ITEM

26. Call to Order
27. Adoption of Agenda
28. Announcements
29. Report on Executive Session
30. Discussion Items
31. FY13 Enterprise Balanced Scorecard
32. Items for Receipt
33. Items for Action
34. Dates of Future Meetings
35. Contingency Time
36. Adjournment
LIST OF APPENDICES

I.  Engineering Education & Accreditation
II. ASME/VDI Project
III. FY13 Enterprise BSC
IV. E4C Update
V.  HQ Task Force Update
VI. FY12 Q1 SET Report
VII. Public Affairs & Outreach Sector Update
VIII. Student & Career Sector Update
IX.  K&C Realignment Update
X.  Sector Management Committee Report
XI.  ASME.org Task Force Update
XII. Proposed Appointments
XIII. Proposed Revisions to By-Law B5.2.6.1
XIV. Old Guard Proclamation
XV.  COG Communications & Update
XVI. E-Week
26. **Call to Order:**

On November 12, 2011, a meeting of the Board of Governors of the American Society of Mechanical Engineers was held at the Colorado Convention Center, Denver, CO. A quorum being present, the meeting was called to order by the President at 11:00 AM Mountain Standard Time. Attendance was as follows:

**Board of Governors**
- President: Victoria A. Rockwell
- Immediate Past President: Robert T. Simmons
- President-Elect: Marc Goldsmith

**Other Officers**
- Senior Vice Presidents: Ken Balkey, Standards and Certification Dilip Ballal, Institutes Stacey Swisher Harnetty, Public Affairs and Outreach
- Vice Presidents: Jen Jewers Bowlin, Students & Early Career Susan Ipri Brown, Government Relations Karen Ohland, Financial Operations
- Secretary and Treasurer: Webb Marner
- Executive Director: Thomas G. Loughlin
- Assistant Secretary: John Delli Venneri (also General Counsel)
- Assistant Treasurer: Michael Weis (also Deputy Executive Director)
Board of Governors Elect
John Elter
Bernard Hrubala

Board Committee Chairs
Reginald I. Vachon Chair, Committee on Finance and Investment (COFI)
Sam Zamrik Chair, Committee of Past Presidents (CPP)

Corporate Counsel
John Sare

Other Guests
John Ahlen Member, Innovation Committee
Julie Bachmann Kulik ASME.org Task Force Member
Tom Barlow Past President, 2008-2009
Marianne Chan Member
Jim Coaker Member, COFI
Hank Cook Member, Nominating Committee
Bill Cousins Chair, VOLT Academy
Alma Martinez Fallon Member, COFI
Gene Feigel Past President, 2005-2006
Urmila Ghia Member
Hiroshi Honda Member
Vojislav Ilic District Leader, Asia-Pacific District G
Robert Jeffers Member
Jan Oliver Kammesheidt ASME-VDI Project Leader
Madiha Kotb Committee Chair, EGD
Donna Michalek Vice President-Elect, Government Relations
Ala Moradian ECLIPSE Intern, 2011-2012
Aydin Nabovati ECLIPSE Intern, 2011-2012
Chris Przirembel Member, Innovation Committee
Michael Reischman Member
Terry Shoup Past President, 2006-2007
Sue Skemp Past President, 2002-2003
Fred Smith Member
Emily Tavrides Eclipse Intern to BOG, 2011-2012
Andrew Taylor Member, VOLT Academy
Keith Thayer Past President, 1997-1998
Charlene Tung ASME-VDI Project Leader

Staff
Roy Arbeit Managing Director, Marketing and Sales
RuthAnn Bigley Coordinator, Governance
Ty Booker Coordinator, VOLT
Ethan Byler Manager, Engineering for Global Development
Shekhar Chandrashekar Managing Director, Outreach Programs
Michael Cowan Director, Public Information
James Creel Program Manager, Engineering for Global Development
Philip DiVietro Managing Director, Publishing and Unit Support
27. **Adoption of the Agenda:** The Board

   VOTED: to adopt the agenda as circulated on October 27, 2011.

28. **Announcements:**

   The President welcomed all to the meeting and recognized Past Presidents Tom Barlow, Gene Feigel, Terry Shoup, Sue Skemp, Keith Thayer, Reggie Vachon and Sam Zamrik. The President also welcomed incoming 2012-2015 officers including, BOG-elects John Elter and Bernard Hrubala, and also welcomed President-Elect Marc Goldsmith. The President recognized Webb Marner for 50 years of service to ASME. John Delli Venneri announced that ASME’s trademark applications for a single certification mark and the cloverleaf collective mark have gone to publication.

29. **Report on Executive Session:**

   There was a report given by Victoria Rockwell on the November 12, 2011 Executive Session of the Board of Governors held earlier that morning. The following was reported: (1) the FY12 Q1 Enterprise and Executive Director Update; (2) the Incentive Compensation & Year-end Discretionary Award Payouts for FY11; (3) EDESC Report Recommendations were discussed; (4) approved the Selection of Warren DeVries as Secretary & Treasurer for 2012 through 2015; (5) and the BOG received a written report from Corporate Counsel.
30. **Discussion Items:** The Board

VOTED: to move into open session, as if in the Committee of the Whole.

The Board heard reports concerning and discussed the following items:

- Report on Sector Management Committee by Marc Goldsmith (Agenda Appendix 4.1.1 and Minutes Appendix X);
- Engineering Education & Accreditation by Bill Wepfer and Tom Perry (Agenda Appendix 2.4.1 and Minutes Appendix I);
- ASME/VDI Project by Charlene Tung and Jan Oliver Kammesheidt (Agenda Appendix 2.5.1 and Minutes Appendix II);
- FY13 Enterprise Balanced Scorecard by Marc Goldsmith (Agenda Appendix 2.5.2 and Minutes Appendix III);
- E4C Update by Noha El-Ghobashy and Madiha Kotb (Agenda Appendix 2.5.3 and Minutes Appendix IV);
- HQ Task Force Update by Tom Pestorius (Agenda Appendix 2.5.4 and Minutes Appendix V);
- FY12 Q1 SET Report (Agenda Appendix 2.5.5 and Minutes Appendix VI);
- Public Affairs & Outreach Sector Update by Stacey Swisher Harnetty (Agenda Appendix 2.5.6 and Minutes Appendix VII);
- Student & Career Sector Update by Stacey Swisher Harnetty (Agenda Appendix 2.5.7 and Minutes Appendix VIII);
- K&C Realignment Update by Karen Ohland (Agenda Appendix 2.5.8 and Minutes Appendix IX).

Following the close of the Discussion Items, the Board

VOTED: to move into formal session.

31. **FY13 Enterprise Balanced Scorecard:** The Board

VOTED: to approve the 2013 Enterprise Objectives. Measures and Targets subject to review in Spring 2012.

32. **Items for Receipt:** The Board

VOTED: to receive the following items: (1) Sector Management Committee Report (Agenda Appendix 4.1.1 and Minutes Appendix X); and (2) ASME.org Task Force Update (Agenda Appendix 4.1.2 and Minutes Appendix XI).

33. **Items for Action:** The Board

VOTED: to approve the following items: (1) The approval of the Minutes from Meeting on September 15 &16, 2011; (2) Proposed Appointments (Agenda Appendix 4.2.3.1 and Minutes Appendix XII); (3) The revision of By-Law B5.2.6.1 (Agenda Appendix 4.2.3.2 and Minutes Appendix XIII); (4) Old Guard Proclamation (Agenda Appendix 4.2.4 and Minutes Appendix XIV).
34. **Dates of Future Meetings.** The Board reviewed the dates of future meetings and approved meeting dates and times as follows:

<table>
<thead>
<tr>
<th>DATE</th>
<th>DAY</th>
<th>TIME</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 16, 2012(a)</td>
<td>Thursday</td>
<td>12:00 PM – 2:00 PM</td>
<td>Web conference</td>
</tr>
<tr>
<td>April 19, 2012(a)</td>
<td>Thursday</td>
<td>12:00 PM – 1:30 PM</td>
<td>New York, NY</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Executive Session</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1:30 PM – 5:00 PM</td>
<td></td>
</tr>
<tr>
<td>April 20, 2012(a)</td>
<td>Friday</td>
<td>8:00 AM – 1:00 PM</td>
<td>New York, NY</td>
</tr>
<tr>
<td>June 3, 2012(a)</td>
<td>Sunday</td>
<td>10:00 AM – 11:30 AM</td>
<td>Montreal, Quebec, CA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Executive Session</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>12:00 PM – 4:00 PM</td>
<td></td>
</tr>
<tr>
<td>June 6, 2012(b)</td>
<td>Wednesday</td>
<td>10:00 AM – 11:30 AM</td>
<td>Montreal, Quebec, CA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Executive Session</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>11:30 AM – 3:00 PM</td>
<td></td>
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<tr>
<td>July 18-20, 2012(b)</td>
<td>Wednesday to Friday</td>
<td>RETREAT TBD</td>
<td>Boston, MA</td>
</tr>
<tr>
<td>September 13, 2012(b)</td>
<td>Thursday</td>
<td>12:00 PM – 1:30 PM</td>
<td>New York, NY</td>
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<td></td>
<td>Executive Session</td>
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<tr>
<td></td>
<td></td>
<td>1:30 PM – 5:00 PM</td>
<td></td>
</tr>
<tr>
<td>September 14, 2012(b)</td>
<td>Friday</td>
<td>8:00 AM – 1:00 PM</td>
<td>New York, NY</td>
</tr>
<tr>
<td>November 10, 2012(b)</td>
<td>Saturday</td>
<td>8:30 AM – 10:00 AM</td>
<td>Houston, TX</td>
</tr>
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<td></td>
<td></td>
<td>Executive Session</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>10:30 AM – 4:30 PM</td>
<td></td>
</tr>
</tbody>
</table>

(a) 2011-2012 Board of Governors (b) 2012-2013 Board of Governors

35. **Contingency Time**

The following items were covered during contingency time: (1) COG Communications and Update (Agenda Appendix 5.1 and Minutes Appendix XV); (2) E-Week Update (Agenda Appendix 5.2 and Minutes Appendix XVI); and (3) Gene Feigel discussed tracking progress of strategic initiatives.

36. **Adjournment:** The meeting was adjourned at 4:16 PM.

________________________
Wilbur (Webb) J. Mamer
Secretary
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: October 26, 2011
BOG Meeting Date: November 12, 2011

To: Board of Governors
From: PAO Board on Education
Presented by: William Wepfer & Thomas Perry
Agenda Title: A Discussion on Current Trends and Issues in Engineering Education & Accreditation

Agenda Item Executive Summary: (Do not exceed the space provided)

This session is intended to facilitate a generative discussion by the BOG on trends and issues in engineering education and accreditation, which are important dimensions of ASME’s workforce development strategic priority. Topics to be explored will include recent ASME assessments about student supply pipeline trends in mechanical engineering enrollments, the readiness of BSME graduates for engineering practice, the impact and direction of ABET accreditation, foreseeable needs in faculty development and structuring in ME departments, and working in the context of university business drivers.

Proposed motion for BOG Action: (if appropriate)

No formal action proposed

Attachments:

(1) Slide presentation with background Appendix
A Discussion on Current Trends and Issues in Engineering Education & Accreditation

William Wepfer
Vice President, Education

November 12, 2011

What is education?

It is an environment and culture that inspires a burning desire to learn ...

... supports a productive lifestyle ...

A key element of ASME’s Workforce Development Strategy
What are the needs of the market for engineering graduates?

People who are...
  fast starters
  adaptable learners
  with a burning desire
  to
  make a difference

Public Affairs & Outreach Sector

Enables ASME to take a holistic approach to making:

... a real, identifiable and sustainable difference outside ASME and globally

... with the best ideas and resources focused at right place with the right collaborators who “own” the executable space

... with a goal of achieving a critical mass of identifiable and sustaining external change
The Good News

BSME & BSMET enrollments are at an historic high of 100,000+

10 years of continuous BSME enrollment growth (43% increase)

ME is the largest undergraduate engineering discipline

The Challenge

There are notable fundamental issues with entry level ME skills today.

How do we improve the readiness of tomorrow's graduates while also preparing them to practice in a broader, more multi-disciplinary and innovative mechanical engineering domain?
Top Significant Weaknesses of BSME Graduates
(from 1,000+ Engineering Managers)

1. Practical Experiences – How things are made and work (59% of Mgrs)
2. Communications – Oral & Written (52% of Mgrs)
3. Engineering Codes & Standards (46% of Mgrs)
4. Overall Systems Perspective (45% of Mgrs)
5. Problem Solving, Critical Thinking (36% of Mgrs)
6. Design – Product Creation (34% of Mgrs)

What does the playground look like?

