

MEMBERSHIP DEVELOPMENT COUNCIL
ASABE Annual International Meeting
Spokane, WA – July 16 & 20, 2017

Minutes

July 16, 2017

Alicia Modenbach, presiding

Attendees: Brady Lewis, Derek Whitelock, Gary Seibel, Alicia Modenbach, Manoj Karkee, Chad Yagow, Ann Christy, Paul Burkner, Bailley Thomas, Jody Purswell, Kaushlendra Singh, Scott Mueller, Troy Peters, Rafael Munoz-Carpena, Joe Luck, Robert von Bernuth, Vijaya Raghavan, Tom Brumm, and Mark Crossley

Guests: Mary Leigh Wolfe, Maynard Herron, Maury Salz, and Steve Searcy

The meeting was called to order, a quorum was confirmed, introductions were made, and the agenda reviewed. The P-128 bylaws ballot approval was added as an agenda item.

For Approval: 12/13/16 Conference Call Minutes (see attachment). Approved by motion, second, and affirmative vote.

2017 Budget Overview

The forecast for the remainder of the year is pretty much on target with budget. We've seen a bit of a decline in membership retention, which has affected dues revenue. The Spokane meeting attendee numbers look much better than expected, which will offset the reduction in dues revenue.

The Society remains in excellent financial health with a very strong cash balance in reserves. The 2016 restricted reserve was 67.3% of previous year's expenses (excluding previously committed funds through the Initiative Fund). The target is 50%. The Finance Committee speculates there will be initiative funds available for 2018, barring a dramatic change in the economy between now and the end of the year, and is asking the councils and committees/groups/communities to start thinking of possible projects for funding. The final amount will be determined at the November BOT meeting.

Initiative Fund

The Initiative Fund committee received and acted on the following proposals in April:

Approved for funding by the BOT:

-\$21,698 - EOPD-412: Professional Ethics Committee: Uses remaining funds from a 2015 award (\$26,400 for 3 years), and updates, restructures, and combines the Ethics Video Challenge and the Ethics Essay Competition as an Ethics Competition; 6 year project.

-\$18,125 - CSBE/SCGAB: Facilitates engagement of students and establishment of a CSBE Student Association through transportation support to the CSBE Annual General Meeting; 2 year project.

-\$3,000 - Young Professionals Community: Partial support of graduate student involvement activities at the 2017 Annual International Meeting (AIM) as events transition into sustainable components of AIM.

Not approved for funding:

-\$21,762 - Pilot Project to Revitalize the PRS 107 Physical Properties Technical Sessions: This proposal was submitted in response to a pre-proposal and garnered mixed reviews from the committee. Several questions regarding scope of participants versus amount of dollars requested were noted by the Board. The Board sees the value of this type of project, however, it is believed that the target audience is relatively narrow and small for the amount of money requested.

-\$3,500 - Funding of Daycare Room at the 2017 Annual International Meeting: This proposal, submitted by the YPC, was received after the due date for the spring review cycle. Proposal details were outlined. Feedback will be given along with a reminder about the pre-proposal process. Recognizing the importance of exploring child care for those at AIM, the BOT asked the Meetings Council to survey similar sized organizations and develop a plan for what it would take to offer child care at future AIMs.

Reports from ASABE Leadership

Current president Maynard Herron, president-elect Steve Searcy, president-elect designate Maury Salz, past president Mary Leigh Wolfe, and Darrin Drollinger thanked the MDC for their efforts over the last year, and discussed BOT plans and long-range strategic planning for the future, and how the MDC will be a part of that planning. Steve discussed the focus of his presidency – member value, how only roughly 25% of members either come to an AIM or section meeting, and how we can best serve the remaining 75%. Steve then mentioned he'd be setting up a Member Value ad hoc committee to look into why members choose to join and maintain their membership, why they leave, and how to enhance member value. He requested a few member suggestions from the MDC to serve on the committee, and will check back at the Thursday meeting for an update.

ASABE Goals & Strategies

The BOT has been involved in a strategic planning process over the last 18 months, and approved the attached goals and strategies, with accompanying metrics (see attachment) for the Society to focus on over the next few years.

E-06 Foundation Liaison Committee

E-06 has been created to assist the ASABE Board of Trustees by defining, developing, and prioritizing fundraising opportunities and needs for recommendation to the ASABE Foundation Board; appoint ad hoc committees, as needed, to manage funds not aligned with an existing committee; and to conduct other liaison activities between the BOT and FBOT as needed. The committee, chaired by Dave Murray, has been established and will work on establishing a process for gathering funding focus proposals from the membership.

