ITEM

24. Call to Order

25. Adoption of the Agenda

26. Announcements

27. Report on Executive Sessions

28. Discussion Items

29. Approval of FY13 Auditor

30. Approval of ASME and ASME Foundation: A Shared Vision to Advance the Future of Engineering

31. Items for Receipt

32. Items for Action

33. Dates of Future Meetings

34. Contingency Time

35. Adjournment
LIST OF APPENDICES

I. FY13 SET Report

II. ASME.org Update

III. Auditor Recommendation

IV. FY14 Budget Process

V. MOU Between ASME and the ASME Foundation

VI. ASME & ASME Foundation: A Shared Vision to Advance the Future of Engineering

VII. HQ Task Force Update

VIII. Growth to Pathway 2025

IX. Sector Management Committee Report

X. Update on Engagement Model

XI. Committee on Governance Report

XII. Appointments

XIII. By-Law B.7.1 for First Reading

XIV. Appointment of Vice President, Standardization and Testing

XV. Huron-Niagara Custodial Account Fund Transfer

XVI. Board Resolution for Certificate of Change

XVII. Delegation of Authority to open and close bank and investment accounts

XVIII. Delegation of Authority to add, modify or delete the authorized signers on bank and investment accounts
24. **Call to Order:**

A quorum being present, the meeting was called to order by the President at 11:00 AM Eastern Time, November 10, 2012 at the Grand Ballroom of the Hilton Americas Hotel in Houston, Texas. Attendance was as follows:

**Board of Governors**
- President: Marc W. Goldsmith
- Immediate Past President: Victoria A. Rockwell
- President-Elect: Madiha Kotb

**Other Officers**
- Senior Vice Presidents: Kenneth R. Balkey, Standards and Certification
  - Robert E. Grimes, Institutes
  - Karen Ohland, Knowledge and Community
  - Cynthia M. Stong, Student and Early Career Development
  - William J. Wepfer, Public Affairs and Outreach

- Vice Presidents: Susan Ipri Brown, Government Relations
  - Luc Geraets, Technical Communities
  - Jennifer R. Jewers-Bowlin, Leadership and Recognition

- Secretary and Treasurer: Warren R. DeVries

- Executive Director: Thomas G. Loughlin

- Deputy Executive Director: June Ling (also Second Assistant Treasurer)

- Assistant Secretary: John Delli Venneri (also General Counsel)

- Assistant Treasurer: William Garofalo

**Board of Governor-Elects**
- Stacey E. Swisher Harnetty
- Andrew C. Taylor
- William M. Worek

**Board Committee Chairs**
- Thomas Barlow: Committee of Past Presidents (CPP)
- Larry Luna: Committee on Organization and Rules (COR)
- Reginald I. Vachon: Committee on Finance and Investment (COFI)

**Corporate Counsel**
- John Sare
<table>
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<th>Other Guests</th>
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<tr>
<td>John Ahlen Innovation Committee</td>
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<td>Harry Armen Past President</td>
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<tr>
<td>Jim Coaker COFI</td>
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<td>Annmarie Connor Member</td>
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<td>J. Hank Cook Nominating Committee Chair</td>
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<td>Larry Dickinson COR</td>
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<td>Nicole Dyess Chair, SECD Committee on Collaboration</td>
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<td>Yogi Goswami Fellow</td>
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<td>Mindy Grinnan Affinities Nominating Committee Representative</td>
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<td>Amos Holt Past President</td>
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<tr>
<td>Richard Jacobsen COFI</td>
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<tr>
<td>Julie Kulik Chair, Women In Engineering</td>
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<td>Webb Marner Fellow</td>
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<td>Susan O’Neill External Website Consultant</td>
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<td>Robert Pangborn Innovation Committee</td>
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<td>Joe Paviglianiti IPTI Chair</td>
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<td>Thomas Pestorius HQ Task Force Chair</td>
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<td>Christian Przirembel Fellow</td>
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<td>Michael Reischman Fellow</td>
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<td>Amip Shah ECLIPSE Intern</td>
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<td>Terry Shoup Past President</td>
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<td>Robert Simmons Past President</td>
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<td>Susan Skemp Past President</td>
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<tr>
<td>Petr Spurney Consultant to ASME Foundation</td>
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<td>Keith Thayer Past President</td>
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<td>Malik Usman Chair, Student Liaison Affinity Group</td>
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<td>Justin Young Chair, VOLT Academy</td>
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<td>Sam Zamrik Past President</td>
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<tr>
<td>Staff</td>
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<tr>
<td>Iana Aranda Senior Program Manager, EGD</td>
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<td>Roy Arbeit Managing Director, Marketing and Sales</td>
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<td>RuthAnn Bigley Coordinator, Governance</td>
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<td>Keith Bloesch Director, Process Improvements &amp; Implementation</td>
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<td>Shekhar Chandrashekhar Managing Director, Outreach Programs</td>
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<td>Roy Chrobocinski Government Relations Representative</td>
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<td>Michael Cowan Director, Public Information</td>
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<td>John Falcioni Director, Editorial</td>
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<tr>
<td>Philip Hamilton Associate Executive Director, Public Affairs &amp; Outreach</td>
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<tr>
<td>Kathryn Holmes Director, Government Relations</td>
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<td>Phyllis Klasky Director, Events Management</td>
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<td>John Koehr Managing Director, Technology &amp; Personnel Certification</td>
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<tr>
<td>Michael Kreisberg Director, Membership Development</td>
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<td>Lily Le Manager, Finance</td>
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<tr>
<td>Elio Manes Director, Communities &amp; Services</td>
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<tr>
<td>Nakiso Maodza Director, Website and Online Services</td>
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<tr>
<td>Reese Meisinger Managing Director, Strategic Initiatives &amp; Public Affairs</td>
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<tr>
<td>Michael Michaud Managing Director, Global Alliances</td>
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25. **Adoption of the Agenda:** The Board

VOTED: to adopt the agenda as circulated on October 26, 2012.

26. **Announcements:**

The President welcomed all to the meeting and recognized Past Presidents Harry Armen, Thomas Barlow, Amos Holt, Terry Shoup, Robert Simmons, Susan Skemp, Keith Thayer, Reggie Vachon and Sam Zamrik and introduced the new governor-elects Stacey E. Swisher Harnetty, Andrew C. Taylor and William M. Worek, the Vice President-elects, President-elect Madiha Kotb, and the Senior Vice Presidents Ken R. Balkey, Robert E. Grimes, Karen Ohland, Cynthia M. Stong, and William J. Wepfer. J.H. Cook was recognized as a Fellow of ASME.

27. **Report on Executive Sessions:**

There was a report given by Marc Goldsmith on the September 14, 2012 Executive Session of the Board of Governors. The following was reported: The Board approved establishing the financial compliance project, overseen by the consultative group including financial and outside resources as needed.

The following was reported for the November 10, 2012 Executive Session of the Board of Governors: (1) Received a FY13 Q1 Performance and Executive Director Update; (2) Received a FY12 Incentive Compensation & Year-end Discretionary Bonus Payout Report; (3) Approved the EDESC Review of the ED Remuneration Study and Contract; (4) Approved the Appointment of William Garofalo as Assistant Treasurer for FY13; (5) Received a report from Corporate Counsel; and (6) Approved the suspension of policy provisions relating to concentrated banking.

28. **Discussion Items:** The Board

VOTED: to move into open session, as if in Committee of the Whole.
The Board heard reports concerning and discussed the following items: FY13 SET Report by John Koehr, Michael Michaud and Shekhar Chandrashekhar (Agenda Appendix 2.4.1 and Minutes Appendix I); ASME.org Update by Susan O’Neil (Agenda Appendix 2.4.2 and Minutes Appendix II); COFI Recommendation of FY13 Auditor by Warren DeVries (Agenda Appendix 2.4.3 and Minutes Appendix III); FY2014 Budget Process by Reggie Vachon, Warren DeVries and William Garofalo (Agenda Appendix 2.4.4 and Minutes Appendix IV); MOU Between ASME and the ASME Foundation by Thomas Loughlin (Agenda Appendix 2.4.5.1 and Minutes Appendix V); A Shared Vision to Advance the Future of Engineering by Bill Wepfer and Chris Przirembel (Agenda Appendix 2.4.5.2 and Minutes Appendix VI); HQ Task Force Update by Tom Pestorius (Agenda Appendix 2.4.6 and Minutes Appendix VII); and Growth to Pathway 2025 by Marc Goldsmith and Charla Wise (Agenda Appendix 2.4.7 and Minutes Appendix VIII).

Following the close of the Discussion Items, the Board

VOTED: to move into formal session.

29. Approval of FY13 Auditor: The Board

VOTED: to approve Marks Paneth and Shron as Auditor for FY13.

30. ASME and ASME Foundation: A Shared Vision to Advance the Future of Engineering: The Board

VOTED: to endorse the initial set of proposed new and expanded ASME programs presented as the focus for ASME Foundation fund-raising in the areas of K-12 STEM Education, Engineering for Global Development and Public Policy.

31. Items for Receipt: The Board

VOTED: to receive the following items: (1) Report by the Treasurer (2) Sector Management Committee Report (Agenda Appendix 4.1.2 and Minutes Appendix IX); (3) Update on Engagement Model (Agenda Appendix 4.1.3 and Minutes Appendix X); and (4) Committee on Governance Report (Agenda Appendix 4.1.4 and Minutes Appendix XI).

