

## **An Important Message from the ASME President**

To: ASME Knowledge & Community, Institutes and other Sector and  
Board-Appointed Committee Leaders and Volunteers

Dear Colleagues,

This is a critical yet exciting juncture for ASME as we look forward to where we want to go over the next decade and beyond. ASME means many things for many people, depending on where and how you connect with our Society. There are thousands of activities, all of which are important to those who engage in them. As a diverse Society, we must also, however, contend with limited volunteer and staff resources, as well as the funds required to maintain and excel at so many initiatives.

Additionally, as we all know, the world is changing rapidly around us. Meeting the needs of our stakeholders is very different today than it was in the year 1900, 1950 or even 2000. ASME must find a new pathway for our future. And that has been the focus for much of our work on the Board of Governors recently. We have been discussing what we call “Pathway 2025.” This Pathway moves all of ASME toward improving the quality of life for humanity. Some key components of that plan include:

- Strengthening capabilities in identifying and delivering on the engineering knowledge, information, and networking needs of individuals, industrial markets, and governmental and academic entities.
- Supporting creation of integrated content addressing emerging technologies and/or stakeholder-based needs; and disseminating content using contemporary and evolving processes, tools and platforms, including digital delivery channels.
- Attracting and fostering growth in individual engagement with ASME; building a strong cadre of contributors dedicated to furthering ASME’s mission.
- Expanding global mission impact through multiple paths of engagement with ASME, including generation of locally relevant technical content and networks, as well as expanding and improving engineering education. Assessing opportunities and managing all international activities with appropriate business discipline and acumen.
- Aligning organizational structure and culture with strategic directions.

In the spirit of the last bullet point, we asked leaders and other representatives from the Knowledge and Community and Institutes Sectors to come together to create a new structure that would better align the Society with guiding principles established by the Board. That Task Force has been working diligently over the last year, updating the Board frequently on their progress. The Task Force began communication about the reasons for the change last fall, beginning at the ASME Congress. They coined the term ONE ASME, not to describe the new Sector or their reorganization per se, but rather to describe the desired end state for all of ASME: E Pluribus Unum. Out of Many, One.

The Task Force reached out to many groups and individuals during the transition, but they were limited in how much information they were at liberty to provide until the Board had a chance to review the work with them and take action. The good news is, that just happened. On April

25<sup>th</sup>, the Board gave thoughtful consideration and voted to endorse the proposal of the Task Force, including the new structure.

Many of you will wonder what this means to you and the unit in which you participate. First, we want to assure you that none of the Sections, Divisions, Institutes, or Affinity Groups are being dissolved. They will retain their name and committees. Current ASME custodian funds and consolidated bank accounts will remain; however, there will be some limits placed on the use of these funds, as we need to ensure they are used strategically to provide the most impact for the Society. The reporting structure is now more streamlined and, over the coming year, the leaders of the new Technical Events and Content (TEC) Sector will be working with you to provide additional impactful and engaging activities and opportunities. Members of the transition team will also begin to reach out to you shortly to communicate:

- The details of the reorganization and what it means to the groups in which you participate and for components of the existing structure.
- How you will be able to utilize the new Group Pathways and Support (GPS) system to navigate through the new processes and eventually link to many new opportunities for engagement.
- Upcoming live and virtual training events to take place over the next year, beginning with the ASME Annual Meeting in Portland this June.
- A call for volunteers for the new leadership positions in the new Sector.

This is just the start of a sustained communication and transition effort. We understand that change is sometimes difficult. ASME's Board is fully behind these important and necessary changes, which will help ensure the vitality and relevance of our Society to its broad range of stakeholders for many years to come. As this transition is so critical to our success, we will appoint a small group of Governors to work with the transition team to ensure this communication and transformation goes as professionally and effectively as possible.

We are excited about where ASME is going. As we move down the Pathway, we think you will be too. The key component in a plan that creates engaging and impactful new products and programs is the person that builds and uses them. At the end of the day, how you participate and the benefits you receive from that participation, will be solely in your hands. We hope you use this opportunity to embrace these changes and join us as we move as ONE ASME down the path to creating a brighter future for engineers, engineering and humanity.

Sincerely,

Madiha Kotb

President, 2013 -2014

For the Board of Governors

ASME