



THE K&C COMMUNIQUE

OCTOBER 2007

Knowledge and Community Diagnostic

In 2006, then ASME then President Terry Shoup initiated an evaluation of the Knowledge and Community Sector and assigned current Sam President Zamrik to lead this effort. The report was completed and accepted by the ASME Board of Governors in the spring of 2007. The Task Force was given a broad charge to complete its work.

Charge

The Task Force was charged to prepare a report assessing results to-date and future priorities for action, for the Knowledge and Community (K & C) Balanced Scorecard Strategy Map, as adopted by the K & C Board of Directors (BoD). The report was shared with the K & C operating boards for their future use.

In addition to the results and future priorities for the K & C strategy map, the Task Force was charged to review the K & C structure, relationships, knowledge base, competencies and communications, and make recommendations to the K & C BoD where there may be opportunities for improved governance performance and improved performance results related to the K & C

strategy map.

Implementation

The K & C BoD is responsible for implementing the recommendations. This effort, which was initiated at the 2007 Summer Annual Meeting, is being lead by Richard Laudenat, the new Senior Vice President of K & C.

In preparation for the facilitated meeting, three web casts were held prior to the Summer Annual Meeting. The first web cast was held with the K & C BoD, District Leaders and Technical Group Leaders. This session provided an opportunity to discuss the report, identify areas of concern with the report and to become familiar with the process planned to address the issues in the report.

The two additional web casts were held specifically to provide leadership training for District Leaders and Technical Group Leaders.

At the Summer Annual Meeting, Dr. Elaine Seat facilitated a two-day meeting, which focused on validating the report, ranking the findings in the report and then creating action plans. The action plans were presented to the group and the meeting concluded with a recap and commitment session where the District Leaders and Technical Group Leaders focused on the future state of K & C.

Five action plans are being addressed at this time, each of the K & C VPs are providing oversight and guidance on these initiatives. Hank Cook, Chair of the Committee on Representation and Governance has responsibility for managing the process and will be providing quarterly reports. The initial report was published in September and will be the subject of future communications.

More information on the K & C Diagnostic can be found at:

http://www.asme.org/Governance/Volunteer/VOLTAcademy/KC_Leadership_Seminar_SAM.cfm

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K&C Needs Your Help

Programs and Activities Seek Volunteers

John Wesner, Vice President, P&A

The Programs and Activities Board of K & C is a service organization. The P&A Operating Board is a meeting place for the chairs of P&A's several committees, and representatives of the served communities. Currently these communities include K & C's Affinity, Global, and Technical Communities, and parts of the Institutes Sector.

Two of P&A's key committees are the **Local Programs Committee** and the **Best Practices Committee**. Both are new since the Continuity and Change initiative, and both are just beginning to get traction. Both could use additional volunteer members—ideally people who have recently completed volunteer service in Divisions, Sections, Technical Groups, or Districts, who wish to take on a broader ASME responsibility.

Local Programs Committee

This is getting rolling under the guidance of Doug Koebler, a past Section Chair.

The Local Programs Committee has this Vision:

That ASME Sections provide programs and activities that are interesting and engaging, in order to:

- Engage as many as possible of the members living within the Section
- Provide feedback to the active volunteers in the Section, that they feel good about serving ASME, and want to continue serving
- Earn funds to support programs and activities that serve Section members, student members at local engineering schools, and the local engineering community

The committee's goal is to help Sections attain this vision, primarily by

- Gathering on an ongoing basis successful Section program and activity ideas, and sharing them with all Sections. The best of these will be added to the Sections part of the Best Practices Library. (Ideas that don't work so well will also be shared, with "caution" signals attached.)
- Helping Sections to identify Program and Activity ideas that meet their situations and needs, and coach them as they implement chosen ideas.

- Bringing Sections together with other ASME units, with the goal that they work together and share programs and activities of common interest to their members.

How might these things be done?

The Local Programs Committee is planning to host a session for next March's *Leadership Training Conference* (LTC).