- Content Development
- Faculty Development
- University Business Model
- ABET
- Quality & Supply of Students
- Impacts Pipeline

Minutes Appendix I
Page 5 of 19
Key Issues and Questions

- **Global Impact** – What should be our strategy for how we expand ASME influence on engineering education globally?
- **Degree Program Content** – In addition to ABET, how do we influence content & the mainstream undergraduate experience?
- **Faculty Development** - Should we seek to support faculty development and to what ends?
- **ABET Accreditation** – How aggressively should we seek to influence ABET and to what ends?
- **University Business Drivers** – How do we deal with or leverage the economic drivers?
- **The Input** - Are there implications for our pre-college strategy?

Appendix
The Pathways to Engineering Careers (U.S.)

Education Pathways to Engineering Careers

- **High School**
  - Pre-College
  - Community College
  - A.A.S. Engineering Technology

- **College/University**
  - A.S. Engineering or Pre-Engineering
  - B.S. Engineering
  - B.S. Engineering Technology

- **University**
  - Masters Degrees
  - Doctoral Degrees

- **Careers in Engineering and related fields**
University/College of Engineering Business Drivers

- Faculty – Government/Corporate Research (tenure/tenure-track)
- Accreditation
- Faculty Teaching (tenure/tenure-track/non-tenure/adjunct)

Content/Curriculum

- Industry – Program IAB’s, Design Sponsorship, Co-op, Internships
- Extra-Curricular – Student Sections, Design & Professional Skills Awards, Competitions & Expositions

ME Degree Production (U.S.)
BSME & BSMET enrollments are at an historic high of 100,000+

10 years of continuous BSME enrollment growth (43% increase)

ME is the largest undergraduate engineering discipline

So, again.... What problem are we trying to solve?
Entry-level ME skills assessment
(U.S.)

Different Perceptions of BSME Preparation: Practical Experience (How things are made/work)

<table>
<thead>
<tr>
<th>Supervisors</th>
<th>Educators</th>
<th>Early Career ME</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000+ Engrg Managers</td>
<td>85+ MEDH's</td>
<td>700+ Early Career Engineers</td>
</tr>
<tr>
<td>29% &quot;sufficient / strong&quot;</td>
<td>60% &quot;sufficient / strong&quot;</td>
<td>49% &quot;sufficient / strong&quot;</td>
</tr>
<tr>
<td>59% &quot;weak&quot;</td>
<td>34% &quot;weak&quot;</td>
<td>42% &quot;weak&quot;</td>
</tr>
</tbody>
</table>
Top Significant Weaknesses of BSME Graduates
(from 1,000+ Engineering Managers)

1. Practical Experiences – How things are made and work (59% of Mgrs)
2. Communications – Oral & Written (52% of Mgrs)
3. Engineering Codes & Standards (46% of Mgrs)
4. Overall Systems Perspective (45% of Mgrs)
5. Problem Solving, Critical Thinking (36% of Mgrs)
6. Design – Product Creation (34% of Mgrs)

ABET

• ABET is a federation of 30 professional engineering & technical societies

• Neither institutions nor individuals are members of ABET

• ABET relies on the services of almost 2000 volunteers and 33 full-time and five part-time staff
ABET Accreditation Activity

Evaluations, by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Accredited</th>
<th>Non-U.S.</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007-08</td>
<td>729</td>
<td>25</td>
<td>704</td>
</tr>
<tr>
<td>2008-09</td>
<td>894</td>
<td>847</td>
<td>679</td>
</tr>
<tr>
<td>2009-10</td>
<td>788</td>
<td>109</td>
<td>679</td>
</tr>
<tr>
<td>2010-11</td>
<td>652</td>
<td>106</td>
<td>546</td>
</tr>
</tbody>
</table>

Total Accredited 3,000+ programs

Notes: Variations due to normal cyclic nature of accreditation visits as well as growth of new programs. All international (non-domestic) activity is included in new growth.

Policy & Operating Structure

Committees

- **Applied Science Accreditation Commission**: 67 accredited programs at 53 institutions
- **Computing Accreditation Commission**: 348 accredited programs at 276 institutions
- **Engineering Accreditation Commission**: 2062 accredited programs at 424 institutions
- **Technology Accreditation Commission**: 676 accredited programs at 233 institutions

ABET Board

Accreditation Council
Policy & Operating Structure

Commities \[ \xrightarrow{\text{ABET Board}} \] Accreditation Council

ASME works in these areas (directly & indirectly)

Engineering Accreditation Commission
2062 accredited programs at 424 institutions

Technology Accreditation Commission
676 accredited programs at 233 institutions


ABET General Criteria
(all accredited engineering programs)

- Criterion 1. Students
- Criterion 2. Program Educational Objectives
- Criterion 3. Student Outcomes
- Criterion 4. Continuous Improvement
- Criterion 5. Curriculum
- Criterion 6. Faculty
- Criterion 7. Facilities
- Criterion 8. Institutional Support
Criterion 3. Student outcomes describe what students are expected to know and be able to do by the time of graduation.

- The program must have documented student outcomes…
- Student outcomes are outcomes (a) through (k) plus any additional that may be articulated by the engineering discipline.

a) an ability to apply knowledge of mathematics, science, and engineering
b) an ability to design and conduct experiments, as well as to analyze and interpret data
c) an ability to design a system, component, or process to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability
d) an ability to function on multidisciplinary teams
e) an ability to identify, formulate, and solve engineering problems
f) an understanding of professional and ethical responsibility

g) an ability to communicate effectively

h) the broad education necessary to understand the impact of engineering solutions in a global, economic, environmental, and societal context

i) a recognition of the need for, and an ability to engage in life-long learning

j) a knowledge of contemporary issues

k) an ability to use the techniques, skills, and modern engineering tools necessary for engineering practice.

Program Criterion – Mechanical Engineering.

Curriculum: apply principles of engineering, basic science, and mathematics to model, analyze, design, and realize physical systems, components or processes, and prepare students to work professionally in both thermal and mechanical systems.

Faculty: demonstrate that faculty members responsible for the upper-level professional program are maintaining currency in their specialty area.
.... And yet... the Vision 2030 research highlights significant issues in the field, with several of ABET-Specified A-K Student Outcomes

How will we focus

... our best ideas and resources at right place with the right industry, university & government collaborators

... with a goal of achieving a critical mass of identifiable and sustaining change over the next decade towards ...
More/Better Design-Build Experiences --- Curricular Design Spine

Stronger Professional Skills

Infusion of Engineering Standards

More Multi-disciplinary/Innovation space

… while continuing to grow and diversify ME enrollments and inspire innovation?
ASME Board of Governors  
Agenda Item  
Cover Memo

Date Submitted: October 14, 2011  
BOG Meeting Date: November 12, 2011

To: Board of Governors  
From: Public Affairs & Outreach / Innovation Committee  
Presented by: Charlene Tung, ASME & Olli Kammesheidt, VDI  
Agenda Title: Shaping our Future with Sustainable Energy: A Direction from Young Engineers

Agenda Item Executive Summary:

ASME and the Association of German Engineers (VDI) came together for a unique opportunity to expand upon our shared interest and leadership in global energy systems. Both ASME and VDI assembled teams of young engineer leaders to work together on a project on energy sustainability.

Through two facilitated joint meetings in Washington, DC in April 2011 and the second in Dusseldorf, Germany in July 2011, and a number of telephone conversations, the teams were able to come to as set of shared ideals and framework for achieving 100 percent sustainable energy. Team captains of ASME and VDI then presented this work together at the World Engineers’ Convention in Geneva, Switzerland in September 2011.

According to the team's collaboration, the future energy puzzle consists of many important pieces, and the overall picture must be shaped by an overarching strategy of sustainability. Besides the many detailed pieces, four main critical issues - which are unfortunately sometimes forgotten in the debate - must be addressed by engineers, politicians, and everybody else alike. These challenges include: rational use of energy, balancing of electricity demand and generation, cost efficiency and, acceptance of the system and its consequences.

Proposed motion for BOG Action: (if appropriate)

None

Attachments: Joint Presentation from ASME & VDI team
Shaping our future with sustainable energy: a direction from young engineers

Ideas of a joint American-German project group concerning our future energy system

WWF The Energy Report:

“By 2050, we could get all the energy we need from renewable sources.”

- Our collective focus as a Project Team and as developed societies should be on satisfying the optimal conditions within a complex energy production, transmission, and distribution system.
- In the remainder of this presentation we will describe these optimal conditions which are driven by our definition of Sustainability.
What does sustainability mean?

Secure
✓ Diversified and redundant sources
✓ Permanently available energy
✓ Regenerating resources

Economical
✓ Low cost
✓ No long-term subsidies
✓ Long-term concept (security of investment)

Ecological
✓ Low emissions
✓ Conservation of eco-systems

Social
✓ Equality of access
✓ Low risk
✓ Public acceptance
✓ International political cooperation
✓ Cross-party consensus

...current energy systems should become more sustainable in both a global and a local context
Shaping our future with sustainable energy

The Team

Jan Fabian Feldhoff
Research Engineer
German Aerospace Center (DLR)

Stefan Huebner
Mech. Eng. Student
Technical University Braunschweig
Trainee, Linde AG

Jan Oliver Kammesheidt
Int’l Industry Sector Mgr.
Renewable Energy, Rittal GmbH & Co. KG

Martin Kilbane
Attorney
Pearne & Gordon

Julie Kulik
Engineer
WorleyParsons

Siva Pilli
Senior Scientist
Pacific Northwest National Laboratory

Franco Schubert
Student
Energy & Envir. Eng
Univ. Of Applied Sciences
In Leipzig

Waterloo Tsutsui
Grad. Research Assistant
School of Aeronautics
& Astronautics
Purdue University

Charlene Tung
Global PSI Leader
Water & Process Tech.
General Electric

Project Goals

» Exchange knowledge & experiences of the composition of U.S. and German energy systems and share current and emerging energy policies

» Push for the acceptance of the best new ideas & technologies

» Work together to create a Sustainable Energy roadmap
Shaping our future with sustainable energy: a direction of young engineers

**Project Road Map**

**Jan. 2011**
Project group initiation in the US and Germany

**July 2011**
Second project group meeting in Düsseldorf / Germany
- Expert presentations & group discussions
- Point out of similarities & differences between the US and Germany
- Definition of key statements

**April 2011**
First project group meeting in Washington D.C. / U.S.A.
- Expert presentations & group discussions
- Agree upon sustainability criteria for energy systems
- Project road map development

**September 2011**
Presentation & Round Table discussions at the WEC in Geneva
- Joint project introduction
- Discussion of key statements with engineers from all over the world

**The Energy Puzzle**

Technological Improvement

Smart Energy Generation & Load Management

100% Sustainable Energy by 2050

Public Acceptance

Compatibility

Cost Efficiency & Competitiveness

Efficiency & Conservation

Energy Storage

Stability of Supply

Technological Potential
Key Issues for a Sustainable Energy System

- Cost Efficiency & Competitiveness
- Efficiency & Conservation
- 100% Sustainable Energy by 2050
- Public Acceptance
- Energy Storage
- Stability of Supply
- Compatibility
- Technological Potential
- Technological Improvement
- Smart Energy Generation & Load Management

Shock your utility - save electricity!
Energy efficiency is a key requirement!

Nationwide action plan including:
- financial support for efficiency efforts
- efficiency consultancy to sensitize people
- Building and renovating houses
  - save energy
  - generate heat out of sustainable energy forms
- Energy efficiency at both the consumer and industrial level

Source: www.rainharvest.co.za

---

**Are Renewables economically competitive?**

**TAX REBATES**

**Feed-In Tariffs**

**SUBSIDY**

**Energy Certificates**
Cost Efficiency & Competitiveness

- Lowering energy costs through higher efficiency
- Pushing new technologies and innovations
  - R&D
  - Building local competence networks
- Transferring industrial know how to the renewables sector
  - connected supply chain
  - standardized production for smaller players
  - lean production for large-scale production
- Pushing cost efficiency of renewables through market processes
- Approaches to R&D allocation…
  - fundamental technological breakthrough
  - downstream technologies

Which do you prefer in your backyard?

ARGUMENTS AGAINST

NUCLEAR  OIL  COAL

IT’S IN MY BACKYARD!
Public Acceptance

- Long term acceptance for necessary changes is a basic prerequisite
  - comprehensive information
  - early involvement of affected parties

- based on rational consideration of advantages and disadvantages
  (discourse orientation of the modern society)
  - standardized evaluation factors can help (VDI, ASME, IEA).

