



1828 L Street, N.W.
Suite 906
Washington, D.C. 20036

Tel 202.785.3756
Fax 202.429.9417
www.asme.org

Draft Minutes

Committee on Strategic Initiatives & Innovation (SII) Webinar October 20, 2008 – 2:30-4pm

Attendees Chris Przirembel, *Chair, SII Committee*
Lydia Carson, *Member, SII Committee*
Loretta McHugh, *Member, SII Committee*
Steve Nichols, *Member, SII Committee*
Reese Meisinger, *Member, SII Committee (nonvoting)*

Staff James Creel
Patti Jo Snyder

I. Welcome & Opening Remarks

Committee Chair Chris Przirembel welcomed attendees and convened the webinar at 2:35pm. Przirembel advised members that he had elected to use the webinar to address administrative and operational tasks of the committee and focus on the Breakthrough Innovation Office at the Boston meeting.

In reviewing the Action Item Register, staff reported that all items assigned at the June 2008 Annual Meeting had been completed.

II. Committee Business

a. Vision and Mission Statements

In light of the name change and new focus of the Committee, Przirembel asked members to review and revise the current SII vision and mission statements. After discussion, members voted unanimously to approve the following vision statement,

To be the premiere resource for engineering entrepreneurship and innovation.

and mission statement,

Leveraging or building the intellectual assets and expertise of ASME to:

- *Develop innovative concepts and strategic initiatives to be integrated into ASME and disseminated to the engineering profession,*
- *Create and launch innovative products and services generating, revenue and/or value for ASME, and*
- *Meet the expressed needs of industry.*

Przirembel requested that SII staff touch base with staff leads for the Sustaining Innovation Office to verify whether or not they intend to have vision and mission statements for the office and how they possibly relate to the above.

b. Balanced Scorecard Review

Staff led the committee through an enterprise and sector review of the FY09 strategy maps. Przirembel questioned why strategy F2, "Increase Net Revenue," was not part of the Strategic Management sector strategy since ASME ITI generates revenue back to the Society. Staff agreed to raise this question internally and advise the Committee of rationale.

c. FY09-11 SII Budget

Members reviewed the Fy09-11 budget of direct and indirect costs of SII programs and activities. Staff pointed out that Industry Advisory Board (IAB) indirect costs were charged against SII because Committee staff supports this Board. However IAB has a separate budget for direct expenses unrelated to SII.

d. Strategic Management Program Assessment Exercise

Przirembel provided an overview of the process currently being implemented to conduct a sector program assessment and prioritization exercise for FY10 (attachment 1). Following this review, staff provided a draft of the program descriptions developed for SII and requested committee input.

To allow the full Committee to have adequate time to review and process this information, Przirembel requested that members provide their feedback to staff by Monday, October 27th.

III. **Agenda Review, November 2008 Committee Meeting**

As members reviewed the key activities to be addressed during the SII Committee Meeting in Boston, Steve Nichols noted that he would not be in attendance. Przirembel requested that staff schedule a conference call prior to IMECE to review the intellectual property/legal material related to the Breakthrough Innovation Office prepared by Nichols.

IV. **Other Business**

Loretta McHugh advised members that program planning is underway for the March 2009 Leadership Training Conference (LTC) and asked whether SII had plans to participate. Staff advised the Committee that they had been in communication with VOLT Director Amy Geffen regarding potential opportunities for session topics. McHugh noted that the deadline for LTC program development was December 2008.

There being no other business, the webinar was adjourned at 3:20pm.



1828 L Street, N.W.
Suite 906
Washington, D.C. 20036

Appendix 2
SII Committee Meeting ~ IMECE 2008

Tel 202.785.3756
Fax 202.429.9417
www.asme.org

Draft Minutes

Committee on Strategic Initiatives & Innovation (SII)
June 8, 2008
Walt Disney Swan Resort – Orlando, FL

Attendees

Chris Przirembel, *Chair, SII Committee*
John Ahlen, *Member, SII Committee*
Lydia Carson, *Member, SII Committee*
John Goossen, *Member, SII Committee*
Loretta McHugh, *Member, SII Committee*
Steve Nichols, *Member, SII Committee*
Reese Meisinger, *Member, SII Committee (nonvoting)*

Guests

Larry Dickinson, *Member, Center for Leadership & Diversity*
Phil Grosweiler, *ASME Federal Fellow*
Kalan Guiley, *Chair, Committee on Student Development*
Liz Kisenwether, *Member-at-large, Strategic Management Board; Chair, IShow Committee*
Susan Ipri Brown, *Member-at-large, Strategic Management Board*
Noel McCormick, *Chair, Committee on Professional Development & Licensure*
Shane McGoldrick, *ECLIPSE Intern, Strategic Management Sector*
Rob Pangborn, *Senior Vice President, Strategic Management Board*
Vickie Rockwell, *Member, Board of Governors*
Chittaranjan Sahay, *Member, Board of Governors*
Stacey Swisher-Harnetty, *Member, Strategic Issues*

Staff

Phil Hamilton
Peter Hess
Phyllis Klasky
Allian Pratt
Patti Jo Snyder
Michael Tinkleman

I. Welcome & Opening Remarks

Committee Chair Chris Przirembel welcomed attendees and convened the committee meeting at 10:05am. To accommodate schedules, he announced a change in the agenda, leading first with the Annual Meeting discussion.