They are considering a suggestion to become the clearinghouse for Section *After Activity Reports*. This could provide them a number of successful Section program and activity ideas, which they could share with all the Sections.

An obvious opportunity is when a Division comes into a Section's territory with their annual conference. How many ways can they work together for mutual advantage? Obviously the Section chair should have a seat at the head table during the conference banquet. How about scheduling a keynote presentation in the evening, so that it can be a Section meeting as well as a part of the Division's conference? Make the keynote free to all comers, so that there is no issue of Section members encountering obstacles when they want to come to listen.

How about the Section helping the Division to set up some tour during the conference, to a local industry relevant to the Conference topic? The tour would also be open to members of the Section (and any nearby Student Sections)—another great local program, with the benefit of more attendees and hence more networking. If the conference has an exhibit, invite the Section members. They get to see the offerings, and the Division gets to present the exhibitors with greater exposure to their products and services—maybe the basis for higher exhibit fees next time. The Local Programs Committee can work with P&A's *Conferences Committee*, to make sure that the necessary connections are made whenever and wherever a conference is planned.

Here's another really easy idea: Member X, who lives in the Pittsburgh Section's territory, gives a really good technical paper at Division Y's annual conference. After the conference, the Division tells the Pittsburgh Section Chair about the presentation, and the Section Chair invites Member X to present the paper again at a Section meeting. People living in the Section get to hear the same outstanding technical presentation that the conference attendees heard earlier. Here, again, the Local Programs

Committee can work with the Conferences Committee to assure that Sections get the information.

These are obviously only the tip of the iceberg. As people work together on and with this new committee, many more ideas will surface and be put into practice.

If this sounds like a place where you could contribute and have fun while doing so, contact committee chair Doug Koebler (koeblerd1@asme.org).

Unit Best Practices Committee

This is a brand-new committee, which needs your help.

This is the group that will implement a “yet-to-be-designed repository,” that will provide easy access to all ASME units (Sections, Divisions, Affinity Groups, etc.) to Best Practices for unit programs and activities. The goal is to group the Best Practices into categories, and index them, so that when any ASME member wants to find out good ways to put on a particular type of program or activity, it will be easy to find ideas that have worked for others.

Some ideas have been talked about. A plain spot on the ASME web site may not be sufficiently useful or user-friendly. We know of another membership organization that has a library of downloadable pdf files that can be accessed via an index. This committee will decide how to achieve our goals, and work with ASME IT people to implement the plan.

The first Best Practices put into the new “library” will be those gathered and refined by Allan Pratt’s two task forces (Section BPs first, followed by Division BPs). After that the committee’s job will re-focus on gathering more appropriate BPs from all corners of ASME’s domain, and making the “best of the best” available to the units P&A serves. P&A’s Local Programs Committee will be one of their regular sources.

If this committee interests you, contact chair Rick Cowan (rick.cowan@me.gatech.edu). If you have any program ideas that might interest either committee, please send them to Doug, Rick, or John Wesner, P&A VP (wesnerj@asme.org).

The Committee on Information and Communication Seeks Volunteers

Tim Hinerman, Chair

The K & C Committee on Information & Communication needs your help. We are looking for motivated individuals that are interested in improving ASME’s communication to sections, divisions, affinity groups, and to our many volunteers.

With this committee you will be working to improve all forms of communications that include assisting with the K & C Communiqué, posting on the Communities of Practice website, and information on ASME.org. This committee is a great place to learn more about the many different programs and activities our hard working volunteers are delivering.

The skills and strategies learned while working on this committee are valuable to anyone’s career development. No specific skills or experience are required - just a strong desire to make an impact. The committee will have monthly teleconference and meet at both the IMECE (Congress) and the Summer Annual Meeting (SAM). The positions will be funded for travel to two face-to-face meetings in June and November. Please contact hinermant2@asme.org with any questions and to apply.