- Comprehensive enlightenment about chances and risks of technological opportunities and alternatives is a key responsibility of Engineers.
Smart Energy Generation & Load Management

- Securing base load capability
- Continue R&D for all energy technologies, especially on efficient gas turbines
- Smart integration of fossil, renewable energy and storage technologies
- Importing renewable electricity is necessary for Germany...US could possibly be self-sufficient (with different energy mixes)

…don’t forget about the GRID!

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Project Group Conclusions

- 100% sustainable by 2050 is possible!
- Without an increase in energy efficiency & conservation, there will be no sustainable energy system.
- Renewables have to become more competitive than fossil fuels. Forever ongoing subsidies and higher prices for energy are not acceptable.
- Comprehensive information and early involvement of affected persons will increase public acceptance to create a sustainable energy system.
- A smart energy generation and load management is the key to integrate growing renewable energy generation into the grid.
Project Group Conclusions

- The U.S., Germany and all other developed nations face similar problems when it comes to creating a sustainable energy system.

- Binational or multinational joint R&D and manufacturing projects will help to deploy the economies of scale quicker and advance renewable technologies.

- Not one single Renewable Energy can solve the global energy challenge. A system approach, and one that obeys the critical conditions of Sustainability, is essential.

Project Next Steps

- Continue to expand the dialogue for sustainable energy in the U.S. and Germany to young engineers and future generations that will be required to address the topic of Energy Sustainability.

- Introduce our framework for sustainable energy sources to a global audience to further identify common ground to work together on this topic;

  World Engineers’ Convention a critical step in this process

- Advocate for Sustainable Energy Road-mapping as a best practice process to be adopted through all Engineering Organizations as a way to provide leadership in your country and in partnership with other countries.
A completely sustainable energy system is possible until 2050.

Let’s start now!

Contact:
Ethan Byler: bylerE@asme.org
Claudia Rasche: rasche@vdi.de
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: October 20, 2011
BOG Meeting Date: November 12, 2011

To: Board of Governors
From: Sector Management Committee
Presented by: Marc Goldsmith
Agenda Title: FY13 Enterprise Balanced Scorecard – Report to the BOG

Agenda Item Executive Summary: (Do not exceed the space provided)

The presentation focus is on the proposed FY13 Enterprise Balanced Scorecard.

Proposed motion for BOG Action: (if appropriate)
To approve the proposed FY2013 Enterprise Objectives, Measures and Targets;
Measures & Targets subject to review in Spring 2012

Attachments:
Two
ASME FY 2013
Enterprise Balanced Scorecard
Report to the Board of Governors
November 12, 2011
FY 13 Enterprise BSC Development

Reviewers
Presidential Team
Senior Vice Presidents / Staff Counterparts
Executive Leadership Team

Draft Motion
For later action

To approve the proposed FY2013 Enterprise Objectives. Measures & Targets subject to review in Spring 2012
Draft Motion
Goal

Modify the Balanced Scorecard’s (BSC) objectives for FY13 consistent with the Vision, Mission, Core values, Long Term Objectives and Strategic Intents. This will guide the Society and Sector activities in FY13.

ASME Balanced Scorecard
Creating the scorecard:
• Based on the 3 intents, Learning and Growth and Financial objectives
• Each area has:
  • Long Term Objectives
  • Current FY objectives (in this case FY13 Objectives)
• Measures, and
• Targets (both are preliminary to be finalized in the spring)
# FY 13 Enterprise Scorecard

ASME will be the essential resource for mechanical engineers and other technical professionals throughout the world for solutions that benefit humankind

<table>
<thead>
<tr>
<th>Global Impact</th>
<th>Engineering Workforce Development</th>
<th>Energy</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASME will collaborate to develop and provide locally relevant engineering resource that advance public safety and quality of life throughout the world.</td>
<td>ASME will foster a broader, competent, vibrant and more diverse engineering workforce with sustained engagement in ASME over all career stages.</td>
<td>ASME will serve as an essential energy technology resource and a leading advocate for technically sound energy policies.</td>
</tr>
</tbody>
</table>

## Stakeholders

<table>
<thead>
<tr>
<th>S1</th>
<th>Increase ASME’s impact around the Globe</th>
</tr>
</thead>
<tbody>
<tr>
<td>S2</td>
<td>Provide effective tools for teachers to bring engineering concepts into the classroom</td>
</tr>
<tr>
<td>S3</td>
<td>Expand ASME energy technology resources, with a focus in low carbon technologies</td>
</tr>
<tr>
<td>S4</td>
<td>To be a leading facilitator in connecting students worldwide with problem or team based learning and global service opportunities</td>
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</tbody>
</table>

## Internal

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<tr>
<th>I1</th>
<th>Generate locally relevant engineering knowledge and expertise that enhances public safety and quality of life.</th>
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<tbody>
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<td>I2</td>
<td>To expand global engineering workforce training (especially in energy related sectors)</td>
</tr>
<tr>
<td>I3</td>
<td>Lead/support development of technically sound energy policies In the United States</td>
</tr>
<tr>
<td>I4</td>
<td>Increase ASME’s total number of engaged individuals</td>
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</table>

## Learning & Growth

<table>
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<tr>
<th>L1</th>
<th>Establish ASME as a credible source of content for humanitarian engineering</th>
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<tbody>
<tr>
<td>L2</td>
<td>Develop and launch expanded asme.org capabilities in phases</td>
</tr>
<tr>
<td>L3</td>
<td>Expand and enrich content offerings provided via asme.org</td>
</tr>
</tbody>
</table>

## Financial

| F1 | Run an efficient and financially successful operation |

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# Enterprise Scorecard Components

- **Three strategic Intents**
  - Global Impact
  - Engineering Workforce Development
  - Energy
- **Four Objective areas**
  - Stakeholders (S)
  - Internal (I)
  - Learning and Growth (L)
  - Financial (F)
How we use the BSC

• Empowers Sectors, operating units and staff to move forward on the strategy knowing the strategic intents of the Society

• Guides the Executive Director in directing the overall Enterprise in support of the Board’s strategic intents

• Serves as input to ASME’s incentive compensation plan.

Elements of the Strategic Plan

**Vision:** what we want to be

**Mission:** why we exist

**Core Values:** what we believe in and how we will behave

**Strategy:** our game plan for achieving the vision

**Balanced Scorecard:** Our way of measuring progress toward the vision
Linking the Strategic Plan Elements

**Mission & Vision:** What we want to be and why we exist

**Core Values:** What we believe in and how we will behave

**Strategy:** Our game plan for achieving the vision and mission
- Statements of Strategic Intent tell the story of our strategy
- Long – term objectives, measures and targets for achieving the strategic intents

**Balanced Scorecard:** The annual operating plan for how we execute and monitor the strategy The BSC includes:
- Strategy Map with operational objectives and definitions
- Scorecard with measures and targets

ASME Vision and Mission

**Vision**
ASME will be the essential resource for mechanical engineers and other technical professionals throughout the world for solutions that benefit humankind.

**Mission**
To serve our diverse global communities by advancing, disseminating and applying engineering knowledge for improving the quality of life; and communicating the excitement of engineering.
Strategic Intent – Global Impact

Short Version
ASME will collaborate to develop and provide locally relevant engineering resources that advance public safety and quality of life throughout the world.

Statement
ASME will collaborate to develop and provide locally relevant engineering knowledge and expertise that positively impacts the quality of life throughout the world. We will achieve this objective through standards, certification, training, technical information, networking, alliances and advocacy.

Global Impact – ASME will collaborate to develop and provide locally relevant engineering resources that advance public safety and quality of life throughout the world.

<table>
<thead>
<tr>
<th>Long Term Objectives</th>
<th>FY13 Objectives</th>
<th>Measures</th>
<th>Targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Work with others to generate locally relevant engineering knowledge and expertise that enhances public safety and quality of life.</td>
<td>I1 - Generate locally relevant engineering knowledge and expertise that enhances public safety and quality of life.</td>
<td>I1 - Global Impact Index</td>
<td>I1 - Increase overall GII XX Change target per FY12 performance</td>
</tr>
<tr>
<td>2. To be recognized as the world’s primary collaborative source of technical information.</td>
<td>S1 - Increase ASME’s impact around the Globe</td>
<td>S1 - Use Conformity Assessment as the overall indicator</td>
<td>S1 - XX% net increase in total number of certified manufacturers outside US Change target per FY12 performance</td>
</tr>
<tr>
<td>3. To be the catalyst that enables engineers to help improve the world</td>
<td>See L1</td>
<td>See L1</td>
<td>See L1</td>
</tr>
</tbody>
</table>

Unless otherwise indicated all targets using an FY12 baseline; Measures & Targets to be reviewed in Spring 2012
**Strategic Intent – Engineering Workforce Development**

*Short Version*
ASME will foster a broader, competent, vibrant and more diverse engineering workforce with sustained engagement in ASME over all career stages.

*Statement*
ASME will foster a broader, competent, vibrant and more diverse engineering workforce with sustained engagement in ASME over all career stages. We will achieve this by promoting public awareness of the value of the engineering profession, expanding the capacity of the engineering workforce, improving retention in the profession and ASME, and increasing technical competency.

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**Engineering Workforce Development** – ASME will foster a broader, competent, vibrant and more diverse engineering workforce with sustained engagement in ASME over all career stages

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</tr>
</thead>
</table>
| 1. To increase the exposure of pre-college students to engineering | S2 - Provide effective tools for teachers to bring engineering concepts into the classroom | S2 - Number of teachers attending Inspire Innovation Workshops and teacher satisfaction with the workshops | S2a - 100 teachers in attendance  
S2b - Satisfaction Rating: >7 on a scale of 1-10 |
| 2. To be a leading facilitator in connecting students worldwide with problem or team based learning and global service opportunities | S4 - To be a leading facilitator in connecting students worldwide with problem or team based learning and global service opportunities | S4 - Number of students participating worldwide in ASME problem or team based learning and global service project opportunities | S4 - 10% increase over the FY12 baseline |
| 3. To be a leading global engineering workforce training provider | I2 - To expand global engineering workforce training (especially in energy related sectors) | I2 - Use of ASME training courses for the practicing global technical workforce | I2 - XX% increase over the FY12 baseline in course participants |
| 4. To have 300,000 engaged individuals by the end of FY17 | IV - Increase ASME’s total number of engaged individuals | TBD based on engagement research | TBD based on engagement research |

Unless otherwise indicated all targets using an FY12 baseline; Measures & Targets to be reviewed in Spring 2012.
**Strategic Intent – Energy**

**Short Version**
ASME will serve as an essential energy technology resource and a leading advocate for technically sound energy policies.

**Statement**
ASME will serve as an essential energy technology resource for business, government, academia, practicing engineers and the general public and as a leading energy policy advocate. As a credible unbiased voice, ASME will be a key source of energy technology information and standards. We will achieve this by leveraging our knowledge-based communities, expanding our energy portfolio, building a more effective energy workforce, and supporting technically sound energy policies in the U.S. and other areas of the world.