32. Items for Action: The Board

VOTED: to approve the following items: (1) Minutes from September 13, 2012; (2) Proposed Appointments (Agenda Appendix 4.2.3.1 and Minutes Appendix XII); (3) By-Law B7.1 for First Reading (Agenda Appendix 4.2.3.2 and Minutes Appendix XIII); (4) Appointment of Vice President, Standardization and Testing (Agenda Appendix 4.2.4 and Minutes Appendix XIV); (5) Huron-Niagara Custodial Account Fund Transfer (Agenda Appendix 4.2.5 and Minutes Appendix XV); (6) Board Resolution for Certificate of Change (Agenda Appendix 4.2.6 and Minutes Appendix XVI); (7) Delegation of Authority to open and close bank and investment accounts (Agenda Appendix 4.2.7 and Minutes Appendix XVII); and (8) Delegation of Authority to add, modify or delete the authorized signers on bank and investment accounts (Agenda Appendix 4.2.8 and Minutes Appendix XVIII).
33. **Dates of Future Meetings**: The Board approved meeting dates and times as follows:

<table>
<thead>
<tr>
<th>DATE</th>
<th>DAY</th>
<th>TIME</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>February 14, 2013</td>
<td>Thursday</td>
<td>12:00 PM – 2:00 PM</td>
<td>Web Conference</td>
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<tr>
<td>April 18, 2013 (a)</td>
<td>Thursday</td>
<td>12:00 PM – 1:30 PM</td>
<td>New York, NY</td>
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<td>Executive Session</td>
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<td></td>
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<td>1:30 PM – 5:00 PM</td>
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<tr>
<td>April 19, 2013 (a)</td>
<td>Friday</td>
<td>8:00 AM – 1:00 PM</td>
<td>New York, NY</td>
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<tr>
<td>June 23 , 2013 (a)</td>
<td>Sunday</td>
<td>10:00 AM – 11:30 AM</td>
<td>Indianapolis, IN</td>
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<td>Executive Session</td>
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<td>12:00 PM – 4:00 PM</td>
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<tr>
<td>June 26, 2013 (b)</td>
<td>Wednesday</td>
<td>10:00 AM – 11:15 AM</td>
<td>Indianapolis, IN</td>
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<td>Executive Session</td>
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<td>11:30 AM – 3:00 PM</td>
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<tr>
<td>September 11, 2013</td>
<td>Wednesday</td>
<td>12:00 PM – 1:30 PM</td>
<td>New York, NY</td>
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<td>Executive Session</td>
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<td>1:30 PM – 5:00 PM</td>
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<tr>
<td>September 12, 2013</td>
<td>Thursday</td>
<td>8:00 AM – 1:00 PM</td>
<td>New York, NY</td>
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<tr>
<td>November 16, 2013</td>
<td>Saturday</td>
<td>8:30 AM – 10:00 AM</td>
<td>San Diego, CA</td>
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<td>Executive Session</td>
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<td>10:30 AM – 4:30 PM</td>
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(a) 2012-2013 Board of Governors (b) 2013-2014 Board of Governors

34. **Contingency Time for Discussion**:

The following items were covered during contingency time: Betty Bowersox asked to relook at the September 2013 BOG meeting dates to see if there is a better week where the Board can meet on Thursday and Friday. Announcement that Frank Adamek, past ASME governor, received the Rhodes Petroleum Industry Leadership Award at the IPTI Awards Gala on November 9; at the Society of Women Engineers’ Awards Dinner on November 9 Annmarie Connor, past recipient of the ASME Old Guard Early Career Award, received the Distinguished New Engineers Award; and Yildiz Bayazitoglu, one of ASME’s new Honorary Members, received the Achievement Award, SWE’s highest award.

35. **Adjournment**: Meeting adjourned at 3:30 PM, November 10, 2012.

WARREN R. DeVries
Secretary
Date Submitted: October 22, 2012  
BOG Meeting Date: November 10, 2012  
To: Board of Governors  
From: Strategy Execution Teams (SET)  
Presented by: Kenneth Balkey, William Wepfer, Cynthia Stong, John Koehr, Michael Michaud, Shekhar Chandrashekhar, Michael Cowan  
Agenda Title: FY13 Q1 Strategy Summary  

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

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 and Workforce Development.  

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

Proposed motion for BOG Action: (if appropriate)  
No Action  

Attachments:  
One
FY13 – Q1
Strategy Summary
for the ASME
Board of Governors

Quarterly Report
October 2012

Strategy Execution Teams Overview

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

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.
Workforce Development

FY’13 – Q1 Highlights

- S2 – Number of teachers participating in teacher development programs and supporting teacher satisfaction with the programs
  - Potential locations (Rayleigh, NC; Atlanta, GA; Washington DC; Denver, CO) for delivering programs in Q3 & Q4 identified

- S4 – Number of students participating worldwide in ASME problem or team based learning and global service project opportunities
  - Planning and program execution activities underway

- I2 - Use of ASME training courses for the practicing global technical workforce
  - 1623 participants participated in training courses held by T&D and IPTI
  - 57 Personnel certifications were issues and 3047 books were sold

- I4 – Increase ASME’s total number of engaged individuals
  - Efforts towards launching an in-market staged test of the new member engagement model continued during the first quarter. Product/service definition and systems requirements work is proceeding as well as in-market intelligence gathering which will inform the marketing strategy in each test market.
Workforce Development
Current Activities

**WSET Programs:**
- Think Tank Summits
  Content work has begun with Fred Friendly Seminars to craft an initial Think Tank Summit in New York City in the January-March 2013 timeframe. Such a project—a live event with post-event dissemination—is intended as a "signature" ASME event. Simultaneously, work on a formal agreement is underway and is expected to be completed in November.
- E-Apps for Middle School Students and Teachers
  An agreement with a consultant to begin Phase II of project to develop an "edutainment" product for middle school students was reached and work has begun. This phase of the project is scheduled to be completed on January 31.

**Existing Programs:**
- Engineering Ambassadors & Micro-Grants Projects
  595K in Innovation Fund support of start-up investigations into scaling up the Penn State model Engineering Ambassadors program (595K) to a national level and for exploration of a crowdsourced pre-college teacher Micro-Grants platform and strategy to support low-cost engineering design/build experiences for their students.

**Additional Programs:**
- American Society of Mechanical Engineers (ASME), Chattanooga Regional Manufacturers Association (CRMA), Hamilton County Govt. Development Office, Chattanooga Area Chamber of Commerce are partnering to:
  - Develop and launch of a personnel certification program for Nondestructive Examination (NDE) and Quality Control technicians
  - Coordinate liaison with ASME Standards & Certification committees and volunteer subject matter experts
  - Interface directly with other partners from academia, including Chattanooga State Community College, to integrate the NDE personnel certification body of knowledge into the educational curriculum

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Workforce Development
Upcoming Activities

**WSET Programs:**
- Think Tank Summits
  - The program for the first Think Tank is under development. It will include elements of the impact of workforce issues on global development
- E-Apps for Middle School Students and Teachers
  - Staff will work with the project consultant in order to ensure that stakeholder needs are met. Upon completion of the report, staff will review and determine next steps. Simultaneously, the ASME Foundation will become further engaged in the project for potential future funding.

**Existing Programs:**
- ASME-IPTI will offer three offshore oil and gas courses for the first time in Australia, in November 2012, with marketing assistance from the local ASME section. The instructors will come from local petroleum Australian talent, along with our standard IPTI international instructors.
- In support of ASME’s strategic initiatives, beginning in 2013, Mechanical Engineering magazine will devote a quarterly column on the topic of engineering workforce development. A columnist is being identified and secured. The column will be in addition to other articles focusing on workforce development issues appearing monthly.
- In collaboration with IEEE and ASCE, ASME will be at the October annual conference of the National Association of College Admissions Counselors (NACAC) in Denver, CO and delivering a seminar excerpted from our Inspire Innovation Workshop. The conference is attended by 5,500 high school/college counselors and teachers. ASME will also be an exhibitor.
- Training & Development will be holding a series of Nuclear Safety Technology & Standards Seminars and Workshops in Atlanta from December 3-7. They will focus on current issues addressing seismic safety and equipment qualification.
Energy Dashboard

Energy Q1 Highlights

- BSC Energy-Related Measures
  - S3 – 10 new/ 27 updated energy products issued (Q1 target 22)
  - I3 – Public Policy Index at 1,410 (Q1 target 2,415)

- Quarterly activities
  - International Conference on Ocean, Offshore and Arctic Engineering (OMAE)
  - Pressure Vessel & Piping Conference (PVP)
  - ASME International Conference on Energy Sustainability & Fuel Cell Science, Engineering and Technology Conference (ES-FUELCCELL)
  - Combined International Conference on Nuclear Engineering (ICONE)/ ASME Power Conference
  - International Pipeline Conference (IPC)
  - K&C Energy Committee "Colloquium II"
  - Energy Topic Page features on asme.org
  - Energy-related ME Magazine features
  - Issued ASME B31Q-ES, Spanish translation of B31Q Pipeline Operator Qualification standard
Energy Upcoming Activities

• Enterprise events
  – International Mechanical Engineering Conference & Exposition (IMECE), November 2012 (Houston, TX)
  – “Forging a New Nuclear Safety Construct” Workshop, December 2012 (Washington, DC)
  – Arctic Technology Conference (ATC), December 2012 (Houston, TX)
  – Congressional briefing planned

• Other activities
  – Energy Content Campaign in progress
  – ASME.org features planned
  – ME Magazine features planned
  – Position Statements and Energy Talking Points (ETPs) in progress
  – Memorandum of Understanding (MOU) for Carbon Management Technology Conference (CMTC)

The ASME Global Impact Index

Summary:
The Global Impact Index is 1,189,173. This reflects the expected cyclic drop in first quarter (from prior year-end) and, at the same time, reflects a 7.3% gain when comparing FY13 Q1 to FY12 Q1.