The Unit Leadership Resource Center

Over the last month you might have noticed that the **Local Leadership Toolbox** was replaced with what is now called the **Unit Leadership Resource Center**. The Local Leadership Toolbox was a one-stop web page that contained resources for section and student section leaders. With the reorganization that brought together multiple communities (Global, Technical, and Affinity) under the K & C Sector, the Local Leadership Toolbox quickly became out-of-date.

Deidra Hackley, the Manager of Unit Support, led an effort to update the site by removing obsolete information and by adding new resources. The intent was to develop a site that was easy to use and would also serve the leadership needs of the volunteers serving in the many different types of member units under K & C.

The Unit Leadership Resource Center is now divided

into three distinct areas:

Unit Forms & Instructions

The forms and instructions used by ASME's sections, student sections and divisions to maintain their society units.

Unit Manuals & Policies

The list of manuals and policies that apply to ASME's Sections and Student Sections.

Unit Leadership Resources

A collection of power points, white papers, instructions and links that will assist ASME Unit leaders.

Take some time to check out the site and become familiar with the wide-array of resources available to you. The site can be found at:

<http://volunteer.asme.org/unit/>

Please also let us know of any comments or suggestions for new resources that would aid you in your volunteer responsibilities. Please address all correspondence to hackleyd@asme.org.

VOLT Resources at Your Fingertips!!

In order for you as an ASME volunteer to achieve your full potential, you must be well prepared to carry out the duties and responsibilities of the positions or offices you hold, and understand the strategic relevance of your work in the context of ASME's mission and vision. As such, the Volunteer Orientation and Leadership Training (VOLT) Academy

(<http://www.asme.org/Governance/Volunteer/VOLTAcademy/>) has been striving hard to develop, recommend and make available valuable resources at your fingertips. To foster the learning and growth of ASME leaders, the VOLT Academy supports a variety of training events for ASME volunteers along all steps of the [ASME Leadership Path](#), providing:

- Guidance in establishing a goal-focused curriculum
- Resources for developing and facilitating high-quality training
- Development and implementation of pre- and post-event evaluations
- Helpful web-based resources (e.g. planning templates)

And now that you are a volunteer in ASME, here are

some ways you can get more involved and VOLT has resources to help make it easier for local leaders to do their jobs more effectively:

- Recruiting members using the VOBB. Check out the [Volunteer Opportunities Bulletin Board \(VOBB\)](#) - linking volunteers with opportunities for involvement in all areas of ASME, from pre-college outreach and educational activities to standards development.
- Hosting professional development (PD) courses, there is a whole stack of trainer resources found at:
http://www.asme.org/Governance/Volunteer/VOLTAcademy/Trainer_Resources.cfm
- Learning about other ASME units and their activities – the leadership reading page where you can access more resources:
http://www.asme.org/Governance/Volunteer/VOLTAcademy/Leadership_Resources.cfm
- Information on running a section and general leadership topics: The VOLT Academy also has been developing training materials for dissemination at the annual Leadership Technology Conference (LTC), the Student Leadership Seminars (SLS) and other forums.

LTC is a Society-wide event for volunteer leaders, whose purpose is to provide ASME members soon to become unit leaders and key committee personnel with an opportunity to develop their leadership knowledge and skills, share best practices, form partnerships with other units, and focus on critical issues important to the success of the Society. The LTC provides:

- First time unit leader workshop - basic organizational operations and tools
- An overview of the Society's organization, activities and resources
- Information and methods to help us succeed in leading an ASME unit
- An opportunity to network with other leaders and ASME Staff and
- A forum for interchange of ideas and development of program plans

SLS is a series of specially designed events whose objective is to provide student section officers and volunteers with the tools and skills they need to run their sections more effectively. VOLT maintains the SLS presentation library, which can be accessed at:

http://www.asme.org/Governance/KnowledgeCommunity/SLTS_Presentation_Library.cfm

What else do you as local unit leaders do? What can VOLT do to meet your needs?