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**Energy** – ASME will serve as an essential energy technology resource and a leading advocate for technically sound energy policies

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<tr>
<td>1. To serve as an essential energy technology resource for industry, government, academia and the general public</td>
<td><strong>S3</strong>: Expand ASME energy technology resources, with a focus in low carbon technologies</td>
<td><strong>S3</strong>: Number of ASME products, programs and services addressing energy technologies, including fossil; nuclear; and renewables.</td>
<td><strong>S3</strong>: ## Energy Portfolio product releases (# of FYE12 portfolio)</td>
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<td>2. ASME is recognized as a leading advocate for technically sound energy policies in the US and other areas of the world</td>
<td><strong>I3</strong>: Lead/support development of technically sound energy policies in the United States.</td>
<td><strong>I3</strong>: Growth in the ASME Public Policy Index for Energy</td>
<td><strong>I3</strong>: ##% growth over FY12 in ASME Public Policy Index for Energy</td>
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<td>3. To enable our stakeholders to help solve energy challenges in the developing world</td>
<td>See L1</td>
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Unless otherwise indicated all targets using an FY12 baseline; Measures & Targets to be reviewed in Spring 2012
ASME Learning and Growth

Creating the scorecard:
- **Current FY objectives (in this case FY13 Objectives)**
- Measures, and
- Targets (both are preliminary to be finalized in the spring)

Learning & Growth / Financial – ASME will grow the organization utilizing new, updated and expanded resources while maintaining a fiscally sound financial foundation

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<td>L3 - Expand and enrich content offerings provided via asme.org</td>
<td>TBD</td>
<td>TBD</td>
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<td>F1 - Run an efficient and financially successful operation</td>
<td>F1 - Operating net, actual vs. budget</td>
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Unless otherwise indicated all targets using an FY12 baseline; Measures & Targets to be reviewed in Spring 2012
Draft Motion

To approve the proposed FY2013 Enterprise Objectives. Measures & Targets subject to review in Spring 2012

ASME Core Values

- Embrace integrity and ethical conduct
- Embrace diversity and respect the dignity and culture of all people
- Nurture and treasure the environment and our natural and man-made resources
- Facilitate the development, dissemination and application of engineering knowledge
- Promote the benefits of continuing education and of engineering education
- Respect and document engineering history while continually embracing change
- Promote the technical and societal contribution of engineers
<table>
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<th>Long Term Objectives</th>
<th>Objectives 2013</th>
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<td>I1 - Increase overall GII XX Index</td>
<td>Index captures data from all sectors</td>
<td>Explore strategy for translating content; Consider opening of additional offices outside of North America, i.e. South America, Africa</td>
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<td>2. To be recognized as the world’s primary collaborative source of technical information.</td>
<td>S1 - Increase ASME’s impact around the Globe</td>
<td>S1 - Use Conformity Assessment as the overall indicator</td>
<td>S1 - XX% net increase in total number of certified manufacturers outside US Change target per FY12 performance</td>
<td>Conformity Assessment is being used as an indicator for ASME’s Global reach</td>
<td>K&amp;C Measures?</td>
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<td>ASME .org measures Social media?</td>
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S2b – Satisfaction Rating: >7 on a scale of 1-10 | The strategic plan for precollege programs is being updated. Metrics for pre-college programs will be updated as appropriate, consistent with the new strategic plan. Should the target number be higher? | Attempt to determine impact; Consider survey of past teacher attendees to determine which materials, tools were used in classroom |
<p>| 2. To be a leading facilitator in connecting students worldwide with problem or team based learning and global service opportunities | S4 – To be a leading facilitator in connecting students worldwide with problem or team based learning and global service opportunities | S4 – Number of students participating worldwide in ASME problem or team based learning and global service project opportunities | S4 - 10% increase over the FY12 baseline | Utilize the network of faculty advisors, ME Dept Heads; how many non-US countries are participating? | Develop plan to promote outreach to these key groups |
| 3. To be a leading global engineering workforce training provider                    | I2 – To expand global engineering workforce training (especially in energy related sectors) | I2 - Use of ASME training courses for the practicing global technical workforce | I2 - XX% increase over the FY12 baseline in course participants | [% TBD based on FY12 performance.] This measure includes paid registrants for courses offered by ASME Training &amp; Development, IPTI, and IGTI. Should we have a target for increasing the number of venues? | Increase the number of on-line courses, webinars, and other offerings? |</p>
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<td>TBD based on engagement research</td>
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<td>Need to clearly define an “engaged individual” in order to have an understanding of who should be counted</td>
<td>Set a baseline, create test cases, etc. Possible objective of active volunteer – defined as an individual that serves on a committee, Board or other society group in an active role, creator of IP marketed by ASME or…</td>
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### FY13 ASME Enterprise BSC - Energy – working draft - Rev 10.18

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<td>Tie to asme.org, content development (L3)?</td>
<td>K&amp;C efforts here?</td>
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## FY13 ASME Enterprise BSC - Learning & Growth / Financial Objectives – working draft Rev 10.18

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<td>Survey E4C users? Number of briefings Invitations to speak on the issue</td>
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<td>L2 – Develop and launch expanded asme.org capabilities in phases</td>
<td>L2 – Average monthly number of unique visitors (Arbeit/Hess)</td>
<td>L2 – XX% Increase over FY12 average monthly number of unique visitors</td>
<td>Metrics for asme.org are being further refined in FY12</td>
<td>Develop a social media strategy with metrics Apply for a Gomez award</td>
</tr>
<tr>
<td>L3 – Expand and enrich content offerings provided via asme.org</td>
<td>TBD</td>
<td>TBD</td>
<td></td>
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<td>F1 – Run an efficient and financially successful operation</td>
<td>F1 – Operating net, actual vs. budget (Weis)</td>
<td>F1 – meet or exceed enterprise bottom line annual budget</td>
<td>Possible expansion of of financial metrics, i.e. the outcome of the Uniform Reporting Task Force</td>
<td></td>
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</table>
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: October 25, 2011
BOG Meeting Date: November 12, 2011

To: Board of Governors
From: EDG/E4C
Presented by: Noha El-Ghobashy, Micki Marshall, Madiha Kotb
Agenda Title: EGD/E4C Update

Agenda Item Executive Summary: (Do not exceed the space provided)

This presentation provides a high-level status of the Engineering for Global Development (EGD)/Engineering for Change (E4C) activities and path forward.

Proposed motion for BOG Action: (if appropriate)

Attachments:

PPT Deck attached.
Blueprint for growth

BOG Meeting
November, 2011

Noha El-Ghobashy, EGD, E4C Staff
Micki Marshall, EGD Chair
Madiha Kotb, E4C Management Committee

Engine for growth of EGD footprint

Focus over the past few years has been to build this engine to support our entre and growth in the EGD space
Trip down memory lane...

Global Summit Future of ME

2008 2008 2009

E4C idea is born BOP Scan

Engineering for Developing World Summit E4C Launched! ASME EGD Launched

2011 2011

Ongoing business/infrastructure development

Initiating program development

Ongoing platform development

Infrastructure to support growth of humanitarian space

Funding Organizations

- IEEE Foundation, ASME Foundation
- Founding Organizations (ASME, IEEE)
- Supporting Organizations (SWE, ASCE etc.)

Program Development

- ASME EGD Committee
- ASME Programs
- EWB Committees
- EWB Programs

IEEE Committees

IEEE Programs

E4C Board

E4C Programs

Platform Development

- E4C Management Committee & Board
- E4C Content Acquisition & Development
- E4C Platform Enhancement
- E4C Partnership Development
- E4C Marketing & Communications
EGD - Objectives

- **Infrastructure**—Build a partnership between a community of subject matter experts (SMEs) and staff that will serve as the engine for execution on developing the program strategy.

- **Content and community**—Leverage the infrastructure and facilitate the participation of ASME members and engineers around the world in addressing challenges in the developing world.

- **Education, Research & Prestige**—Influence research funding agencies to legitimize research in this space, support development and integration of topics in global development into the curriculum and set up a platform for rewards and recognition.

- **Advocacy**—Highlight the critical role of engineering in global development to create funding and partnering channels.

EGD – Committee

- Micki Marshall, Chair
- Heather Fleming, Catapult Design
- Amos Winter, MIT
- Mark Henderson, Arizona State University
- Madiha Kotb, e4c Mgmt Cmte Liaison
EGD – Path forward

- Finalize the strategic plan
- Operationalize the EGD committee
- Define action plan to identify opportunities
- Identify and develop new programs
- Support established E4C programs like the solutions library and learning center

E4C Status Update
Since E4C’s Launch- The Quotes* & Anecdotes
...Delivering on our value proposition

“Thanks Engineering for change to give such a wonderful technologies and idea for us to go through it...I will try to make the broken panels one in home...”

“I would like to thank you very much to give such valuable information - it is really superb.”

“This sounds like a great project. We especially appreciate how so many students and classes have been able to integrate aspects of the project into their curriculum! Kudos!”

“It feels very good to know that somebody actually stands up and resolves the day to day issues or get something done for a common man. I suggest we all become that ‘someone’ for others too. Together we can.”

* User quotes from E4C members and facebook fans

Since Launch (Jan. 2011)

• Focus has been on...
  • Learning:
    • how are members using/not using the site?
    • What resonates with various different constituents?
    • How is content being consumed/valued?
    • Which marketing/communication tactics have the greatest impact?
  • Outreach:
    • Marketing & public information
    • Organizing and participating in key events
    • Social media and news development
    • Partnership development
  • Continuing to build the infrastructure:
    • E4C new hire
  • Phase II planning
E4C fundraising since launch

- Executed agreements and secured over $50,000 in sponsorships:
  - ASCE
  - Society of Women Engineers
  - OSA
- Secured $250,000 in foundation support
### E4C Site Performance/Traffic

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered members</td>
<td>7200+</td>
</tr>
<tr>
<td># of workspaces</td>
<td>205</td>
</tr>
<tr>
<td># of countries</td>
<td>140+</td>
</tr>
<tr>
<td>Absolute Unique Visitors</td>
<td>141,163 (78%)</td>
</tr>
<tr>
<td>Returning users</td>
<td>14%</td>
</tr>
<tr>
<td>Total site visits</td>
<td>188,757</td>
</tr>
<tr>
<td>Page views</td>
<td>560,963</td>
</tr>
<tr>
<td>Pages per visit</td>
<td>3.01 pages</td>
</tr>
</tbody>
</table>

**Top Traffic Sources**

<table>
<thead>
<tr>
<th>Source</th>
<th># Visits</th>
<th>%TTL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Search Engines</td>
<td>46,477</td>
<td>25%</td>
</tr>
<tr>
<td>2. Direct</td>
<td>37,708</td>
<td>20%</td>
</tr>
<tr>
<td>3. Email Blasts, Blogs &amp; Other Marketing Activity</td>
<td>32,532</td>
<td>17%</td>
</tr>
<tr>
<td>4. Social Media***</td>
<td>24,105</td>
<td>13%</td>
</tr>
<tr>
<td>5. Google AdWords</td>
<td>20,518</td>
<td>11%</td>
</tr>
</tbody>
</table>

**Notes:**
- **Social media includes:** Stumbleupon, Reddit, Flickr, Facebook, Twitter, LinkedIn
- **As of 10/24/11**
- **Google Analytics Data covering 1/4/11 – 9/22/11**

### E4C Social Media Performance

<table>
<thead>
<tr>
<th>Social Media</th>
<th>May</th>
<th>September</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>3,221</td>
<td>4,935</td>
<td>+53%</td>
</tr>
<tr>
<td>Post views: 1,715,801</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>1,745</td>
<td>2,681</td>
<td>+54%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>240</td>
<td>408</td>
<td>+70%</td>
</tr>
<tr>
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<td></td>
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E4C communications & outreach

Email Blasts & Newsletters

Conferences & Events

Feature Stories
Blogs, Magazines

Maker Faire Africa - A snapshot
Key learnings

- The need for a platform like e4c continues to be validated by those already engaged or interested in engaging in the EGD space
- Users of online communities come for the content and stay for community
- Comprehensive, multi-channel marketing & communications program has been essential to driving site traffic and member growth.

Key learnings (cont’d)

- Some platform tools are meeting the objective, some aren’t → the workspace needs some work!
- Universities are seeing value as a platform for research & identifying senior design projects
- Our news stories are great!
- Evolving the solutions library into “cNET of appropriate tech solutions” is resonating with NGO’s, multilateral organizations, academic institutions and funding organizations. Evolving the learning center is generating the same interest
- We still haven’t figured out the value for corporations to engage on an institutional level
Path Forward – Key Activities

• Partnership & fundraising development
  – Continue securing professional associations to support the on-going operations
  – Engage NGOs and universities in program and content development
  – Pursue foundation support for programs with % to support operations

• Program Development
  – Solutions Library
  – Learning Center

• Continue marketing and communications efforts and develop online engagement strategy

• Platform Phase II Development
  – Analyze feedback from key stakeholders
  – Develop strategy for site enhancement

• Continue supporting and building the infrastructure
  – Hire developer

Questions
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted:  October 27, 2011
BOG Meeting Date:  November 12, 2011

To: Board of Governors
From: HQ Task Force
Presented by: Tom Pestorius
Agenda Title: HQ Task Force Update

Agenda Item Executive Summary: (Do not exceed the space provided)

This presentation will provide an update of current status of ASME NY Headquarters project.

Proposed motion for BOG Action: (if appropriate)

Information.

Attachments:

HQ Taskforce PowerPoint Presentation.
ASME HQ Facilities Assessment Task Force

BOG Update - November 2011

Tom Pestorius

ASME HQ Facilities Task Force
Phase 3 Update

• NYC HQ Project
  – Phase 3 - Implementation
  – Timelines and Impacts
• Next Steps
Phase 3 - Update

Current Phase

• Phase 3 is the implementation phase for the next HQ location. It coordinates the efforts for design and construction. The Task Force will monitor and report on the progress of the project.