• Growth outside the US continues to outpace US growth but is slowing.
Global Impact
Q1 Highlights

BSC Global-Related Measures

- S1 – On Target. The GII (corporate engagement) which measures the number of certified manufacturers outside of the U.S. grew by 73 (2.1%) in the first quarter. The target was a net gain of 52 manufacturers (1.5%).

- I1 – On Target. The GII (individual*) increased by 6.4% over Q1 FY12 to 417,173 ahead of the Q1 target of 401,799 (a 2.5% increase over Q1 2012).

  - L1a: E4C Solutions (activity building for Q4 target of 10 new solutions)
  - L1b: E4C Registered Users (11,694 vs target of 11,919)
  - L1c: E4C Social Media Participants (18,547 vs target of 17,137)

*The GII Individual Measures: Membership, Training, Conferences, S&C Committee Members & Web Visits

Global Impact
Q1 Highlights

- Issued ASME B31Q-ES Calificación del Personal de Líneas de Tuberías, Spanish translation of ASME B31Q Pipeline Operator Qualification. ASME now has four Spanish language standards in its portfolio, including BPVC Section I, B31.3, and B31.8S.

- ASME/ABENDI Standards Workshop in collaboration with IHS, the National Board, and the Brazilian Association of Mechanical Science (ABCM) - July 2012 (Sao Paulo, Brazil).

- ASME also participated in SENAI CLIMATEC Workshop – September 2012 (Brazil)

- ASME Peru Mechanical Engineering Pressure Vessel & Piping Conference was held in Lima in September, additional Section and Student activities also took place.

- ASME President Participated in the WFEO conference in Slovenia
Global Impact

Additional Activities

• ASME held: OMAE 2012 in Rio de Janeiro, Brazil, July 1-6 2012 , and the ESDA, July 1-4 in Nantes, France, IPC September 2012 in Calgary, Canada) and participated in Rio Oil and Gas Conference - September 2012 (Rio De Janeiro, Brazil)
• ASME India Activities planned in Q2 include Industry visits and a Member Conclave
• ASME’s first Global Impact Report is being assembled and slated for a November release.
• Delegations are being planned to support Engineering Education and Advanced Manufacturing workshops in China in December
• Following UPADI, ASME is now on the Ministerial Working Group on Engineering Education in Latin America
• Follow up work to support UNESCO, IMechE and SEFA MOU's

Communications - Q1 Highlights

• Press Releases
  – ASME Presidential Task Force on Japan Nuclear Events
  – ASME Co-Chairs STEM Solutions Leadership Conference
• ASME News articles
  – Engineering Deans Support ASME’s Stance on Eng. Licensure
  – Highlights from the June BOG Meeting
  – Students Awarded FIRST Clarke Scholarships
• News Placements
  – ASME Calls for New Safety Construct for Global Nuclear Energy
  – HPVC coverage on WYTV (ABC), WKBN (CBS) and KCPW radio
  – Perspectives on Women in STEM/Vickie Rockwell, STEMconnectors™
• Social Media
  – Discover Magazine blog on DiscoverE Summit/Educator Awards
• Videos
  – ASME.org – Phase 2 (2012 Member Assembly)
  – ASME receives 2 Telly Awards for online video:
    – 2012 Human Powered Vehicle Challenge and 2011 State of the Society
• ASME.org articles
  – Advance Waste-to-Water Energy Plants Gain Traction
  – Transforming the Textile Industry
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

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

- FY12 Target: 5,282
- FY13 Target: 5,546
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: October 19, 2012
BOG Meeting Date: November 10, 2012

To: Board of Governors
From: Marketing & Sales
Presented by: Susan O’Neill
Agenda Title: ASME.org Phase 2 Update

Agenda Item Executive Summary: (Do not exceed the space provided)
We will be providing an update on the next important phase of the web site development.

Proposed motion for BOG Action: (if appropriate)

Attachments:
PHASE 2 UPDATE

- ASME.org Phase 2 is moving forward with a two-stage release:
  - Private Preview by invitation – January
  - Public Launch – February

- Phase 2 scope:
  - Addition of Community features including new ASME Group capabilities
  - Changes to the home page and site navigation.

- Migration of current ASME Group content, documents, files and leader rosters is in final stage of review.

- Staff administrators have been trained and are involved in the migration process.

- Marketing and communications plan
PRIVATE PREVIEW
Marketing & Communications Activities

Target audiences who will receive invitation* to Private Preview:
• “Special Stakeholders”
• Groups participants and leaders
• Highly-involved members and volunteers
• LinkedIn group members

Create Awareness
Overview of the new features; build excitement

Private Preview begins
Drive registration and profile creation

Education and Engagement
“Deep dive” into features and functionality

*Marketing & Communications activities will begin in January

SPECIAL STAKEHOLDERS AND GROUP LEADERS

Advance communications and guidance is being provided to Special Stakeholders and Group Leaders

- Tutorials at Congress – through November 12
- Group Leader Webinar prior to Private Preview launch
- Email notifications at the beginning of the Private Preview explaining:
  • What they should do during the Private Preview to complete their Profiles, set up their dashboards, and access their Groups
  • How to get support
- Continuing Education Campaign
  • Provides tips, instructions, and guidance on how to make the most out of their groups and build an active community
WHAT YOU SHOULD DO

- Special Stakeholders will include the Presidential Team, BOG members, SVPs, VPs, and COFI.

- Special Stakeholders will be pre-registered and their Participant Profiles will be set up.

- Attend a tutorial at Congress or schedule a briefing call during November.

- During the Private Preview period in January:
  ✓ Look for the invitation emails and communications regarding your pre-registration
  ✓ Sign in to ASME.org using the pre-registration information and review your Participant Profile. Make sure it is information-rich
  ✓ Look at your ASME Groups
  ✓ Become familiar with all the new social networking features and start using them
  ✓ Become a champion for ASME’s online community
APPENDIX -- DEFINITIONS

- **ASME.org Participant** – a user who registers on the site. ASME members or user who have an existing account will be able to “convert” their existing information. Users will also be able to import information from their LinkedIn accounts.

- **Participant Profile** – when a user registers he or she can set up a personal profile highlighting their interests, experience, education and preferences. The profile will allow the user to determine what information to share with others in the community.

- **Participant Dashboard** – a user’s personal activity center on the site where he/she can see their community activity, add other participants to their personal network, share content with their network, follow other participants and receive customized alerts as well as review membership benefits and purchase history.

- **Directory** – searchable and sort-able listing of: participants’ profile information based on the privacy settings selected by each individual participant, and ASME Groups.

- **Groups** – group collaboration and administration capabilities for existing ASME groups as well as the ability for participants to create their own ad-hoc groups.

- **Commenting** – ability for registered participants to comment publicly on ASME.org articles.
Date Submitted: October 24th, 2012
BOG Meeting Date: November 10, 2012

To: Board of Governors
From: Warren DeVries – ASME Treasurer and COFI Vice-Chair
Presented by: Warren DeVries
Agenda Title: Auditor Recommendation

Agenda Item Executive Summary:
Recommendation of ASME’s Auditor

Proposed motion for BOG Action: (if appropriate)

COFI and the ASME Treasurer recommend that the ASME Board of Governors appoint Marks Paneth & Shron to be the auditor of ASME’s FY 2013 financial statements.

Attachments:
One slide.
FY2013 Auditor Recommendation

COFI recommends that Marks, Paneth and Shron (MPS) be engaged to perform ASME’s audits for FY 2013.

• This will be MPS’ 6th year with ASME and they have served us well.