Contact Marian Heller, Director, Volunteer Leadership Development: Telephone: (212) 591-7079; Fax: (212) 591-7856; Email: hellerm@asme.org

UK Section Holds Revitalization General Meeting

On Saturday, October 6, 2007, the UK Section held a revitalization meeting at Burleigh Court, Loughborough University. The key objectives of the meeting were to inform the members of the current state of the UK Section, discuss the required measures and steps needed for revitalization and to hold elections for the section executive board.

The meeting was organized by Memis Acar and was sponsored by an ASME Development Fund Grant. Eleven members, including four student members attended along with District H Leader Flavio Franco who provided an overview of the Global Communities. Flavio stressed the role the District H Board plays in the European Region and core roles and responsibilities of the Board members. Memis also provided an overview of the K & C Sector and section operations.

The members in attendance were invited to discuss the goals of the section and they developed a list of short term and long-term objectives. These include:

- An updated and current section website
- A regular section newsletter
- Conducting a survey of the membership
- Exploring the formation of student sections
- Enhance collaboration and partnership, co-sponsorship with local and sister organizations
- Professional development opportunities for members
- A recruitment campaign.
- Technical groupings within the Section

The overriding mission of the section will be to increase the awareness of the boundaries of Mechanical Engineering among students and professional engineers, which can contribute positively to the development of ASME and society at large.

Before concluding their business, the members in attendance elected Memis Acar the new Chair of the UK Section. The meeting ended with a core group of members committed to the revitalization of the section. The remaining executive board members will be selected at a future meeting. The next board meeting is scheduled for Nov. 24.

Unit Best Practices

ASME Delaware Section Program Survey

Using Zoomerang with help from ASME

In 2006 and 2007, attendance was beginning to improve at the ASME Delaware Section's tours and programs, but some of the feedback requested other types of tours, training, and programs.

At one of the tours, a short survey was distributed. The survey included a list of potential tours and other activities. The response indicated some likes and some dislikes. The short survey indicated a need for a full survey to all members.

In discussion with Burt Dicht, ASME Managing Director, Knowledge and Community, Burt offered help from ASME Headquarters. Burt stated that the K & C Sector had access to Zoomerang, a survey tool, and he had staff that could help put the Delaware Section Survey into Zoomerang.

The Delaware Section developed a survey, which include four sections: Meetings or Social Events; Projects, Forums, or Panels; Tours; and Training or Courses. Response options were: 'YES', 'NO', or 'MAYBE'. In addition, a final question asks: 'Other Ideas or Comments – What Would You Like From ASME Delaware Section?' LaShion Pettiford, ASME Headquarters, set the survey up in a Zoomerang format. We allowed comments on all questions.

We sent the survey to all members of the Delaware Section and Delmarva Subsection – over 500 members. We received over 80 responses to the survey.

Survey Results:

- For Meetings or Social Events, the top votes went to Distinguished Lecturer / Speaker on Current Issues and Distinguished Lecturer /

Speaker on Technical Topics. Least interesting option was Health Fair and ASME Benefits.

- For Project, Forums, or Panels, the top votes went to Alternate Energy or Renewable Energy and Home Energy Efficiency and Energy Savings. Least popular were Energy Producers / Suppliers and Judging Science Fairs, Senior Projects, etc.
- For Tours, the top votes went to GE Energy Solar Facility, GM Assembly Plant, Battleship New Jersey, and Harley Davidson Plant. Least interesting was Mannington Mills Plant, Fuel Cell Bus, and Delaware Emergency Management Agency Facility.
- For Training or Courses, the top votes went to Technical Topics such as Fuel Cells, Nanotechnology, etc. and Project Management. Least interesting was Process Improvement Techniques.