Completed Phases

• Phase 2 explored and evaluated early lease opportunities that met the business requirements for the next ASME HQ location. The phase was completed in April 2011 with a Task Force recommendation to the BOG to enter into a lease with 2 Park Avenue in New York, NY.

• Phase 1 defined the scope of the project and concluded with a report to the BOG in April 2010.

Phase 3 - Update

HQ Timelines & Impacts

• FY2011 – FY2012 A project timeline for design, construction, and relocation is anticipated during FY2012.
• Preliminary cost estimates for the HQ project have been included in the FY2012-2014 budget cycle.
  – $8 Million Capital Expenditure detailed budget currently being prepared by Finance Team
• Legal, architectural and project management services have been engaged.
• Preliminary Schedule was prepared by project management consultant.
• ELT continues to have weekly meetings with architects and project management consultant.
• ELT has begun site visits of architectural/furniture alternatives.
Phase 3 - Update
Next Steps in FY11-12

• Begin Phase 3 – Design/Construction/Relocation – Interviews are currently taking place with Senior Staff.
• Revise cost estimates, budgets, and timelines as the HQ project becomes more defined. (ongoing)
• Keep the BOG and the COFI informed. (ongoing)
The report is compiled quarterly by the Strategy Execution Teams (SET). It highlights the activities for the quarter focusing on the three BOG directed strategies of Energy, Global Impact and Workforce Development.

The SET staff and volunteers will present this quarter’s report to the Board.
Strategy Execution Teams Overview

ASME will serve as an essential energy technology resource and a leading advocate for technically sound energy policies.

ASME will collaborate to develop and provide locally relevant engineering resources that advance public safety and quality of life throughout the world.

ASME will foster a broader, competent, vibrant and more diverse engineering workforce with sustained engagement in ASME over all career stages.
Energy Dashboard

Energy

Q1 Highlights

• BSC Energy-Related Measures
  - S3 – 12 new/ 48 updated energy products issued in Q1 (Q1 target 54)
  - I3 – Public Policy Index at 2,730 (Q1 target 2,100)

• Quarterly activities
  - Congressional Briefings
    - ARPA-E briefing of the House Science Committee - July 7, 2011
    - Congressional briefing on SMRs - September 8, 2011
  - Conferences/Symposia
    - ASME Power Conference - July 12-14, 2011
    - Energy Sustainability & Fuel Cell Conference (ES-FUELCELL) - August 7-10, 2011
    - Rio Pipeline Conference - September 20-22, 2011
    - International Conference on Environmental Remediation and Radioactive Waste Management (ICEM) - September 25-29, 2011
    - Small Modular Reactor (SMR) Symposium - September 29-30, 2011
  - Other events
    - Engineers’ Town Hall Meeting on nuclear energy - August 2, 2011
    - Energy-water Nexus Webinar - August 2, 2011
    - Energy Indicators Workshop – September 13-14, 2011
  - Energy-related ME Magazine features

- Energy speaker resource kit issued
  http://volunteer.asme.org/unit/Energy_Speaker_Resource_Kit.cfm
Energy

Upcoming Activities

• Enterprise events
  – Nuclear Certification Holders Group Symposium - October 2011 (Busan, Korea)
  – International Conference on Nuclear Engineering (ICONE) - October 2011 (Osaka, Japan)
  – Industry Advisory Board (IAB) to discuss “ASME’s Role in Supporting the Development of Sustainable Energy Technologies” - October 2011
  – International Mechanical Engineering Conference & Exposition (IMECE) - November 2011
    • Keynote event, "Energy and Water: Two Vital Commodities”
    • Energy Grand Challenge plenary sessions
    • Energy-Water Nexus technical track
  – Carbon Management Technology Conference (CMTC) - February 2012

• Other activities
  – Energy webinars planned - October and December 2011
  – ME Magazine features (sustainability survey results, renewable technologies, advanced reactor technology) - December 2011
  – ASME Position Statements in progress
    • Waste-to-energy
    • Coal-fired power plants
    • Biofuels
  – Energy Talking Points (ETPs) in progress:
    • ETP 3 - Costs of imported oil for transportation
    • ETP 4 - Used nuclear fuel as an energy resource
  – Activities continue with ASME Task Force on Japan Nuclear Events

The ASME Global Impact Index

Summary:

The Global Impact Index is 1,108,749.

This reflects the expected cyclic drop in first quarter (from prior year-end) and, at the same time, reflects a gain in all ASME activities when comparing FY12 Q1 to FY 11 Q1.
Global Impact

Q1 Highlights

• BSC Global-Related Measures
  ▪ S1 – Increase ASME’s impact around the globe.
    The total number of certified manufacturers outside of the U.S. grew by 46 to 3,309 (1.4%); Q1 target was a net gain of 48 (1.5%). Number of scheduled audits/reviews in coming months is expected to bring this measure back on track by Q2
  ▪ I1 – Generate locally relevant engineering knowledge and expertise that enhances public safety and quality of life.
    The Global Impact Index fell 1.4% in Q1 (expected cyclic drop)
  ▪ L1 – Develop strategic alliances to help solve challenges in the developing world.
    E4C secured the American Society of Civil Engineers (ASCE), Society of Women Engineers (SWE) as leadership sponsors and the World Federation of Engineering Organizations (WFEO) as network supporters.

Global Impact

Other Highlights & Activities

• B31.8S en español was released on July 25, 2011.
• The first operational meeting of the ASME Nuclear Codes and Standards China International Working Group (IWG) was held in July.
• ASME/E4C leadership participated in World Engineering Convention in Switzerland by organizing 2 panel sessions on: Energy and Engineering for the Developing World.
• The Board on Education launched its Leadership Summit on Mechanical & Multi-disciplinary Engineering Education in Hong Kong in September 2011.
• ASME renewed its agreement of Cooperation with the Brazilian Society of Mechanical Engineers and explored additional opportunities during their meeting.
Global Impact
Recent & Upcoming Activities

• ASME/IPTI expanded its partners and activities in Brazil beyond Rio Pipeline to include OTC Brazil in October.
• An E4C Humanitarian workshop was held in London with IMechE, IET and others to expand the partner base in the UK.
• ASME/E4C participated in Maker Faire Africa and the inaugural IEEE Global Humanitarian Technology Conference, both in October.
• Planning is underway to leverage the ME Vision 2030 as an assessment and curricular model for the Mechanical Engineering curricula in the Americas.
• A team is forming to examine the Chinese Manufacturing Sector and planning a Forum on Disaster Prevention and Mitigation in April.

Workforce Development Indicators FY 12 – Q1

Expand Pipeline: 10.7% increase FY12 Q1 over FY11 Q1

Improve Retention: 1.4% increase FY12 Q1 over FY11 Q1

Increase Competency: 9.9% increase FY12 Q1 over FY11 Q1

HIGHLIGHTS
Expand Pipeline: Student Membership has increased from 21,997 in FY11 Q1 to 24,301 in FY12 Q1, a 10.5% increase.
Improve Retention: Female Membership has increased from 4,411 in FY11 Q1 to 4,621 in FY12 Q1, a 4.8% increase.
Increase Competency: ASME Books Sold has increased from 3,429 in FY11 Q1 to 4,567 in FY12 Q1, a 33.2% increase.
Workforce Development

Q1 Highlights

• BSC Workforce Related Measures
  ▪ S2 - Increase the exposure of pre-college students to engineering. The first Inspire Innovation Workshop for pre-college teachers was scheduled to be conducted in Idaho Falls, ID, in October 2011 and the second at the 2011 Congress
  ▪ I2 - Expand global engineering workforce training. Missed the Q1 target of 2,261 registrants by 14; however, expect to bring this measure back on track.
  ▪ S4 - Students participating in ASME project based learning. The first event will be the Student Design Competition at the 2011 Congress.

• Expand Pipeline
  – ASME leadership participated in the National Council of Examiners for Engineering and Surveying Annual Meeting to promote retention of current education standards for engineering licensure.
  – ASME leaders participated in White House briefing on the launch of the National Science Foundation Career-Life Balance Initiative, which provides greater work-related flexibility to individuals receiving NSF grants.
  – Strategic planning workshop on ASME’s pre-college activities conducted August 16

• Improve Retention
  – ASME Committee on Honors named Yvonne Brill recipient of first Kate Gleason Award for female engineers. Award will be presented at the 2011 Honors Assembly.
  – New Faces of Engineering program started new recognition program for engineering undergraduates to supplement existing program for engineers under the age of 30

• Increase Competency
  – Launched Three Nanotechnology Assessment Based Courses

Upcoming Activities

• Expand Pipeline
  – Interactive website and smartphone materials for pre-college students
  – Update of hard copy and web-based career guidance materials
  – Lead society for E-Week 2012.
    ▪ Initiating new Educator Recognition Award for Grade 6-12 Teachers
    ▪ Conducting Discover E Summit in February 2012 for thought leaders on leveraging volunteers to increase STEM activities

• Improve Retention
  – Student Professional Development Conferences Futures Team developing new model for student conferences
  – Pro-active expansion of ASME Student Sections at community colleges
  – Expansion of Innovation Showcase
  – Bioengineering Division to conduct “Tips for Tenure” workshop at 2012 conference
  – Membership Engagement Model being researched
  – Task Force developing structure of ASME unit for students and early career engineers

• Increase Competency
  – 2011 Congress focuses on Energy-Water Nexus
  – New ASME Press book on Respiratory Devices to be released before December 2011
  – Three Additional Nanotechnology Assessment Based Courses to be released before December 2011
  – Big 12 Engineering Summit - promote efforts to add Codes and Standards into engineering curricula (October 2011)
Communications - Q1 Highlights

• Global Impact
  - ASME News - E4C reaches 5000 member mark (July 2011)
  - ASME president-nominee participate in Rio Pipeline Conference (Sept 2011)
  - Press release – Turbo Expo 2012 set for Copenhagen, Denmark

• Energy
  - Speech – Rockwell introduces Energy Indicators Workshop (Sept) 2011
  - Speech – Loughlin welcoming remarks at Energy Indicators Workshop (Sept 2011)
  - Speech – Rockwell speaks on nuclear energy at BOG dinner at French Embassy, DC (Sept 2011)
  - Speech – Rockwell provides opening comments at PVP conference (July 2011)
  - Speech – Rockwell introduced 2011 PVP awards luncheon (July 2011)
  - ASME News President’s Column: Rockwell addresses risk assessment and complex systems
  - ASME News – ASME and partners convene congressional briefing on biofuels
  - Press release – IGTI offers webinars on renewable energy/engineering ethics
  - Annual Report to feature article on “Promoting Innovations in Energy

• Workforce
  - Participation in NASA “What’s Your Favorite Space” event featuring Heroes of Engineering K-12 activity (Aug 2011)
  - Speech – Goldsmith speaks on students and the future workforce at Rio Pipeline, Brazil (Sept 2011)
  - Press release – ASME students complete WISE internship (Aug 2011)
  - ASME News – article about Farrokh Mistree receiving the Outstanding Design Educator Award
  - EWeek 2012: EWeek video posted on ASME Facebook page and YouTube channel; EWeek section created on ASME.org
  - ASME News – article announces 2012 HPVC events

More Information

• BOG website
  - http://strategy.asme.org/home.cfm
The ASME Global Impact Index

- Comprised of key indicators including:
  - Web visits, ASME Membership, Conference Registrants, Training Course Participants, S&C Committee Volunteers, and Certified Manufacturers.

Growth indicators measure percent of growth over same period in previous FY. Shows positive or negative growth.

Collected quarterly, totaled by country and adjusted by weights.

Volume indicators measure current value. Tracks numbers, not dollars.

Outside North America. Data is also available for all ASME, by region, by country or by focus area.