• MPS is familiar with ASME’s activities and will be able to facilitate the FY2013 audit process.
Date Submitted: October 24th, 2012
BOG Meeting Date: November 10, 2012

To: Board of Governors
From: COFI
Presented by: Reggie Vachon, Warren DeVries & Bill Garofalo
Agenda Title: Budget Presentation

Agenda Item Executive Summary:

COFI update on the FY2014-FY2016 budget process

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

Attachments:
To be distributed under separate cover
FY2014 Budget Process
Financial Trends and Budget Process Update
November 10th, 2012

Agenda
- September 13th Recap and Upcoming Milestones
- ASME Financial Performance - Trends and Analysis
- Budget Process Landscape
  - Reflecting the cost of infrastructure investments
  - Sector Outlooks
  - Operating Risks
  - Funding Mechanisms
FY2014 Budget Process - September 13th Recap

- New Budgeting Process Approved
- Roles & Responsibilities
  - Group (Sector/Operating Unit) financial outlooks will be developed by staff with input from SMC/volunteers
  - ELT and COFI to recommend Group targets
  - BoG to approve targets in February
  - COFI to review proposed budgets
- Three year budget, based on approved targets, submitted to BoG in June by COFI

FY2014 Budget Process - Upcoming Milestones

- 11/10/12 BoG - Historical Analysis and FY2014 Budget Process
- 11/11/12 COFI Leadership - 2 ½ hour session scheduled
- 11/12/12 - COFI/SMC Breakfast (preceding SMC Meeting at Congress)
- 11/15 to 1/15 - Target Development
FY2014 Budget Process - Upcoming Milestones

- 1/24-1/25 - COFI/SMC Joint Meeting – NYC
- February BoG - Target Approval
- 2/1 to 5/1 - Budget development based on targets
- May COFI - Budget Review
- June BoG - Budget Approval

FY2014 Budget Process - Historical Trends and Analysis

ASME Net trending lower

Infrastructure costs include Finance, IT, Facilities, Executive, Legal, Governance, HR, Marketing and Public Info
FY2014 Budget Process - Historical Trends and Analysis

Total revenue growth trended about 4%

FY2014 Budget Process - Historical Trends and Analysis

Total expense growth trended almost 6%
**FY2014 Budget Process - Historical Trends and Analysis**

**Five Year Average Annual Contribution to Operating Net**

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
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</table>
FY2014 Budget Process - Historical Trends and Analysis

General Fund Reserves

FY2014 Budget Process - Historical Trends and Analysis

Custodial Fund Balance
Reflecting the cost of infrastructure investments:
Traditional view of budgeted operations needs to be modified to include full cost of operations

- Projected annual expense of infrastructure investments is over $4 million / year
  - ASME.org
  - Digital Path
  - Two Park Avenue
  - CA Connect and other Initiative Fund spending
  - Pension Expense

FY2014 Budget Process Landscape - Sector Outlooks

- S&C - Continue solid growth above inflation despite economic uncertainties; strong surplus contributor to operating fund/general reserves
- PA&O - Focus on external funding to offset increasing cost of programs
- Student & Early Career Development Sector (new SECD) first year of operation, focus on improving performance of programs while looking to the future
FY2014 Budget Process Landscape - Sector Outlooks

- K&C - Improved risk management of events/programs continues; subsidy from enterprise operating fund keeps increasing based on current business model

- Institutes - Projecting higher surplus; current arrangement provides limited contributions to enterprise operating fund/general reserves

FY2014 Budget Process Landscape - Operating Risks

- Boiler Pressure Vessel Code now on a two year publication cycle
  - Introduces slightly higher level of uncertainty for 2014 and 2015 revenue

- IBR challenges continue:
  - IBR - incorporation by reference of standards in federal regulations
  - Open Access - works derived from federally-funded research
  - Open course ware - competition from continuing education courses offered for free
Funding Mechanisms - Considerations during budget process

- Contingencies - Need to include some discretionary capabilities in ED Office operating budget to cover contingencies
- Initiatives - Initiative Fund (and legacy Development Fund)

Future Growth - Need to build General Fund Reserve to provide a cushion during downturns, fund major investments associated with normal course of doing business, and to fund resource/basis for future growth investments
FY2014 Budget Process

Summary / Conclusions

- Expense trends and infrastructure costs make the budgeting process more challenging
- Group level targets will need to align strategic initiatives with available resources

Back-up Slides - from September 13th, 2012
Staff Roles (MDs and Finance)
- provide COFI with analysis and quantify scenarios
- suggest goals and act on opportunities

Volunteer/Staff Collaboration Roles
- assess and communicate expertise, capabilities and needs
- SMC operationalize sector business plans

Board of Governor Roles
- set the strategic direction and communicate the vision and mission
- clarify what constitutes success - provide metrics
- provide the enabling environment that allows operating groups to succeed
- approve net surplus/(deficit) targets
**Approved Budget Process**

COFI Roles

- support the board, manage the budget process and monitor operating performance
- perform the financial analysis - recognize risks and upside
- recommend the financial path forward and suggest building blocks
- endorse financial operating goals and recommend opportunities
- communicate financial targets and long-term objectives

**Committee on Finance & Investment Recommendation:**

Approve a new strategic budgeting process consistent with the roles and responsibilities outlined in the previous two pages
An overview of a proposed Memorandum of Understanding between ASME and the ASME Foundation will be presented.

Proposed motion for BOG Action: (if appropriate)

Attachments: PPT deck
Overview
ASME - ASME Foundation
Memorandum of Understanding

Thomas G. Loughlin
Executive Director, ASME
November 2012

Mission Statements

Through fundraising and philanthropy, proactively supports and encourages the mission and vision of ASME to advance the future of engineering for the benefit of society.

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.
External Funding
Supporting ASME:
- Foundation & Corporate Contributions
- Individual Gifts & Planned Gifts
- Endowments

Other Funding Sources:
- Capital Campaigns
- Member Units (Custodial Funds)
- Member Appeals
- ASME Donor Societies

Contributions that support ASME Programs

Foundation Proactively Solicits Support for ASME Programs

ASME Programs:
- K-12 STEM education
- Public Policy
- Engineering for Global Development
- Students and Early Career
- Scholarships and Loans
- Honors and Awards

The New ASME Foundation Model

ASME-ASME Foundation MOU
Key Provisions

• The MOU is aspirational and non-binding on both organizations
• Reflects a new approach to the relationship that is mutually beneficial and synergistic in our shared pursuit of ASME’s vision and mission
• The Foundation endorses the ASME strategic priorities and endeavor to raise funds to support ASME programs in four focus areas:
  o K-12 STEM Education
  o Engineering for Global Development
  o Public Policy
  o Students and Early Career Engineers
ASME-ASME Foundation MOU
Key Provisions (cont.)

- The Foundation Board of Directors will approve an annual allocation to ASME which represents a portion of the Foundation's unrestricted assets for expenditure by ASME in support of programs in the focus areas.
- No proposals from ASME/no Foundation grant program
- ASME will provide regular reports to Foundation Board on use of funds
- The Foundation will continue to support honors and scholarship programs and has flexibility to support other areas at its discretion

Questions and Discussion
ASME Board of Governors  
Agenda Item  
Cover Memo

Date Submitted:  October 15, 2012  
BOG Meeting Date: November 10, 2012

To: Board of Governors  
From: (Sector/Unit/Task Force/Other) Public Affairs & Outreach Sector  
Presented by: Bill Wepfer and Chris Przirembel  
Agenda Title: ASME-ASME Foundation: A Shared Vision

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

The Public Affairs & Outreach Sector, following an extensive strategic planning process, is proposing new and expanded programs in three of the ASME Foundation’s focus areas for fund-raising:

- K-12 STEM Education
- Engineering for Global Development
- Public Policy

An overview of the proposed programs will be provided to help ensure alignment between ASME and the ASME Foundation. Feedback on and endorsement of the initial set up programs is being sought.

Proposed motion for BOG Action: (if appropriate)

To endorse the initial set of proposed new and expanded ASME programs presented as the focus for ASME Foundation fund-raising in the areas of K-12 STEM Education, Engineering for Global Development and Public Policy.

Attachments: (2): Compendium of Initial Programs (pdf), and a presentation deck (PPT)
ASME and ASME Foundation:
A Shared Vision to Advance the Future of Engineering

Public Affairs & Outreach Sector
November 2012

Mission Statements

Through fundraising and philanthropy, proactively supports and encourages the mission and vision of ASME to advance the future of engineering for the benefit of society.

Expanding global awareness, knowledge and application of engineering and technology through education and advocacy with the public, industry, academia and government.
The Impact- Engine for growth

Inspiring the next generation of engineers and supporting their teachers...

K-12 STEM

...guiding them through their education and transition into the engineering profession...

Students & Early Career Engineers

...impacting decisions that affect their career, profession and environment...

Public Policy

...empowering them to solve the world’s greatest challenges...

Engineering for Global Development
K-12 STEM Education

Strategy Statement

K-12 STEM Education Programs will deliver a set of pre-college programs that will inspire and equip educators with information and tools to make "the E in STEM" a reality for their students and will also help improve public awareness about engineering career paths of today for educators, students, and other education stakeholders.

Initiatives

Middle School Teacher Workshops
- Expand successful workshops that support middle school teachers bring engineering concepts into their classrooms, and connect teachers with local engineers.
- Every teacher we reach is a multiplier – potentially impacting several thousand students over each teacher's career.

Micro Grants for Teachers
- Provide K-12 teachers with micro-grants to help ensure that their students have needed STEM tools and experiences.
- Develop a web platform where teachers around the world could post their STEM-related needs and people anywhere could provide financial support; explore corporate matching.
K-12 STEM Education

Initiatives

Engineering Ambassadors Network

- Build and support a network of university-based K-12 STEM outreach programs based on Penn State’s model
- Engineering undergraduate students convey excitement about engineering to middle and high school students.
- Provides opportunity for undergraduate students to strengthen their communications and leadership skills.

E-Apps for Next Generation

- Develop on-line games for students aged 10-13 that foster “learning through play,” challenging them to use engineering concepts and design principles in their adventures; support with teacher materials.

Engineering for Global Development (EGD)

Strategy Statement

EGD programs will facilitate and accelerate the development and dissemination of appropriate, affordable and sustainable technologies for underserved communities. These sustainable solutions help to fulfill the most basic of human needs, such as access to clean, safe drinking water, adequate sanitation, and electricity.
Engineering for Global Development (EGD)

Initiatives

NGO Fellows Program
• Provide engineering expertise to NGOs serving communities in the developing world.
• Focus on strategic partners; possible pilot at UNESCO.