ASABE Mission & Vision Statements Feedback

The BOT has created the following draft mission and vision statements, and now is requesting feedback on them from the membership. Feedback may be given at this meeting in the exhibit hall or by emailing comments to Maynard Herron.

ASABE draft mission statement:

To advance engineering in food, water, energy, and environment

ASABE draft vision statement:

To be the global leader providing engineering and technological solutions toward creating a world with ample food, water, and energy within a healthy environment

P-128 Engineering Ethics Competition Committee Bylaws Approval

Approval of the newly formed P-128 committee bylaws are needed, but with little advanced warning to review them, the MDC preferred to handle the ballot by email.

With no further business before the MDC, the meeting adjourned.

**Membership Development Council Meeting
July 20, 2017**

Alicia Modenbach, presiding

Attendees: Gary Seibel, Alicia Modenbach, Derek Whitelock, Chad Yagow, Ann Christy, Tom Brumm, Brady Lewis, Scott Mueller, Bailey Thomas, Paul Burkner, Sherry Hunt (for Rafael Munoz-Carpena), Jody Purswell, Robert von Bernuth, and Mark Crossley

Guest: Steve Searcy

The meeting was called to order, a quorum was confirmed, and the agenda reviewed. There were no additions to the agenda.

P-128 Engineering Ethics Competition Committee Bylaws Approval Continued

After looking into this further, it was determined that the bylaws were balloted back in February, and just needed MDC confirmation of the email ballot.

For Approval: Confirmation of the email ballot to approve the P-128 bylaws. Approved by motion, second, and affirmative vote.

Awards Task Force Update

The task force was appointed by Maynard Herron in 2016 to look at our awards offerings to make sure they are still relevant to ASABE and the profession. Chad Yagow, chair reported that he's reached out to a technical committee chairs to get their feedback, but has received little

response. At this point we'll be offering the full slate of awards as is for 2018, with potential recommendations for changes coming next year.

Website Issues

The new member smart application has been up and running since the end of March. The application guides new members through a series of questions up front to determine what their final dues amount will be. It's been working well with no issues reported to date.

The redesign process for the ASABE website is moving along. A vendor to create and implement the design has been selected, and we should see some significant changes by year's end.

Life Membership Discussion

Questions arose at the April BOT meeting about retiree dues, life membership, and how many engineering societies do not have a buy-in to attain it. Currently ASCE, IEEE, and ASME all have a formula for reaching life member status, at which time dues are no longer paid. It's typically when years of membership and age (65 minimum) equals or exceeds 100. If we were to apply this currently formula to our membership, we'd have a reduction in dues revenue of about \$27,000. The MDC will explore this option, and its implications.

Motion: The MDC recommends to the BOT that the MDC examine membership dues for retirees and possibly provide free membership based on a similar life membership model that other engineering societies have adopted. Approved by motion, second, and affirmative vote.

Section Boundaries and Member Section Involvement

Since only 25% of the membership attends meetings, discussion revolved around how can we better serve members and provide value at the section level? Often the large area that some sections cover (PNW, CA/NV) works against them for involving as many members as possible. This matter as well as other member value issues will be the focus of a presidential ad hoc committee appointed by Steve Searcy. He asked for volunteers from the MDC and BOT to serve on the committee, and the following members are willing: Sherry Hunt, chair; and Bailley Thomas, Scott Mueller, Alicia Modenbach, Gayle Baker, Sreekala Bajwa, and Eric Smith. The charge of the committee will be to evaluate where members perceive value through their ASABE membership.

Reports for Information

District 4 Report: See attachment.

Headquarters Report: See attachment.

P-120 Student Organizations: Brady Lewis reported that they are looking into whether or not to continue the AEM Trophies competition, since funding has run out after this year and participation has dwindled over the years; their bylaws are being updated; the Undergraduate Student Poster competition will likely be dissolved after this year due to low participation numbers, and increasing interest in the NRES poster competition; and the Ethics competition committee is looking for a better place in the AIM program to recognize their winners, since they

are determined after the student awards breakfast, and really don't belong in the awards luncheon line-up.

M-102 Awards Coordinating: Chad reported that all major awards identified winners this year, but there were two with no new nominations. Total nominations were down over last year, but not significantly. Nine percent of overall nominations were from industry.

Recognition of Outgoing Council Members

Alicia expressed her gratitude to those members whose terms concluded at this meeting and thanked them for their service.

With no further business before the MDC, the following motion was made:

Motion: To adjourn the meeting. Approved by motion, second, and affirmative vote.