Company Proprietary
Workforce Development

Workforce Development Indicators

• Weighted ASME workforce-related activities (weighting factor indicated):
  - Expand Pipeline
    • Participation in student conferences (100)
    • Participation in I-Show and Human Powered Vehicle Competition (100)
    • Student members (10)
    • Pre-college web visits (.05)
  - Improve Retention
    • Number of student members retained as student members (50)
    • Number of graduating undergraduate student members transitioning to industry and/or
      graduate school and staying as members (50)
    • Number of professional members retained (50)
    • Number of male and female members (10)
  - Increase Competency
    • Participation in training programs (75)
    • Individuals certified (100)
    • Number of ASME Books purchased (75)
    • Visits to ASME web pages (.05)
• Calculated as sum of (number of occurrences) x (weighting factor) for each activity above

Energy

Public Policy Index for Energy

• Weighted index of ASME Public Policy activities (weighting factor indicated):
  - ASME Position Statements (50)
  - ASME Coalition Position Statements (75)
  - Congressional Briefings (100)
  - ASME Federal Fellows (100)
  - Congressional Testimony (75)
  - Energy Events (100)
  - Interactions with Members of Congress and Agencies on Energy (25)
  - Action Alerts - Energy Policy (50)
  - Energy Policy Articles (10)
  - Impact- Legislation Aligned with ASME Energy Policy (50)
• Calculated as sum of (number of occurrences) x (weighting factor) for each activity above
• FY11 Baseline: 5,030
• FY12 Target: 5,282
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: October 7, 2011
BOG Meeting Date: November 12, 2011

To: Board of Governors
From: Public Affairs & Outreach Sector
Presented by: Stacey Swisher Harnetty
Agenda Title: Public Affairs & Outreach Sector Transition Update

Agenda Item Executive Summary: (Do not exceed the space provided)

An update will be provided on the development of the Public Affairs & Outreach Sector, including:
- Sector Board and Committee reviews: Vision, mission, goals, volunteer leadership
- Sector strategic planning
- Early progress

Proposed motion for BOG Action: (if appropriate)

Information.

Attachments:

PowerPoint Presentation.
Progress Report
Public Affairs & Outreach
Sector Implementation

Stacey Swisher Harnetty
Senior Vice President,
Public Affairs & Outreach
November 2011

* Pending recommendation from Students and Early Career Task Force
PAO Sector Transition Planning

• PAO Council has held monthly teleconferences since June:
  – Established transition guidance for all sector units

• Using Council transition guidance, all PAO units have reviewed/developed vision, mission, volunteer needs and structure. These have been presented and discussed at the monthly Council meetings

• Volunteer leadership development has commenced with a focus on 2012 nominations of Vice Presidents for Global Outreach and Students and Early Career.

PAO Sector Transition Planning (cont.)

• Four priorities for ASME Foundation support have been identified:
  – Precollege
  – Students and Early Career
  – Engineering for Global Development
  – Public Policy

• Work on a PAO sector strategic plan will begin at Congress. The plan will include a focus on the four sector priorities.
PAO Sector: Early Progress

- Engineers Week 2012 planning and implementation led by PAO units with support from K&C.
  - Interface with Engineering for Global Development/EWB-USA
- All new sector units up and have held organizational meetings:
  - Board on Global Outreach
  - Engineering for Global Development Committee
  - Diversity Strategy Committee
- Strategic planning for Precollege programs launched
- Strategic planning for Government Relations launched
  - International role being considered, e.g. Federal Fellows at US. Department of State, USAID
- PAO staff organization in place
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: October 7, 2011
BOG Meeting Date: November 12, 2011

To: Board of Governors
From: Public Affairs & Outreach Sector
Presented by: Stacey Swisher Harnetty and Tom Libertiny
Agenda Title: Student and Early Career Task Force

___________________________________________

Agenda Item Executive Summary: (Do not exceed the space provided)

An update will be provided on the work of the Student and Early Career Task Force, including:
- Summary of work to date
- Timeline for completion

Proposed motion for BOG Action: (if appropriate)

Information.

Attachments:
Date Submitted: 2011 October 20
BOG Meeting Date: 2011 November 12

To: Board of Governors
From: Knowledge & Community (K&C) Sector
Presented by: Tom Libertiny, Sr. Vice President, K&C
Agenda Title: "Knowledge & Community Redesign: Update"

Agenda Item Executive Summary: (Do not exceed the space provided)
1) Mission
2) Anticipate changes
3) K&C today
4) Timelines for Phase 1a and 1b
5) The future of ASME membership

Proposed motion for BOG Action: (if appropriate)
None

Attachments:
PowerPoint Presentation.
ASME Knowledge & Community Sector
K&C Re-Alignment Update
Phase 1: Affinity and Global Communities

Tom Libertiny, Sr. VP, K&C

Affinity and Global Communities
Mindy Grinnan—Project Manager
Richard Bunce—K&C Board
Marianne Chan—K&C Board
Dianela Dubuc—Student Section Committee
Mike Ireland—K&C Institutes staff
Joy Liu—ECLIPSE
Elio Manes—K&C staff
Michael Michaud—staff

New Markets
Karen Ohland—Project Manager
Kc de la Garza—K&C Board
Noha El-Ghabashy—PA&O staff
Stacey Swisher Harnetty—Sr. VP, PA&O

Mission focus
➢ Creation of technical content
➢ Communication of technical content
➢ Networking opportunities

Changes
➢ Who we serve
  • Focus on subset of present members and expand our membership outreach
➢ How we serve our members
  • Multiple service levels
  • From automation via ASME.org to hands-on via volunteers and staff
➢ Program expansion
  • Process: Incubate⇒support⇒stabilize⇒retain/spin-out/sunset as appropriate
➢ Organization
  • Volunteers
  • Staff
ASME Knowledge & Community Sector
K&C Re-Alignment Update
Phase 1: Affinity and Global Communities

Timeline: Phase 1a: Affinity and Global Communities

- 2011 October
  Data collection. Summary distributed to Taskforce.
  BOG Review

- 2011 November (IMECE)
  Review data summary.

- 2012 January
  Complete organization updates.
  Communicate with Sections, District Leaders.
  BOG Review

- 2012 February
  Complete budget updates.
  BOG Review

- 2012 April
  Complete bylaw updates.
  BOG Review

- 2012 June
  (Annual Meeting)
  Complete Phase 1a.
  BOG Vote

Working with other Sectors:
Success examples
- E4C—K&C, PA&O
- Energy Talking Points—K&C, PA&O
- Joint Conferences—K&C, Institutes
- Energy Committee—K&C, Institutes
- Energy Water Nexus—K&C, Standards & Certification
- Energy Indicators (roadmaps)—K&C, Standards & Certification, PA&O

Phase 1: Affinity and Global Communities
- Enterprise
- Knowledge & Community
- Public Affairs & Outreach
- Institutes
- Standards & Certification
- Affinity
- Global
- Technical

Data collection. Summary distributed to Taskforce.
Review data summary.
Complete organization updates.
Communicate with Sections, District Leaders.
Complete budget updates.
Complete bylaw updates.
(Annual Meeting)
Complete Phase 1a.
BOG Review
BOG Vote
BOG Review
ASME Knowledge & Community Sector
K&C Re-Alignment Update
Phase 1: Affinity and Global Communities

Timeline: Phase 1b: New Markets

2012 March Data collection. Summary distributed to Taskforce.
2012 June (Annual Meeting) Review data summary.
2012 August (K&C Retreat) Present implementation plan.
2013 February Complete budget updates.
2013 April Complete bylaw updates.
2013 June (Annual Meeting) Complete Phase 1b.

BOG Review

ASME Knowledge & Community Sector
K&C Re-Alignment Update
Phase 2: Technical Communities

Timeline: Phase 2: Technical Communities

2011 October Ongoing discussions with Institutes.
2012 August (K&C Retreat) Develop plan, communicate with Technical Divisions.
2013 February Complete budget updates.
2013 April Complete bylaw updates.
2013 June (Annual Meeting) Complete Phase 2.

BOG Review
BOG Vote
ASME Knowledge & Community Sector
K&C Re-Alignment Update
Phase 1: Affinity and Global Communities

A question for the Board of Governors to resolve
Your decision greatly affects K&C

Is it in ASME’s best interest to:
1. Have many members
2. Fewer, highly-engaged members
3. No members
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: October 20, 2011
BOG Meeting Date: November 12, 2011

To: Board of Governors
From: Sector Management Committee

Agenda Item Executive Summary: (Do not exceed the space provided)

The report updates the BOG on SMC activity and is for information
There is no presentation or action required.

Proposed motion for BOG Action: (if appropriate)

No Action

Attachments:
One
Sector Management Committee (SMC)
Report to the Board of Governors
October 20, 2011

I. Finance & Reporting Activity

Mike Weiss and David Webber are working on enhanced management reporting. A charter has been drafted for a Uniform Accounting Reporting Task Force. Madiha Kotb will be the chair, and David Webber will provide staff support.

II. Aging Infrastructure Assessment/ASME Complex Systems Failure

This topic is cross-cutting within the Society. SMC continues to explore options for a possible task force and a sector to champion the effort.

III. ASME Response to Blue Ribbon Commission regarding Nuclear Waste

Representatives from several Society units have met by teleconference to discuss the topic. The Washington office is coordinating ASME’s response in compliance with ASME P15.1. They are on track for completion by the October 31st deadline for submission.

IV. Sector Updates

Standards & Certification – Ken Balkey, June Ling, Bill Berger

- The ASME BNCS Task Force on Design Basis and Response to Severe Accidents has received and begun review of the Japan Society of Mechanical Engineers (JSME) preliminary draft of “Nuclear Power Generation Facility Codes – Guideline for Management of Severe Accident Due to External Events (For BWR)”. Primary responsibility of the Task Force will be to recommend potential ASME codes and standards initiatives based on review of information from the seismic tsunami event and severe accident at Fukushima Daiichi. An initiative under the BNCS Task Force on establishing a multi standards developing organization (SDO) sub Task Force led by the ASME Board on Nuclear Codes and Standards has begun so that cogent comments can be submitted to JSME from the various organizations with the requisite core competencies.

- Standards and Certification presented the Symposium on Small Modular Reactors, the first event in the ASME Energy Symposium Series. The Symposium was co-organized by the U.S. Dept. of Energy and the U.S. Nuclear Regulatory Commission (NRC). There were 212 attendees, 54 of which came from outside the U.S., representing 14 countries.

- The first operational meeting of the China International Working Group (IWG) for Boiler and Pressure Vessel Committee III was held, and was attended by more than 40 individuals. The IWG was established through alliances with the China State Nuclear Power Technology Corporation (SNPTC) and the Shanghai Nuclear Energy Research and Development Institute (SNERDI).

- Standards and Certification volunteers and staff participated in the Big-12 Engineering Summit and initiated discussion to incorporate and pilot a guest lecture class at Iowa State University on the ASME/ANS RA-S Standard as part of an introductory probabilistic risk assessment course, which is an undergraduate class in the Big-12 Nuclear Engineering Program. (This Big-12 group changed its name to the “University Engineering Alliance” to separate itself from Big-12 sports alignment.)
The Council on Standards and Certification (CSC) held its first-ever meeting outside of North America, on Oct. 12 in Brussels. Presentations were made by representatives of a number of European and international standards-related organizations. In addition, separate meetings for CSC members were scheduled at the offices of the European Commission (EC) and the European Committee for Standardization (CEN) to discuss issues of mutual interest.

ASME was one of the sponsoring organizations for 2011 World Standards Week, and the U.S. celebration of World Standards Day. The theme of this year’s event is “Advancing Safety and Sustainability Standards Worldwide”

Institutes – Dilip Ballal, Michael Ireland

In September, the Pipeline Systems Division was a sponsoring organization along with IBP and Petrobras of the Rio Pipeline 2011 conference, attended by more than 1,300 pipeline professionals from around the world. In addition, IPTI Continuing Education (CE) personnel in cooperation with IBP conducted four pipeline-related short courses with ASME member instructors from North America for more than 110 students. Simultaneously translated into Portuguese, the classes were very successful in promoting ASME knowledge to a new audience.

Also in September, the Petroleum Division held their annual Sporting Clays Tournament in Houston. The tournament built upon its successes of previous years and was once again a sellout, attended by many from the upstream oil and gas industry in Texas. Using monies raised at this tournament and from their other activities, the Petroleum Division was proud to set up the ASME Petroleum Division designated fund within the ASME Foundation and seed it with $2 million.

In the quarter, IPTI also held two early career events for our younger members. Focused on a different topic, each event brings together the best and the brightest early career engineers to socialize and discuss their careers. The first event discussed obtaining the P.E. license and the second centered on the benefits of getting an M.B.A. to complement an engineering degree.

IPTI-PSD members also delivered a keynote address and a two-day Pipeline Design, Construction and Assessment course in Langfang, China at the China International Pipeline Conference.

IGTI held a strategic planning retreat in San Antonio, which focused on improving existing products and looked at opportunities to create new activities to benefit various parts of the Gas Turbine community. A record number of over 2000 abstracts were received for Turbo Expo 2012 in Copenhagen. IGTI began its search for an Operations Director.

Public Affairs & Outreach – Stacey Swisher Harnetty, Phil Hamilton

Environmental Scan, 2011-2012 - The Strategic Issues Committee of ASME has sent out an RFP for a project to gather information on emerging trends that may impact the mechanical engineering profession and ASME in the future. The objectives of the project are to: scan the external environment for emerging issues and trends that may impact the mechanical engineering profession and ASME in the future; consider the possible impact of these trends on current engineering practice; and assess implications for mechanical engineers and ASME. The scan will be completed by June 2012.