EGD Case Studies
• Develop and publish content in the form of case studies on the role of engineering in global development and social innovation.
• Pilot with existing platforms (E4C, ME magazine).

Engineering for Global Development (EGD)

Initiatives

E4C Appropriate Solutions Evaluation Program (ASEP)
• Aggregate, evaluate and disseminate appropriate and sustainable technology-base solutions to improve quality of life in the developing world.
• Develop a comprehensive, searchable online content repository, combined with capabilities for expert reviews, user feedback, ongoing news and updates.
Public Policy

Strategy Statement

To impact public policies affecting the engineering community and ASME, and provide a public service to enable technically sound public policies.

Public Policy

Initiatives

Federal Government Fellowships
- Expand highly successful program to federal agencies and key initiatives around:
  - Advanced Manufacturing Initiative
  - State Department, USAID, DOE, NIST, etc.

State and Regional Fellowships
- Extend current Federally-focused public policy activities by placing engineers as fellows in state legislatures to address priority issues.
- State STEM education network, workforce development, engineering licensure.
Public Policy

Initiatives

Public Policy Communications
- Enhance the effectiveness of ASME’s government relations activities through a comprehensive communications and outreach effort to the membership and key stakeholders.
- Provide geographic/targeted messaging, social media, webinars on policy issues, enhanced website.

Time Line and Proposed Next Steps

- SMC and ELT have been briefed
- Seek endorsement of ASME Foundation Board of Directors and ASME Board of Governors at Congress
- Following Congress, Foundation to begin fund-raising efforts
Proposed Motion

To endorse the initial set of proposed new and expanded ASME programs presented as the focus for ASME Foundation fund-raising in the areas of K-12 STEM Education, Engineering for Global Development and Public Policy.
Compendium of Concept Papers
Public Affairs & Outreach Sector Initiatives

ASME and ASME Foundation:
A Shared Vision to Advance the Future of Engineering

October 2012
## K-12 STEM Initiatives

- ASME Middle School Teacher Workshops page 3
- ASME Engineering Ambassadors Network page 4
- E-Apps for the Next Generation page 5
- Micro Grants for Teachers page 6

## Public Policy Initiatives

- Federal Government Fellowship Program Expansion page 7
- State and Local Fellows page 8
- Public Policy Communications page 9

## Engineering for Global Development Initiatives

- NGO Fellows Program page 10
- EGD Case Studies page 11
- E4C Appropriate Solutions Evaluation Program page 12
End State Vision: Regional networks to coordinate workshops for middle school teachers that:
- Build teachers’ skill and comfort using hands-on engineering design-and-build projects in classroom
- Raise awareness about today’s engineering profession (using Changing the Conversation, etc.)
- Prepare teachers for the Next Generation Science Standards (due for adoption following 2013 release).

Challenge (Problem/Urgency): Many middle school teachers are unfamiliar and uncomfortable with basic concepts and language about engineering design practice. With the forthcoming Next Generation Science Standards, engineering design concepts and “engineering practices” will be included in required science performance standards for students in the U.S. This systemic opportunity could be a platform for increased student performance in STEM, but educators need support from the engineering community.

Opportunity: ASME has long experience doing high quality workshops for teachers, combining positive messaging about engineering with sound educational content, and working with collaborators in STEM education like the National Science Teachers Association and ASEE. These events, however, have tended to be isolated, in conjunction with ASME meetings or other opportunities. By leveraging ASME’s unique organizational breadth, and its capacity as collaborator with academic, technical, and policy credibility, we can reach large numbers of teachers - and through them impact a hundred times more young people at a critical age before high school. Close to 60% of the public school students in the U.S. will be affected by Next Generation Science Standards. Supporting their teachers is key to broadening the pipeline into a critically needed STEM workforce. For young people and for the economy, successful outreach and inspiration, especially in middle school years, to a wide and diverse audience, is critical. ASME has unique assets to offer in this field.

Potential Impact: A 5-fold increase in ASME’s 2011-12 Engineer’s week outreach could reach 1000 teachers, or assuming up to 125 unique students per teacher, more than 100,000 students. This will be multiplied in ongoing years, because teachers will continue to use what they learn, and new teachers will be added each program year.

Workforce skills analyses stress the need for the 4 Cs to supplement the old 3 Rs (reading, writing and ‘rithmetic). Hands-on engineering design builds all of those “4 Cs”: Creativity, Communication, Collaboration, and Critical Thinking. Teachers who do use engineering design projects in their classrooms have demonstrated this from elementary grades through high school – but many more teachers simply need exposure and practical experience learning how it can be done.

Metrics and Timeline: Phase I: 18-month build-out (FY13-14): 1000 teachers reached, web development, print resources for teachers and students, training of workshop leaders and program marketing and communications.

Phase II: Sustainability (FY 15-18): Development of 5 regional “hubs” with university partners, and collaborators (e.g. teacher conferences of NSTA, ASEE, Ambassador program), repeating and building on earlier program as needed. Integration of new ASME Pre-College elements (e.g. micro-grants, on-line apps). Connection to the greatest extent possible with asme.org group and network capabilities.

Financial: Possible costs over 5 years model with regional roll-out around hubs in 5 regions and scope for integration of a broad array of physical and virtual resources for teachers:

<table>
<thead>
<tr>
<th></th>
<th>FY 13-14</th>
<th>FY 15</th>
<th>FY 16</th>
<th>FY 17</th>
<th>FY 18</th>
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<td>$1.16M</td>
<td>$1.09M</td>
<td>$1.06M</td>
<td>$1.06M</td>
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</tbody>
</table>
ASME Engineering Ambassadors Network
Concept Paper

End-State Vision: Based on the highly successful Penn State University’s Engineering Ambassador (EA) Program, build a national ASME Engineering Ambassadors Network to replicate this program for undergraduate engineering students to bring high quality presentations and activities to middle and high school students and challenge their conventional ideas about science and engineering. The program also offers professional development opportunity for undergraduate students through the development of communications and leadership skills.

Challenge (Problem/Urgency): The pipeline of new talent for mechanical engineering and the engineering as a whole needs to be larger and more diverse; the engineering profession is losing access to talented people to help fill the workforce demands. Additionally there is a compelling need for engineers with strong communication skills, the lack of which further exacerbates a void in public understanding, particularly by teachers and high school guidance counselors, on the career opportunities and role of engineers in improving the quality of life.

Opportunity: Originated in the College of Engineering at Penn State, the EA Program provides outreach to middle and high schools with a professional development program for undergraduate students. Its aim: to increase the diversity of those seeking engineering degrees and to strengthen the communication and leadership skills of those currently seeking engineering degrees. To increase the diversity, the program emphasizes placing the right messenger (college engineering students with advanced communication skills) with the right message in front of middle and high school classes. This “near-peer” communication inspires the younger students.

To continue this momentum and initial success, Penn State recognizes that the engagement of ASME at this juncture is critical to scaling the program up to a national EA network. For ASME, it provides a unique opportunity to take a program with a known “proof of concept” and optimize it to its full potential and impact.

What Value Does Your Idea Bring to ASME Members and the Engineering Community? By its very mission and construct, the EA Program is one that meets many of the focus areas for ASME: workforce development, STEM recruitment, diversity and engaging early career engineers. It is a pro-active, tangible effort to communicate the messages from NAE’s Changing the Conversation to a wide audience of middle and high school students, their teachers, and their parents. The program is receiving outside recognition: By the White House “Champion of Change” initiative in December 2011, and in November 2012 it will be honored by ASME with the Johnson & Johnson Consumer Companies, Inc. Medal.

What Market Does This Initiative Target? Engineering undergraduate students; school guidance counselors; middle/high school teachers; students; and their parents. The EA program can be a gateway for ASME to continue the conversation in the classroom through future engagement in the Society’s K-12 STEM education initiatives currently operational or in development, offering a “360” experience for all involved.

Initiative Specifics: The PAO Innovation Committee is supporting an assessment of operational and financial models to scale the program nationally. This will include collaboration with PSU on a national forum.

Financial: A fully operational ASME EA Network would cost approximately $1.12M for the first year, based on the following assumptions: two staff members supporting the network; 60 universities/colleges with 25 ambassadors per institution; and annual cost per ambassador, $500.

<table>
<thead>
<tr>
<th></th>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
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<th>Year Five</th>
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<td>Salaries &amp; Overhead</td>
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<td>$1.14M</td>
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</table>

4 of 12
E-Apps for the Next Generation:

Multi-Platform Games for Engineering Play

Concept Paper

End-State Vision: Students ages 10-13 will be able to engage in a range of ASME-developed on-line games that foster “learning through play” and challenge them to use engineering concepts and design principles in their adventures. Related education materials, linked to current science standards, will assist teachers wanting to use games in curricular settings.

Challenge (Problem/Urgency): Educators can face an uphill battle introducing the “E” in STEM to students due to lack of awareness and understanding of engineering by young people and adults. Experiences or activities that “light the spark,” and make engineering engaging and cool to kids, offer inspiration and motivation that teachers can tap into for classroom applications. Especially in rural districts, far from university or industry “hubs” teachers have to go to extraordinary lengths to find sources of inspiration for students. Online games can reach, engage and inspire these populations.