II. 2009 ASME Annual Meeting

Governor Vickie Rockwell provided an overview of the 2008 ASME Annual Meeting schedule and background on the development of the current business plan. Acting as both Project Manager and Committee Chair for this year's event, Rockwell emphasized that this year's event establish the baseline to gauge what works and what doesn't. Moving forward, Rockwell noted that a challenge for future Annual Meetings is the dominance of governance meetings on the schedule. The goal is to have the overall program content evolve and grow into the primary driver for attendance.

Chris Przirembel recommended that if the overall program management of the Annual Meeting became the province of SII, a Steering Committee should be established that reports directly to Strategic Management. Committee members agreed, and voiced concern over lack of financial and demographic information available for review. Staff from ASME Marketing & Sales reported that a post-conference survey and analysis on attendees would take place.

III. Approve Minutes

*Upon review, the committee **voted to approve** the minutes from the 11/11/07 committee meeting.*

III. Approve Name Change

*Assuming that the Board of Governors elected to approve the George Group Report recommendations to establish an office of Breakthrough Innovation, the committee **voted to approve** a name change to the Strategic Initiatives & Innovation Committee.*

IV. Activity Update

- A. Center for Engineering Entrepreneurship & Innovation (CEEI)
Staff reported that 80+ Congressional staff members attended an April 3rd Noontime Briefing on "*Fostering Innovation: Key to U.S. Competitiveness ion the Global Economy.*" Partnering with APQC and IBM, the briefing detailed a their study on Innovation archetypes and how public policy can promote innovation in the private sector.

An Engineer-to-Entrepreneur session was developed for the 2008 ASNE Annual Meeting, designed to help engineers gain insight into developing the best path forward for leveraging their technology. Topics to be discussed will include idea validation, intellectual property challenges, and funding resources. Staff thanked SII members John Ahlen and Steve Nichols for their support and participation in producing this session.

The CEEI market analysis project has been initiated, with internal staff interviews completed and an April 17th focus group held at Penn State University. Additional focus groups and surveys will be completed, with the final report scheduled to be completed at the end of summer.

To best asses the attitudes and needs of young professionals, Committee members encouraged staff to spread the focus group and survey field beyond students and engage early career engineers directly.

- B. 2008 ASME IShow
IShow Chair Liz Kisenwether reported that a \$75K SPGF has been secured to support the second annual Innovation Showcase (IShow) competition, scheduled for October 31, 2008, in conjunction with IMECE in Boston. Student team solicitation has been completed, with 32 entrees received – an increase of over 40% from last year.

Staff added that an IShow video has been produced to convey the impact of the competition and a “short” video was also developed to highlight the experience from the student perspective. Both videos will be used in seeking sponsorships and in team solicitation efforts.

The committee was very enthusiastic and supportive regarding the response to the competition and encouraged staff and volunteer leads to start developing firm metrics to track the success of the program.

C. Industry Advisory Board

Staff reported that the IAB participated in the April 17th *Global Summit on the Future of Mechanical Engineering*, held in Washington, DC. Additionally, two new members have been recruited, bringing the total Board membership to 28.

D. ASME-ITI

Reese Meisinger reported that AIG had contacted ITI and offered a grant of \$250K to test the viability of applying the RAMCAP methodology to higher education campuses and environments. Current projects also include an SPGF for the development of a water system risk standard and possible development of a bus and motorcoach risk standard.

V. Committee Business

A. Update on Vision and Mission Statements

After reviewing the current Vision and Mission statements, members agreed that they should be altered to better reflect the renewed focus of the Committee. Przirembel requested that staff gain input from members and distribute for review and comment.

B. Review of Operations Guide

The Committee had no edits to the body of the guide, but requested that staff delete the professional affiliations on the Committee Organization chart as well as the contact roster and terms chart as appendices for the guide.

VI. Planning for Breakthrough Innovation Retreat

Przirembel proposed and members agreed on the following parameters for the retreat:

- Independent, external facilitator should lead discussion
- No more than 15 attendees
- Retreat needs to address innovation process, distinction between sustaining and breakthrough innovation, characteristics and criteria of breakthrough innovation, define incubation function; establish graduation criteria, and address breakthrough innovation office and staff requirements.

The Committee agreed on September 11-12 as the dates of the retreat.

There being no further business, the meeting adjourned at 2:55pm.