Science, Technology, Engineering, and Mathematics (STEM) Education - ASME President Victoria Rockwell and ASME Fellow Mary Kasarda, along with other leaders from the science, technology, engineering and mathematics (STEM) and diversity communities, joined First Lady Michelle Obama at the White House on September 26th at the White House for an event highlighting their “Career-Life Balance Initiative.” The 10-year plan sponsored by the National Science Foundation (NSF) and supported by the White House Council on Women and Girls and Office of Science and Technology Policy will provide greater workplace flexibility for researchers in the STEM fields.

ASME will be the essential resource for mechanical engineers and other technical professionals throughout the world for solutions that benefit humankind.
• Congressional Briefings and Town Hall Meetings - ASME convened the following events: Small Modular Reactors (September 30, 2011), ARPA-E and the New Energy Economy (July 7, 2011), Tallahassee Section Education Outreach Event Focuses on Post-Fukushima Event (August 2-3, 2011)

• ASME International Leadership Summit on Mechanical & Multi-disciplinary Education - Sept 26-29, 2011, Hong Kong, PRC: It was attended by 92 Deans, Department Heads and others participated from China, US, Philippines, Thailand, Australia, Kuwait, Portugal and South Africa. The Summit was produced by the ASME Board on Education in collaboration with the Chinese Mechanical Engineering Society (CMES) and host institution, Hong Kong Polytechnic University. Mutual intentions are to continue the Summit as a biennial event with CMES and PolyU and to work with CMES on three areas of mutual interest: International accreditation recognition, Practice-oriented student design, and Practice-oriented faculty development.

V. VOLT Academy – Progress report submitted by Bill Cousins

OPERATIONS

• VOLT Retreat was held October 7 – 9, 2011 in Minneapolis. This brought together the VOLT Executive Committee to plan activities and discuss the incorporation and implementation of additional assignments brought on by the sector realignment, including new responsibilities for the ECLIPSE Program and the Diversity Forum. The Executive Committee also discussed VOLT’s Strategic Plan, its budget for FY12, future directions for the Leadership Training Conference, the Volunteer Leadership Path, the Emerging Leaders Program, the Collaboration Space, and VOLT Trainers.

• The Collaboration Space of the VOLT Resource Center is active and being piloted by VOLT and its Leadership Training Conference Planning Committee. The Collaboration Space utilizes Microsoft SharePoint and is being used to develop VOLT programs and VOLT training efforts including the 2012 LTC. The K&C training committee was provided space for their use during the beta test.

ACTIVITIES

• Officer Training:
  o On September 15 2011, VOLT provided the BOG Nominee Orientation in Washington, DC. The three BOG attendees participating in the event were given the opportunity to evaluate the orientation and gave the session and overall rating of 4.0 using a scale of 1 – 4.
  o VOLT will deliver the Diversity Forum for ASME volunteer officers and other top leaders on November 13, 2011 in Denver, CO.
  o VOLT will hold an Officer-Elect Orientation in Denver on November 11, 2011 immediately prior to the Business Meeting.

• The ECLIPSE program has moved under VOLT. As part of this transition VOLT will be working on refining the ECLIPSE marketing plan, enhancing the application and improving the selection process. All current and past interns (both ECLIPSE and LDI) will be invited to a networking reception for Early Career Engineers at the Congress. This will provide an opportunity to promote the ECLIPSE Program and encourage networking.

• The calendar for the coming year FY12 Nominating Committee (NC) of VOLT delivered training for the NC has been finalized.

• Responsibility for Ethics Training programs has been picked up by the VOLT Academy. Planning for an effort in this area is underway. Some of the material in the VOLT Leadership Workshop at the Congress in November will cover this topic.

ASME will be the essential resource for mechanical engineers and other technical professionals throughout the world for solutions that benefit humankind.
- A VOLT Leadership Workshop is scheduled on November 13 from 1:30-5:00 PM to be held in Denver at the Congress. The program will be on “Values-Based Leadership”.

- Plans for the 2012 Leadership Training Conference continue to take shape. A VOLT workshop will be held on Thursday afternoon before the start of the LTC.

**VI. Events Committee (EC) – Progress report submitted by Jim Coaker**

- Reviewed and approved 6 events to date; none have been declined, although in one case we corresponded with event leadership to offer suggestions for current and future planning. In general, requests for information from both staff and volunteer communities have received prompt response.

- Early reviews have surfaced several administrative areas which warrant attention. Events Dept. staff continues to be resourceful in liaison and in researching options, providing guidance and pursuing issues. These include:
  - Determining if prior events have been audited, and if so, obtaining audit reports; Indemnification issues for events in which ASME is a ‘passive’ participant … ferreting out just what ASME’s liability may be when “Only the logo is used”.
  - Addressing budget revisions following initial event approval for non ASME managed events
  - Recommending / implementing administrative changes to EPAT (Event Planning Approval Tool) system to be more consistent with EC function / needs.

- As the EC develops experience, there are several challenges on the horizon which the Committee is currently addressing. Among them:
  - Short time fuse events which “Only wish to use the ASME logo,” but for which there is insufficient information on which to base an informed decision.
  - Absence of financial data from prior events (for background). We understand EPAT is a “new” system *per se*, but somewhere such data exists. Overall, EC has had reasonable response to requests.
  - One division has surfaced strong indications of operating autonomously and independently, separate from ASME Events Management or ASME involvement. History dates back to similar issues with CPC too early to tell how this will develop with EC. Committee takes charter to adhere to Policy 12.1 to heart, and will make every effort to execute due diligence in the process.

- Other Observations:
  - Events Task Force deserves tremendous credit for developing the system, insight and being a resource of ongoing counsel.
  - Former chair of CPC is a member of EC; this has provided liaison for significant background information, understanding of prior challenges and effect transition from CPC to EC venue.
  - Liaison individual from Task Force participating in telecons and “on call” has provided effective information bridge and a welcome resource for sector liaison.
  - In doing reviews, EC has surfaced several finance related questions concerning custodial funds, authorization of who can sign what, and other assets held by sub sets of the organization. While these aspects are not the primary purview of EC, questions and issues are relayed to staff / volunteers as appropriate.

ASME will be the essential resource for mechanical engineers and other technical professionals throughout the world for solutions that benefit humankind.
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: October 20, 2011
BOG Meeting Date: November 12, 2011

To: Board of Governors
From: asme.org Task Force
Presented by: Said Jahanmir
Agenda Title: ASME.ORG TF Report to BOG

Agenda Item Executive Summary: *(Do not exceed the space provided)*

Since the ASME.org TF has completed its review of the asme.org project plans we have moved to our second charge which is to monitor the project status. The TF routinely sends monthly reports to the Presidential Team, ED, and Chair of COFI. We will be meeting on a monthly basis by conference calls to review the status reports prepared by HUGE and the Web Analytics report produced by the ASME.org staff team and add our assessment.

The TF has begun discussions on meaningful metrics to be used to gauge how the website is helping ASME achieve its mission. Data is currently being gathered on site traffic, pages visited, time spent, etc. These data are very encouraging and positive. However, in the long-term, we need to go beyond such measures and develop a set of metrics to measure our progress towards ASME’s mission.

The TF will continue to work with the Core Team to refine the data analysis to ensure that the reports provide meaningful insight and intelligence regarding the effectiveness of the web strategy. At this point with only Phase 1 complete, we can only gather data on Phase 1 deliverables -- are we increasing usage, are users engaged, is the content strategy (the first part which focused on the topic pages and articles) working. The TF will continue its discussions on types of data that need to be gathered in future and the needed metrics.

Proposed motion for BOG Action: *(if appropriate)*
Consent item for receipt

Attachments: None
Proposed motion for BOG Action: *(if appropriate)*

Approve the proposed appointments.

**Attachments:**

Appointments listing.
## November 2011
### PROPOSED APPOINTMENTS TO ASME UNIT

<table>
<thead>
<tr>
<th>Internal Unit</th>
<th>Nominee</th>
<th>Appointment Position/Title</th>
<th>Appointment Term/Category</th>
<th>Initial Appointment</th>
<th>History</th>
</tr>
</thead>
<tbody>
<tr>
<td>K&amp;C Representation and Governance</td>
<td>Marianne Chan</td>
<td>Chair</td>
<td>7/2011 to 6/2013</td>
<td>N/A succeeding</td>
<td>Past Chair, Information &amp; Communications</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Brigham Thomas</td>
<td></td>
</tr>
<tr>
<td>K&amp;C Information and Communications</td>
<td>Jared Oehring</td>
<td>Chair</td>
<td>7/2011 to 6/2013</td>
<td>N/A succeeding</td>
<td>LTC Planning Committee Member</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Marianne Chan</td>
<td></td>
</tr>
<tr>
<td>Daniel Guggenheim Medal Board of Award</td>
<td>Ephraim Garcia</td>
<td>Representative</td>
<td>10/2011 to 9/2014</td>
<td>01/07 to 09/10</td>
<td>Current Representative</td>
</tr>
<tr>
<td>National Inventors Hall of Fame</td>
<td>Glenn Anderkay</td>
<td>Representative</td>
<td>1/2012 to 12/2012</td>
<td>1/2009 to 12/2011</td>
<td>Current Representative</td>
</tr>
<tr>
<td>Hoover Medal Board of Award</td>
<td>Philip Jackins</td>
<td>Alternate</td>
<td>10/2011 to 9/2017</td>
<td>N/A</td>
<td>ASME Joint Award Boards</td>
</tr>
</tbody>
</table>

## November 2011
### PROPOSED APPOINTMENTS TO Outside Organizations

<table>
<thead>
<tr>
<th>Outside Organization</th>
<th>Nominee</th>
<th>Appointment Position/Title</th>
<th>Appointment Term/Category</th>
<th>Initial Appointment</th>
<th>History</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Association for the Advancement of Science (AAAS)</td>
<td>Sriram Somasundaram</td>
<td>Representative</td>
<td>10/2011 to 10/2014</td>
<td>N/A</td>
<td>Technical Communities Operating Board Leader</td>
</tr>
<tr>
<td>International Tribology Council</td>
<td>Richard Cowan</td>
<td>Representative</td>
<td>10/2011 to 10/2014</td>
<td>N/A</td>
<td>Basic Engineering Technical Group Member</td>
</tr>
</tbody>
</table>
Date Submitted: August 24, 2011
BOG Meeting Date: September 15, 2011

To: Board of Governors
From: Executive Director Evaluation Staff Compensation (EDESC) Committee
Presented by: Robert T. Simmons
Agenda Title: By-Law Amendment (Consent Agenda item)

Agenda Item Executive Summary: (Do not exceed the space provided)

The Pension Plan Trustees (PPT) is a sub-committee of the Executive Director Evaluation and Staff Compensation (EDESC) Committee. ASME By-Law B5.2.6.1 limits the terms for Trustees to no more than two full terms. The EDESC is requesting an amendment to By-Law B5.2.6.1 that would allow a third consecutive term under exceptional circumstances.

Upon adoption of the amendment, on behalf of the EDESC, Chair Simmons would recommend the re-appointment of Robert Nickell as Chair of the PPT for a third term beginning in July of 2012 through June of 2015.

The redlined version of the amended By-Law is attached, along with an explanatory memo. COR review and input is anticipated before the September 15th BOG Meeting.

Proposed motion for BOG Action: (if appropriate)

To approve the Amendment to By-Law B5.2.6.1 as reflected on page 3 of this document.

Attachments:
The Pension Plan Trustees (PPT) is a sub-committee of the Executive Director Evaluation and Staff Compensation Committee (EDESC). ASME By-Law B5.2.6.1 limits the terms for Trustees to no more than two full terms. The EDESC is requesting an amendment to By-Law B5.2.6.1 that would allow a third consecutive term under exceptional circumstances. The redlined version of the amended By-Law is attached.

Upon adoption of the amendment, on behalf of the EDESC, I would recommend the re-appointment of Robert Nickell as Chair of the PPT for a third term beginning in July of 2012 through June of 2015.

Chair Nickell’s expertise and knowledge of the complex area of Pension Plan investments are critical to the well-being of the PPT. In the past two years, under Nickell’s guidance, the Trustees have made significant strides to analyze and select a new investment model, to gain a greater understanding of pension liabilities and how they inform investment decisions, to document the Pension Plan Investment Strategy, to create an Operation Guide for the unit, and to revise the Pension Plan Trust Document. Under Nickell’s direction, the PPT has also worked on developing metrics to analyze progress in their new Liability Driven Investment model, which better matches the Plan investments with the Plan liabilities. While the development of these documents also helps to ensure information sharing and learning, succession planning will continue to be a topic on PPT agendas.