Opportunity: Research sponsored by ASME’s Workforce Strategy Execution Team identified the opportunity for ASME in games for young people. Concepts behind “learning through play” have been proven in practice since before Sesame Street puppets started bringing the alphabet to pre-schoolers. Recently these are receiving attention from researchers, game developers, and schools. They hope to build on what parents see every day: children absorbed for hours in front of keyboards and interactive screens, building 3-D environments or mastering complex rules of digital worlds. Some school districts are piloting games to strengthen science and math skills, and finding positive results. Findings from a 2012 explorative study by ASME revealed both an underserved market segment, in the 10-13 age group (middle school) for creative engineering programs, and a technology market ripe with capacity to develop games that operate on multiple platforms (PC, tablet, phone), use high-quality graphics, and whose impact can be backed up with pedagogical research. ASME is in a unique position, by virtue of subject matter expertise, and also reach in the educational world, to set a new standard for developing such games for the youth market.

Impact: One level of impact will be as wide as the use and popularity of these games among approximately 4 million young people entering middle school years in 2013. Leveraging ASME’s potential for educational and media distribution channels can build a brand that could have wide reach and appeal. The next level of impact will be to educators: again, integration with existing partnerships and distribution reach in ASME’s Pre-College programs will offer paths to wide scope.

Metrics: Primary metric will be users; additional metrics will measure the benefits of full integration with other ASME Pre-College programs including existing partners and distribution channels.

Timeline: Business plan and proof of concept in next 6 months (by April 2013); rapid build-out after that, piloting and marketing while simultaneously developing additional material. Online and interactive technologies can be rapidly evaluated for success, and adaptations and enhancements can come on line quickly.

Financial: Projected budget over 5.5 years, assuming the next 18 months for initial development and roll-out of a possible 10 games, with ensuing years adding new material and broadening program reach and capability:

<table>
<thead>
<tr>
<th></th>
<th>FY 13-14</th>
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<th>FY 16</th>
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</table>
Micro-Grants for Teachers
Concept Paper

End-State Vision: An online platform that easily provides K-12 teachers with additional financial resources to help ensure that their students have the STEM tools and experiences needed for an excellent education, specifically targeted to engineering design and related projects.

Challenge (Problem/Urgency): Many K-12 teachers lack the resources, and sometimes spend their personal funds, on materials and training to provide STEM education opportunities for their students. This often involves modest amounts of money to purchase materials for experiments and other hands-on STEM activities.

Opportunity: One way to address this challenge is through a micro-grants program that can help STEM educators become more effective in improving student learning. It is the opportunity for ASME to connect people and corporations to support classroom STEM projects and teacher development through micro-grants.

Potential Impact: The mission of the K-12 micro-grant initiative is to contribute to the Society goal of fostering a “broader, competent...and more diverse engineering workforce” through engaging K-12 STEM stakeholders in programs that develop educators’ skills in K-12 engineering content, and also raise awareness of engineering through high-quality programs and experiences for young people, leveraging strategic partnerships to best reach non-engineering audiences.
   • Leveraging the internet, teachers around the world could post their STEM related needs, and people around the world could provide financial support to the teachers.

A web-based micro-grant opportunity for members to quickly and directly support educators in the K-12 stem arena will be an appealing, inspiring, and satisfying way for ASME members and the general public to make contributions to the future of the profession. A micro-grant program would be a win-win-win for ASME, K-12 educators and students.

What Market Does this Initiative Target? The primary key target audience for the ASME K-12 micro-grants will be educators. The core issues addressed by this program is the lack of practical help and supplies for teachers to be able to innovatively support the “E” in STEM in their classrooms. The secondary key target audience will be the students who are the recipients of the enhanced curriculum.

Financial: The concept exploration for this initiative is being managed by the PAO Innovation Committee. A budget for launching and sustaining the initiative is TBD, pending the results of the concept exploration.
ASME Federal Government Fellowship Program Expansion
Concept Paper

End State Vision: Expand the ASME Federal Government Fellowship Program to contribute to the development of sound public policy. The Fellows provide expertise in the areas of science, engineering, innovation, and technology.

Challenge (Problem/Urgency): Science and technology pervade almost all public policy issues before us, including many that are not recognized explicitly as technology issues. Despite this, engineers have not, with few exceptions, been actively involved with the formation of public policy.

Opportunity: We need to apply the problem-solving, pragmatic approach used by engineers to understand the realm of solutions, as well as the law of unintended consequences, to counter partisan rhetoric and special-interest bias on scientific and technical aspects of public policy. The result is better public policy for the nation and its industrial base. Beyond the traditional Congressional Fellowship, increasing the capacity of Fellowship Program would allow ASME to take advantage of opportunities for placements in the Executive Branch, where often fellowships are more nuanced and issue specific.

Value to ASME members and the Engineering Community: One of the public service goals of ASME is to “provide advice to government officials at all levels on engineering and technology matters and policies affecting the public interest and to develop a climate of understanding and credibility that fosters a continuing dialogue.” Over the past 35 years, ASME Federal Fellows have distinguished themselves as key advisors on science, energy, infrastructure, education, technology development and other national issues of the day. Because of this record of excellence, members on Capitol Hill and high-level members of various federal agencies request fellows from ASME on an ongoing basis.

Target Market: The primary target for this program is federal policymakers. However this enriching experience clearly benefits the members that participate as well as their employers. Federal Fellows bring back to their employers an insider’s perspective on government decision making that can contribute significantly to the mission and vision of the organization.

Add to One or More ASME Existing Products/Services: Since its inception in 1973, over 100 ASME members have participated in the fellows program. These members have gone on to serve in multiple leadership roles within the Society, including vice president, senior vice president, governor and president.

The proposed expansion of the Federal Fellows program would enrich an initiative that is already very well-respected and successful as well as enhance opportunities for ASME member to engage in the public policy process.

Initiative Specifics: It is proposed that the number of Federal Fellows be doubled to ten annually. A program at this scale will require dedicated staff support, a more robust and nuanced marketing and outreach campaign. It is also recommended that the fellow stipend be increased to $80K to stay competitive among other fellowships serving the SET community.

Financial: The estimated budget to support this initiative is about $1.3 million per year. The budget is based on an increase to 10 Federal Fellows annually and the following assumptions: two staff positions will support the program, and the annual stipend per fellow will be $80K.

<table>
<thead>
<tr>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1.26m</td>
<td>$1.27M</td>
<td>$1.28M</td>
<td>$1.29M</td>
<td>$1.3M</td>
</tr>
</tbody>
</table>

7 of 12
State and Local Fellows
Concept Paper

End-State Vision: Provide critical engineering policy expertise in a particular public policy issue area, i.e. STEM education or energy, to state and local leaders through full-time fellows serving in state and local legislatures and agencies, as well as state-focused nongovernmental organizations.

Challenge (Problem/Urgency): One of the public service goals of ASME is to “provide advice to government officials at all levels on engineering and technology matters and policies affecting the public interest and to develop a climate of understanding and credibility that fosters a continuing dialogue.” Through this pilot program, we will develop an effective state-level interaction model for ASME on a particular public policy issue area, i.e. STEM education or energy, which will help establish ASME as a credible resource for state government policy makers.

Opportunity: Modeled on the very successful ASME Federal Fellows program, a state fellows program would address state and local initiatives, rather than federal-level initiatives, allowing for a more comprehensive policy solution.

What Value Does Your Idea Bring to ASME Members and the Engineering Community: ASME would help bring the pragmatic, problem-solving approach of the federal fellows program to the state level to counter partisan rhetoric and special-interest bias on scientific and technical aspects of public policy.

What Market Does This Initiative Target? The state government decision maker, as well as nongovernmental organizations that provide advice to state and local governments.

How Does This Idea Add Value to One or More of ASME’s Existing Products/Services or Is It a Completely New Idea? By providing technical expertise and an engineering perspective to state-level government, and by addressing inherent limitations of policy scope, fellowship location, and education/experience requirements in the federal fellows program.

Initiative Specifics: The initiative is a three-year effort to launch and evaluate the contribution of ASME members serving as fellows to policymakers in state legislatures and agencies or state-level nongovernmental organizations on a particular public policy issue of interest for ASMEA projected five full-time fellows will be chosen each year in FY14 and FY15 for one year terms, and will be assigned either to a state legislature or agency, or to nongovernmental organizations such as the National Governors Association, National Conference of State Legislatures or Council of State Governments. A new government relations staff position with state public policy experience would be needed to manage the program. The s minimum qualifications for state fellows will be developed in FY13, but would include minimum educational requirements, work experience, ASME involvement, and interest in policy issues. The state fellows are expected to work out of their home state and not relocate except by choice. The effectiveness of the fellows in each of the two different paths will be evaluated at the end of FY15, when the second round of one-year terms has ended, to determine which of the two ways would be best pursued in the out years. Measures of effectiveness will be developed in FY13, and will be similar to those used in evaluating the ASME Federal Fellows program.

Financial: The projected annual cost of the initiative, including direct expenses and overhead is $450,000 per year.

<table>
<thead>
<tr>
<th>FIVE YEAR VIEW OF BUDGET</th>
<th>FY 2013</th>
<th>FY 2014</th>
<th>FY 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>$150,000</td>
<td>$450,000</td>
<td>$450,000</td>
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</tbody>
</table>

8 of 12
End-State Vision: Improve internal and external communications about Government Relations activities to better attract, inform and involve ASME members and other stakeholders in our advocacy efforts to encourage policymakers and the public to support ASME’s Public Policy Agenda issue priorities.