Some interesting comments:

- Would like panel discussion on Wind Power and Wave Generated Power.
- Want joint activities with other engineering societies.
- Want events where students and industry veterans can interact and discuss various aspects of the mechanical engineering field.
- Would like ASME to sponsor technical training such as welding.
- Interact with High School Students and help them understand the importance of Mechanical Engineering as a career.
- More involvement with grade school / high schools to get kids involved more with science, engineering, and technology.
- Would like distinguished lecturer on space suits, NASA, and unmanned space.

Delaware Section Actions

As a result of the survey, Delaware Section immediately modified its planned activities for the next year. Fortunately, a section member volunteered to be Professional Development Chairman, and has set a goal to offer at least one professional development course this year.

Recommendation:

- Survey your members at least every other year.
- Do a pre-survey to determine if anything should not be in the survey.
- Use ASME support services and Zoomerang
- Listen to your members and modify your Plans /

Program appropriately.

If you are interested in doing a section survey, please contact Deidra Hackley, Manager of Unit Support at hackleyd@asme.org.

Florida Section – Updating Member

Addresses

Jim Stana, Chair

Like many sections, the Florida Section has gone to emailing all meeting notifications to reduce postage costs for the section. But this left about 162 members who did not have email addresses without any contact from the section.

The section chair decided to take on the task of contacting these members and giving them a chance to reconnect. The process used is described below.

To try to regain contact with those members without email, I started by ordering labels from ASME for members in the section who had no email address. I collected 3 months worth to reduce the need for hand addressing the labels. Of the 162 labels, there were a few that changed between months, but not many.

One label was used for the envelope, one was used for the salutation section of the letter, and the third was used for the return address of the self-addressed postcard enclosed in the envelope with the letter.

Note: the bar code on the address label on the return post card must be removed or blackened out before placing in the envelope. This bar code is read by the post office and many of the post cards were returned to the member instead of being returned to the section mailing address.

I wrote a letter and enclosed the self addressed stamped post card to those members and asked them to send us an email address, whether they had internet access to our web site, wanted to receive a post card, wished to be transferred to a section which was physically closer to their home, did not want to receive contact, or "other" option.

To date, we have received about a 50% response. About 29 members supplied email addresses; many more said they did not need to continue to receive contact due to location, illness, age, etc. About 7 had bad addresses or moved, a few life members were deceased and only 2 members preferred to stay in

contact by mail. 4 members wished to be moved to a section, which was physically closer. Thus we were able to recover about 30 members and reduce any future mailing cost to less than a few dollars a month.

Knowledge and Community Sector Supports Public Policy

ASME Board of Governors Approves Energy Policy Paper

ASME's Board of Governors (BOG) recently approved an ASME general position statement on energy policy entitled "Securing America's Energy Future." The statement, prepared by the Energy Committee of Knowledge & Community Sector's Technical Communities, describes the best uses for current and future technologies and common sense policies that can ensure a balanced energy portfolio that can meet economic and environmental challenges. "Securing America's Energy Future" is available to review at www.asme.org

ASME Climate Change Task Force to Update General Position Statement

Dan Segalman, Vice President of Technical Communities, in conjunction with Government Relations, established an ad-hoc task force to issue a position statement on climate change to address the technical implications of national policies that would impact the U.S. economy and its engineering systems. The purpose of this effort will be to support sound public policy decisions by providing expertise on the technical and engineering challenges associated with stabilizing and reducing greenhouse gas emissions. The paper will include an assessment and recommendations on currently available technologies, near-term technologies and R&D needs. ASME last issued a position statement on climate change in 1999 titled, "Technology Implications for the U.S. of the Kyoto Protocol Carbon Emission Goals."

Knowledge and Communities Sector Staff Contacts

The Knowledge and Community Sector staff department recently completed a reorganization to better align the staff structure to the volunteer structure. To learn more about the new staff departments please review the presentation located on:

http://www.asme.org/Governance/KnowledgeCommunity/Updates_Messages.cfm

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The K & C Communiqué is published by the Board of Directors and provides unit leaders with updates on current activities and important information items useful for unit operations.

Please send your comments and article suggestions to dichtb@asme.org.