The EDESC contends that it is critical to the well-being of the PPT that Nickell continue to lead the PPT, given the work outlined above. This need was highlighted during the recent market downturn. Additionally, the EDESC believes that this amendment will provide ASME with the flexibility necessary to maintain the current knowledge and experience of Chair Nickell, and will allow more opportunity for successful knowledge transfer and succession planning.
B5.2.6.1 The Pension Plan Trustees, under the direction of the Committee on Executive Director Evaluation and Staff Compensation, shall have responsibility, as specified in the American Society of Mechanical Engineers Pension Plan, for the investment and ultimate distribution of the funds and may also act as Plan agent for the service of legal process.

The Pension Plan Trustees shall consist of five members: the Treasurer of ASME; the Assistant Treasurer, and three at-large members recommended by the Committee on Executive Director Evaluation and Staff Compensation for appointment by the Board of Governors.

The terms of the at-large members shall be three years ending at the close of the second Society-Wide Meeting on a schedule established by the Committee on Executive Director Evaluation and Staff Compensation. Members-at-large may serve no more than two consecutive full terms. Except as provided in this section, a Pension Plan Trustee who is a member-at-large may serve no more than two consecutive full terms. To be eligible for a third consecutive full term, a member-at-large must be nominated by the Committee on Executive Director Evaluation and Staff Compensation upon a finding by the Committee that specifies exceptional circumstances warranting the third consecutive term, and a written statement of such findings must accompany the nomination when it is communicated to the Board of Governors by the Chair of the Committee. The nominee may then be appointed only upon the affirmative vote of two-thirds of the entire Board of Governors.
Date Submitted: October 20, 2011
BOG Meeting Date: November 12, 2011

To: Board of Governors
From: Old Guard
Presented by: Duane Jordan
Agenda Title: Old Guard 75th Anniversary Proclamation

Agenda Item Executive Summary: (Do not exceed the space provided)

This is request for a proclamation from the BOG for the Old Guard’s 75th Anniversary. This will be published in a commemorative booklet and displayed at events at the IMECE in Denver.

Proposed motion for BOG Action: (if appropriate)

Approve the proclamation as detailed in the attachment.

Attachments:

Proclamation
75TH ANNIVERSARY PROCLAMATION
ASME President Victoria A. Rockwell

WHEREAS the Old Guard has, for three quarters of a century, faithfully and energetically bridged the gap between mechanical engineering students and professionals, aligning the careers of students with ASME endeavors, and;

WHEREAS thousands of Old Guard members have contributed to the advancement of mechanical engineers through the sponsorship of exemplary educational programs, awards, and grants, such as the Old Guard Oral Presentation Competition, the Old Guard Early Career Award, and the Early Career Forum Grant, and;

WHEREAS the Old Guard has recognized the contributions and outstanding service of Student Section Advisors, thereby fostering student development while promoting leadership;

THEREFORE, be it resolved on this 12th day of November, 2011, that the Board of Governors of ASME does hereby convey its profound gratitude to the Old Guard Committee and its thousands of members, past and present, for the steadfast promotion of the Society and the practice of mechanical engineering; for advancing the careers of generations of young engineers; and through its efforts ensuring the future of our profession.
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: 12-October 2011
BOG Meeting Date: 12-November 2011

To: Board of Governors
From: Committee on Governance (COG)
Presented by: Betty Bowersox & Rob Pangborn
Agenda Title: Consistent Communication – Item/Issue Consensus Discussion

Agenda Item Executive Summary:

ASME By-Law B5.2.7.1 directs the COG to recommend Board processes that will encourage efficient and effective Board governance. Consistent and continual communication from the Board to all levels of the Society’s Leadership will help build a bond of understanding and trust between the Board and the Membership, enriching future governance actions.

One method of improved communication suggested is to provide Board members with quarterly message bullet points for all to use, as appropriate, at various ASME meetings and/or events where they are guests.

- A couple issues that emphasize recent successes or near future events will be targeted by the ELT, with input and advice accepted, and included in the Communication Discussion Agenda Item Cover Memo.
- In addition, at the end of each Board meeting a short discussion on the top 3-5 items of recently completed leadership/grassroots news-worthy business will be agreed upon, by consensus of the Board, and documented as such.

These will be BOG talking points/elevator discussions until the next Board meeting.

In addition, COG will be providing an update of additional COG Initiatives.

Proposed motion for BOG Action: *(if appropriate)*

None required

Attachments: PowerPoint Presentation. Information on 2-3 interesting general Society items to use as communication topics for November 2011-April 2012:

- E-Week activities - - ASME is the lead organization. [Eng’g Workforce]
- Success of E4C over first . [Globalization]
STANDARD TOPICS OF DISCUSSION FOR BOG

Engineering Workforce Development:

ENGINEERS WEEK 2012     February 19-25
• ASME is the lead organization.

>> Two new programs easily utilized at the local level to bring recognition to engineers and engineering:

1. **DiscoverE Educator Recognition Award** - Nominate a teacher who has influenced you or someone you know to consider engineering as a career; one of the many “unsung heroes” behind many exceptional engineers!

→ Nominators must be engineers or engineering students (college or graduate level).

→ Nominees must be full-time US or International school-based educators that excel at teaching S.T.E.M. subjects in grades 6-12.

→ NOMINATIONS ARE ONLY OPEN UNTIL Dec 1, 2011.

### Up to 3 winners will receive a trip to DC for recognition event on Feb 22, $2,000 cash prize, 3M digital projector and 3M gift pack of classroom supplies
### Nominators of winners also receive the trip to DC.

###8 Runners-up will get $500 each, a 3M shoot & Share digital camera, and a 3M gift pack
Plus an additional 12 honorable mentions will receive 3M gift packs.

The DiscoverE Educator Awards is a program of the National Engineers Week Foundation and its partners. Funding is provided by the American Society of Mechanical Engineers (ASME).

APPLICATIONS are available in the announcement section at [www.eweek.org](http://www.eweek.org)

2. A **special video [ASME Engineers Week 2012 video]** has been produced by ASME targeting students, teachers and the general public.

→ Check it out, and show it where/when you can.

Globalization:

* With an official launch in January 2011, by mid-October the Engineering for Change (E4C) community has grown to more than 7,000 members.
* E4C was started by ASME and now is co-sponsored by IEEE and EWB-USA

* ASCE, SWE, WFEO, Engineers Australia (EA) and the Optical Society of America (OSA) have signed on as supporters.

* Engineering for Change provides a forum to connect, collaborate, solve challenges and share knowledge among a growing community of engineers, technologists, social scientists, NGOs, local governments and community advocates, who are dedicated to improving the quality of life all over the world.

* E4C continues to participate in key events that cover the humanitarian and global development arenas and the buzz continues through various media channels. It covers areas of Water, Energy, Health, Structures, Agriculture, Sanitation and Information Systems.

* Visit the E4C Bulletin Board to find resources or offer your help to the community

To Register/Sign up: go to https://www.engineeringforchange.org/home.action

Energy:

Did you know that ... ASME’s Energy Committee produces Energy Talking Point (ETP) papers to address fundamental questions that should be asked regarding the future of energy.

>> Note: These are public statements that represent the views of the Energy Committee of ASME’s Knowledge and Community Sector, and do not necessarily represent the views of ASME as a whole.

→To get to ASME Position Statements on Energy and the Energy Talking Points, just search on for “Energy Talking Points” on the ASME Web Site.

Some of the Issues covered include:

* Currently, the U.S. spends about $1 Billion per day, $360 B/yr, for the purchase of imported oil for vehicles in the transportation Sector. The US Dept. of Energy, Energy Information Administration reports forecast that this drain will continue for at least the next 25 years.

* Today the used fuel from our nuclear power reactors and the depleted uranium from the uranium enrichment process are considered waste. Both materials contain enormous amounts of potential energy which can yet be extracted to produce electric power. Disappointingly, with today’s’ once through nuclear fuel cycle we use less than 0.05 % of the uranium’s potential. Are these materials a waste or a resource?

* Addressing our greatest energy challenges requires a good understanding of where our energy comes from and how it is utilized. Significant proportional differences in the sources and use of energy in the U.S. become clearer in examination of the chart below. Two areas stand out where the application of sound science, engineering and economics will be essential in order to address these challenges. These are, the transportation sector and electricity generation. These two areas use and lose, by far, the greatest amounts of energy in the U.S.
COG Initiatives Update

• COG is holding monthly teleconferences to facilitate good progress

• Responsibilities and Functions
  – Identify gaps in Board skills and knowledge base
  – Monitor and evaluate Board performance
  – Oversee Board operations, processes, deliberations and decision-making
  – Create awareness of legal, regulatory and by-law requirements, working with legal counsel

Recent & Upcoming Events

• Board skills and knowledge base
  – Discussions with the VOLT leadership regarding candidate, nominee and incoming Governor orientations, as well as NC member training
  – Follow-up with NC chair on ensuring qualified committee members and training needed to understand Governor role
  – Discussion with chair, BOG Task Force on Leadership, on developing and attracting quality pool of Governor candidates
Recent & Upcoming Events

• Board Performance
  – Re-run 2008 Board Evaluation survey, retaining its basic format in order to give a longitudinal perspective
    (Survey to be conducted after Congress, results reported at April meeting)
  – Selection of talking points and key takeaways for Governors to share following each meeting to enhance communication with the rank and file

Recent & Upcoming Events

• Board Processes
  – Continuing to look at approaches to achieve diverse perspectives on Board (i.e., possibility of a Board Fellow)
  – Examples of valuable perspectives, such as senior-level industry view, international, futurist, economist/venture capitalist
  – Roadmap for promoting generative conversation – in concert with President and ELT (i.e., high profile personality for keynote at Annual Meeting and to hold workshop with Board)
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: 10/20/11
BOG Meeting Date: 11/12/11

To: Board of Governors
From: Public Affairs and Outreach
Presented by: Victoria Rockwell
Agenda Title: EWeek 2012

Agenda Item Executive Summary: (Do not exceed the space provided)

The attached Power Point slides provide an overview of planning, activities and ways for members and volunteers to get involved with EWeek 2012, which ASME is chairing.

Proposed motion for BOG Action: (if appropriate)

Information.

Attachments:

PowerPoint Presentation.
ENGINEERS WEEK 2012

EWeek.org
www.ASME.org/events/engineers-week-2012

EWeek Impact

• 50,000+ engineers engaged in outreach
• 5.5 million K-12 students and educators
• Visibility to key leaders and partners
EWeek PROGRAMS

- DiscoverE
- Future City Competition *NEW*
  + Essays on Fuel Your Future
- Introduce A Girl to Engineering
- Family Day Events
- Sightseer’s Guide to Engineering
- New Faces of Engineering
  + College Edition! *NEW*

MORE

2012 GLOBAL MARATHON FOR, BY AND ABOUT WOMEN IN ENGINEERING & TECHNOLOGY

Contact: engineeringwomen@eweek.org
EWeek 2012

- Inspire Innovation Workshops
- DiscoverE Educators Awards
- DiscoverE Summit

EWeek 2012 —
Inspire Innovation Workshops

- Grassroots
- Enables groups to host workshops for K-12 STEM educators to build their repertoire of hands-on engineering activities and provide networking opportunities for teachers and engineers locally
  - Idaho Falls (Oct 6-7)
  - Denver (Nov 12)
  - Houston (Jan)

— guides available online —
EWeek 2012 — Educator Recognition Awards

• DiscoverE Educator Awards
• To highlight and celebrate exceptional STEM educators and their practices — “unsung heroes”
• Time Line:
  — Nominations: Sept 26 – Dec 1
  — Winners notified: Jan 10
  — Recognition: Feb 22

EWeek 2012 — DiscoverE Summit

• Wednesday, Feb 22, Newseum, D.C.
• Moderator:
  Miles O'Brien
  PBS Newshour’s lead science reporter
• Keynote: Charles Vest, NAE
• To share compelling experiences and lessons to improve STEM excellence inside and outside the classroom
How can ASME members and volunteers get involved?

• Co-sponsor future E-week events
• Organize STEM outreach programs through your sections
• Check out eweek.org for ideas to engage your community
ASME Members and Volunteers: Are you ready?

- Nominate educators
- Encourage individual participation: mentors, judges, speakers
- Sponsor Girl Day activities
- Support the Global Marathon
- Post links to EWeek pages

Resources

www.asme.org/events/engineers-week-2012