Mission (How will you do this?): Government Relations will utilize new online advocacy tools and add a staff position to plan and manage GR communications on an on-going basis.

ASME’s unique/special role/benefits: With additional funding and resources, we could better inform and engage a much larger segment of ASME’s 125,000 members - particularly early career members and students – in the Society’s government relations advocacy efforts.

Target Audience: ASME Members, policymakers and potential stakeholders.

Challenge: Unfortunately, the user experience for ASME members who visit the Government Relations website is far from “robust.” While we anticipate that we will be able to utilize the new ASME 2.0 website for outreach, we also need new communication tools and dedicated staff to develop and manage our outreach and advocacy efforts to a higher level of sophistication.

Opportunity: We would be able to build stronger constituencies with a new, comprehensive GR communications effort, including online advocacy website and advocacy tools. When we involve a greater number of ASME members —and particularly those members who would be most affected by the advocacy issue— then more people will be informed and motivated, and ASME will obtain more visibility on the issues that are a priority for our nation.

Initiative Specifics: Commercially available online public policy tools would be utilized, along with videos that highlight research that engineers are pursuing, energy technologies, congressional briefings, etc. Government Relations would hire an expert in public policy and advocacy to manage all communications for Government Relations, including: ASME Capitol Update; daily updates to the online advocacy tools; social media interactions, including blogs & twitter feeds for congressional briefings, virtual and district town hall meetings; and promotion and outreach on our WISE and Federal Fellows program.

Financial: The projected annual budget for this initiative is about $265,000, including direct expenses and overhead.

<table>
<thead>
<tr>
<th>Key Category</th>
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<th>FY 2015</th>
<th>FY 2016</th>
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<tr>
<td>CQ Online Advocacy Tool</td>
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<td></td>
<td></td>
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<tr>
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<tr>
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<td>$10,000</td>
<td>$10,000</td>
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<tr>
<td>Training/Conferences/Events</td>
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</tr>
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</table>
NGO Fellows Program

Concept Paper

End-State Vision: Establish ASME as the go-to organization for engineering and technical expertise delivered through ASME member fellow assignments with well-established NGOs, such as UNESCO.

Challenge (Problem/Urgency): In today’s environment, many NGOs engaged in development are struggling to acquire the appropriate resources to sustain their work and effectively deliver quantifiable impact to the communities they serve. At the same time, many of these NGOs are recognizing that engineering and technical innovations are key enablers in global economic development and can no longer be marginal to the development process.

ASME has a tremendous opportunity to partner with well-established NGOs to identify appropriate and effective engagements for ASME members to serve as technical fellows. In doing so, this program will ensure the inclusion of the engineering perspective in the development of sustainable solutions and in ‘aid’ decisions.

Mission (How will you do this?): Leverage the Society’s membership base and growing partnerships with NGOs to design a fellowship program that: (1) Meets the technical needs of the various NGOs to drive impact and (2) Enables the meaningful and effective contribution of qualified ASME subject matter experts

ASME’s unique/special role/benefits: ASME is the first engineering society to establish a Federal Government Fellowship Program. The program, which began in 1973, enables selected ASME members to devote a year working in government, providing technical advice to policy makers in Congress, the White House Office of Science and Technology Policy, and key federal agencies. This same model can be applied and is in strong demand for NGOs who lack the technical resources and expertise needed to make sound aid decisions. This program would also be of great benefit for ASME members interested in enhancing their career by leveraging their skillset towards solving some of the world’s greatest challenges.

What Market Does This Initiative Target? Market/population segment, internal and external to ASME International NGOs engaged in global development work and ASME members.

Timeline: Pilot program with UNESCO; Define fellow role and engagement- Jan. 2013; Call for fellows- March 2013; and Initiate UNESCO Fellow term- June 2013

Financial: Resources/Personnel and Financial); for UNESCO Pilot; EGD program management (50% FTE); Fellow Stipend- $85,000; Program Travel support- $25,000; Marketing and Communications- $5,000; and Total = $115,000
Engineering for Global Development (EGD) Case Studies
Concept Paper

End-State Vision: Demonstrate the impact of engineering for global development (EGD), facilitate knowledge sharing in the growing EGD sector and provide guidelines for effective strategies for creating sustainable and scalable technology-based solutions that improve the quality of life.

Challenge (Problem/Urgency): Market research indicates that there are minimal resources in the current publication landscape targeting engineers, highlighting application of engineering rigor and supporting knowledge transfer in the growing EGD sector. Few case studies published in the global development arena are authored by engineers, likely due to a lack of submission opportunities. Furthermore, access to published case studies is often cost-prohibitive and prevents knowledge transfer and local capacity building more broadly.

An opportunity exists to develop and publish high-quality, accessible and timely content – in the form of case studies - that reflect the application of engineering rigor, raise awareness of EGD’s contribution to sustainable solutions and capture best practices and innovations in the sector while engaging engineering industry via partnerships.

Mission (How will you do this?): Develop and disseminate case studies highlighting the role of EGD and key aspects of social innovation in partnership with aligned organizations. Provide an in-depth examination of the technical, non-technical and community issues of an engineering challenge faced by a nonprofit, socially responsible business, academic program or government agency in the field of global development.

ASME’s unique/special role/benefits: ASME’s commitment to advancing, disseminating and applying engineering knowledge and core competency in publications aligns with the objectives of this program. The ASME EGD sector has established the infrastructure needed to support this program and will benefit by driving unique and relevant content development while engaging a network of subject matter experts.

What Market Does This Initiative Target? Market/population segment, internal and external to ASME EGD practitioners, solution designers, EGD focused academic programs and NGOs involved in developing and delivering appropriate, technology-based solutions.


Financial: Resources/Personnel: For the pilot program in collaboration with ME Magazine; EGD program manager (50% FTE); Supporting Part-time editorial staff: $50,000; Content sourcing and partnership development: $20,000; production and distribution: $20,000; marketing/communications: $10,000
Total: $100,000
E4C Appropriate Solutions Evaluation Program (ASEP)
Concept Paper

End-State Vision: Meet the need for an integrated and systematic approach to aggregate, monitor, evaluate, and disseminate information related to appropriate technology-based solutions across a multitude of themes and applications with the objective of deploying more fit-for-service products to empower underserved communities worldwide, improve quality of life and support the building of local capacity.

Challenge (Problem/Urgency): Existing information gaps and lack of widely adopted platform for knowledge aggregation and dissemination stifles global development efforts and harms communities worldwide by allowing the development of suboptimal products. The absence of a methodology for application of engineering rigor, results in gaps in data regarding reliability, quality, appropriateness and evaluation contributing to undocumented failure and inhibiting innovation.

This presents a significant opportunity for ASME to develop and deliver a platform that will decrease the number of suboptimal products; safeguard communities from future faulty solutions; accelerate innovations and get them to market ahead of the technology demand curve; support producers to drive down cost; enable key stakeholders to make data-driven decisions; link developers with technical talent to advance progress; support scaling of quality solutions and maximize social impact.

Mission (How will you do this?): Develop of a comprehensive, searchable knowledge repository of solutions, combined with a widely adopted evaluation methodology and platform with components for expert reviews, user feedback, ongoing news and access to communities of practice.

ASME’s unique/special role/benefits: As a founding member of Engineering for Change (E4C), ASME is positioned to take a leadership role in this effort. ASME’s mission and core competency in standards development, neutral-party convening power and access to a community of technical experts ideally positions the organization to drive this critical work. The ASME Engineering for Global Development (EGD) sector is ideally suited to support this program and will benefit by participating in leading edge development.

Target market/population segment, internal and external to ASME: EGD practitioners, sector funders, solution designers, manufacturers, distributors and NGOs involved in developing and delivering appropriate, technology-based solutions.

Timeline: Establish catalogue of multi-themed solutions and launch E4C ASEP program – Winter 2012; Leverage participatory design to develop and apply ASEP Evaluation Method to products- Early 2013; Publish fully reviewed solutions set, evaluation methods and development guidelines - Late 2014; and Establish evolved business model- Late 2015

Financial: Resources /Personnel
- ASME’s EGD Staff as the primary program manager: 50% total staff time
- Facilitation support from contracted, external vendor : $50,000
- Materials development/content curation: $5,000
- Workshop: $50,000
- Total = $105,000 for FY13
- Total over 3 years: $350,000
Date Submitted: October 19, 2012
BOG Meeting Date: November 10, 2012

To: Board of Governors
From: (Sector/Unit/Task Force/Other) HQ Task Force
Presented by: Tom Pestorius
Agenda Title: HQ Task Force Update

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

Tom Pestorius will provide an update to the Board of Governors on the move to 2 Park Avenue.

Proposed motion for BOG Action: (if appropriate)
None.

Attachments:
Power Point Slides
HQ: 3 to 2

- Project continues on time and on budget.
- General construction is scheduled for completion in early December.
- New furniture will be delivered and installed by mid-December.
- Our Design Consultant, Pentagram, is working with a group of ASME staff and volunteers to develop content for ASME displays and exhibits.
- A fund raising campaign will be undertaken by the ASME Foundation to offset the cost of new displays and exhibits.
- Move Teams comprised of staff representatives from each Sector were assembled to assist with move preparations.
- Purge campaign is underway and existing paper files will be reduced by 35%.
- Tentative move date is scheduled for January 4th 2013, with operations commencing at the new location on Monday, January 7th.
- Weekly Project Team meetings continue.

