Finally groups and subsection always maintain the option of upgrading their status.

The motion was passed unanimously.

The BoD also expressed its thanks to Phil and his project team for their hard work in developing a program that will add value to the Society.

06.20 FORMER REGION III PETITION

The former Region III sent a petition to the BOG to reinstate section appropriations. The K & C BoD was asked to comment. There was understanding of the concerns expressed in the petition, but the BoD did not support the proposal.

Burt and Wade reported that they had drafted a supplemental funds request to support the Merit Funding, District Operations and student programs. This proposal will be submitted to the BOG during their meeting of June 21.

06.21 CRITICAL ISSUES WORKSHOP – ADDING VALUE TO MEMBERSHIP

Comments and suggestions are summarized below:

- ME Magazine is getting thin on content and losing value its value
- Networking remains a resource for continued employment
- How do you excite non-active members?
 - Sections need to offer a variety of programs – are section meetings obsolete? - Best practices are necessary
- Program planning manual needs to be updated

- Better methods are needed to exchange information
- I am responsible for my own career development is the mantra
- ASME is a likely source for solving engineering problems – how do we expand on this?
- Ownership of technologies – missed opportunities
 - Projects that involve commitment of members
- Technical Divisions offer limited membership, create open membership
- Keep asme alias even after not a member
- Why do people drop membership?
 - No perceived value is basic reason
- Technical speakers list is needed
- Offer management programs

06.22 ACTION ITEM REVIEW

1) Investigate extending officer coding beyond current program year so that we don't lose connections with unit officers. - Dicht

2) Investigate coding of division technical committee members – Dicht

3) Creation of list servers for all operating boards – Dicht

4) Develop plans for implementing the Early Career Initiative actions – K & C BoD

5) Congress schedule – Can the BOG meeting schedule be changed so that occurs at the end of the week? - Troxell

Note: The special presentation by Hank Cook did not take place because the individual was not available.

06.23 NEXT MEETING – IMECE 06 – November 6, 2006

The meeting was adjourned at 5:20 PM

SUMMARY JOINT K & C – CENTERS MEETING (JUNE 20)

Three breakout sessions were held on the following topics:

- Student Conferences – Bauer, Robbins
- University Communities – Troxell, Warrington
- Volunteer Networks – Dicht, Bowersox

Separate notes and minutes were sent to team members of each breakout session.

SENIOR VP ELECTION

Rich Laudenat was nominated to be the next K & C Senior Vice-President. This nomination will be sent to the BOG for their action during the Sept. BOG meeting.

ATTENDEES

Name	Representing
Len Anderson	District B Leader
Dennis Armstrong	Past Region VIII VP
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. Development, Practice and Ethics
Richard Bunce	District F Leader Elect
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
George Doyle	SSC Member
A. Nilufer Egrican	District H Leader
Art Erdman	Publications Committee
Kambiz Farhang	District C Leader
David Harrington	Past CMA SVP
John Hawkins	District E Leader
Roy Hogan	Energy Resources Group Leader
Vic Ilic	District G Leader
Bob Jeffers	Past Member, BOG
Jennifer Jewers	Centers - CECD
Richard Laudenat	Fellow
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
Bill Robbins	District D Leader
Aaron Ryan	Affinity Communities
C. Sahay	Member, BOG
Henry Scarton	Representation & Governance
Ed Seiders	VP, IPTI
Bob Simmons	Member, BOG
K.C. Toh	District G Leader - Elect
Tal Webb	Old Guard Committee
Justin Young	Affinity Communities - YEC
Sam Zamrik	Past Member, BOG, PVP Division
John Bendo	Staff
Michael Tinkleman	Staff
Vince Dilworth	Staff
Michael Weis	Staff
Patti Jo Snyder	Staff
Allian Pratt	Staff
Marian Heller	Staff