2 Park Ave Construction
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: October 26, 2012
BOG Meeting Date: November 10, 2012

To: Board of Governors
From: [Sector/Unit/Task Force/Other]
Presented by: Marc Goldsmith, Charla Wise
Agenda Title: Growth to Pathway 2025

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

A follow-up from the September discussion on Pathway 2025

Proposed motion for BOG Action: (if appropriate)

Attachments:
To be distributed under separate cover.
ASME Pathway 2025

Board of Governors
November 2012

Strategic Growth TF (+ ED):
Charla Wise
Tom Loughlin
Marc Goldsmith

09.04.12

BOG Recognizes its Responsibilities Include Setting ASME Vision and Strategy and Ensuring Plan Execution

- Seeing and hearing the threats from open access
- Agreeing on the need to grow the enterprise to fulfill the vision and mission
- Recognizing the need to integrate the business goals with the strategic intents and the external drivers into one consolidated plan
- Feeling more comfortable with uncertainty and using flexibility to address uncertainty
- Pathway 2025 Builds on the Discussions from BOG 2012 Retreat and the September meeting
Pathway 2025 is a comprehensive strategic plan driving ASME to achieve Its Vision and Mission:

– Embodies the goals and the strategies that will guide volunteers and staff towards its vision within the context of the mission, core values and strategic intents.

– Pathway 2025 sets the specific targets providing the trajectory to the business vision that supports our core mission.

Today’s BOG Discussion Will Address:

1. What we think should be in the Pathway? For Example,
   1. Business goals
   2. Mission goals
   3. Strategies
   4. Ground rules

2. How the strategy should be used?
   1. EDESC
   2. BSC
   3. Volunteer directions

3. Who and what can be done between now and February’s meeting

4. Approve any Actions and Path forward
   1. (BOG): Review/discuss/clarify BOG role & engagement.
Pathway 2025 - Enabling Conduct:

- **Board of Governors**: Owns the plan, and will refresh each program year. The BOG has the sole authority to approve and authorize the implementation of the plan. Candidates for BOG office will need to be familiar and supportive of the plan.
- **Project Management Office**: Assure, high-level driver/support for Pathway.
- **Presidents** (current, incoming and immediate past): As board chair will support the board prerogative. Candidates for Presidential office will need to be familiar and supportive of the plan.
- **SMC/Operating Units**: will support the board prerogative. Candidates for SVP positions will need to be familiar and supportive of the plan.
- **ED**: will marshal financial and operational resources to meet the objectives set out in the plan, and report and adjust as necessary to assure success.
Pathway 2025 - Enabling Conduct:

- **Resource planning**: Will reflect a managed approach to achieve the plan.
- **Communications**: An appropriate communications plan will be established to support the board prerogative.
- **Tools**: It is recognized that Task Forces and Advisory Groups will be widely used in order to achieve success, however, new modes of engagement are warranted and will be developed.
- **Conduct**: A managed disciplined approach must be taken by all participants in order to be mutually supportive and to meet the schedule.
- **Culture**: Assure an enabling culture for the strategy to succeed.

2 Yr. BOG Schedule: Strategic Growth Discussion
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: October 22, 2012
BOG Meeting Date: November 10, 2012

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 only. There is no action required.

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

No Action

Attachments:
One
I. SECTOR UPDATES

Standards & Certification – Ken Balkey, Bill Berger

QUARTERLY HIGHLIGHTS

• The Council on Standards and Certification and 5 of its 6 supervisory boards met Oct. 15 thru 17 in San Diego as part of the S&C General Assembly. The General Assembly marks the first time that the members of the Council and its supervisory boards have gathered together at one location, and will also include a strategic plenary session focusing on emerging trends and issues with potential impact on the future of S&C.

• The Board on Codes and Standards Operations has recommended Council on S&C approval of a new standards development activity for Water Efficiency Guidelines for Power and Other Industrial Facilities which will focus on cooling systems, use of fresh and non-fresh water resources, and water recovery technologies. The Council approved the recommendation on October 15.

• Delegates representing the Japan Society of Mechanical Engineers continue to provide to the Board on Nuclear Codes and Standards’ Task Group on Design Basis and Response to Severe Accidents regular updates on the evaluation of the events surrounding the incident at Fukushima. The Task Group objective will be to consider recommending revisions to ASME nuclear codes and standards based on lessons learned.

• At its meeting on October 16, the Board on Safety Codes and Standards will hear an appeal related to the development of proposed revisions to the ASME A120.1 Standard, Safety Requirements for Powered Platforms and Traveling Ladders and Gantry for Building Maintenance.

• An ASME Standards workshop addressing BPVC Sections V and VIII, B31 Standards, and ASME Training and Development, was held in Sao Paulo, Brazil in conjunction with the Brazilian Association of Non-destructive Evaluation and Inspection, and the National Board of Boiler and Pressure Vessel Inspectors. The workshop was attended by over 130.

UPCOMING ACTIVITIES/WHAT’S ON THE HORIZON?

• The Board on Codes and Standards Operations has recommended revisions to the S&C Sector Operation Guide for the process for selection of candidates for Senior Vice President and were vetted by the full Council membership. The revised process will place responsibility for evaluating eligible candidates willing to serve on the S&C Committee on Nominations. The revisions were approved by the Council on October 15. They will be submitted for consideration by the Committee on Organization and Rules.

• As a follow-up to issuance of the ASME Presidential Task Force report – “Forging a New Nuclear Safety Construct" – a workshop will be held on December 4-5 in Washington DC to seek agreement to move forward with the new safety construct suggested by the report. Invitations have gone out to 125 high-level, global leaders in the nuclear field.
**Knowledge & Community – Karen Ohland, Michael Ireland**

**QUARTERLY HIGHLIGHTS**

**K&C Sector**

- K&C welcomes the nominee for the Committee on Information and Communications (CIC) Chair, Tim Ganger. If approved by the BOG, Tim will succeed Jared Oehring in the position. Tim currently works as a whiting refinery modernization project turnover engineer at BP. Tim has been active with CIC and ASME in the past, previously acting as a CIC committee member and Early Career Connect treasurer.

- The CIC has new staff support, Communications Coordinator Kyle Leigh Avery.

- The CIC is preparing to support Phase 2 of ASME.org and the creation of unit groups.

- The Board met in New York City in mid-August. After meeting with various staff departments (e.g., marketing, asmer.org, membership, editorial), the Board crafted a strategic plan to guide K&C’s reorganization:
  - What are key drivers for K&C?
  - Who are our customers?
  - What do we need to support to sustain/grow in Knowledge? Community?
  - What are the value propositions to customer, community, and ASME?

  The results of that discussion will be the basis for the two separate K&C reorganization task forces, which will resume meeting sometime after IMECE. Ed Seiders and Bernie Hrubala have been appointed by the ASME President as advisors to the K&C reorganization process.

**Affinity Communities**

- The Board on Affinity Communities (ACOB) is progressing well. They worked on structuring the roles within the Board to clearly delineate task responsibilities and voted for the structure in September.

- ACOB continues to push for listserv capability for their groups and are looking forward to using the new capabilities available in Phase 2 of ASME.org.

- As a board with a focus on early career engineers and international members, ACOB continues to pull in new leaders from both groups. The Board is presently made up of 10 ASME members, of whom 5 are internationally located. There are 11 people designated as Affinity Group Leaders (Chair or Vice-Chair) and 5 of those members are internationally located. Of the Affinity Group Leaders, 2 of the international and 3 additional members fall into the Early Career Engineer category.
• Internationally, four affinity groups stand out for recruiting and engaging members outside of the US. These groups are International Outreach, Graduate Students, Early Career Connect (ECC), and the Student Liaisons.

Technical Communities

• The Technical Committee on Publications & Communications (TCOB-TCPC) succeeded in having corrections made by Thomson Reuters for the impact factors of most ASME journals. The impact factors of several ASME journals improved significantly as a result.

• Extensive programming will be taking place at IMECE/Congress 2012 by Divisions, Committees, Councils and Boards. Some special programs include a workshop on Advanced Manufacturing Initiatives, symposia, and panels on emerging technologies.

• Preparations were completed for the Congress of Divisions (CoD) in Houston, November 10–11, 2012.

• Work continued on documenting the uses of the Division Custodial funds.

• All Technical Group Leaders (TGLs) were reminded to submit Dedicated Service Award (DSA) nominations to K&C by November 15.

• Leadership issues for IMECE were resolved. The new TCOB-CSC (Congress Steering Committee) is also in place.

• A review of the ASME Policy P-8.1 was completed.

• The Committee on Division Training & Operation (TCOB-CDOT) began an evaluation of the Annual Plans by Divisions.

• The ASME Representatives were considered for Gear Research Institute (GRI), US National Committee—Theoretical & Applied Mechanics (USNC-TAM), American Institute of Medical & Biological Engineering (AIMBE), and US National Committee on Biomechanics (USNCB).

• A few Division and Committee By-Laws/Operation Guides were revised and reviewed.
  - The following conferences, symposia, and workshops were held or will be occurring within the month:
    - International Conference on Nuclear Engineering (ICONE 2012)
    - ASME/STLE (Society of Tribologists and Lubrication Engineers) 2012 International Joint Tribology Conference (IJTC 2012)
    - ASME 2012 Rail Transportation Division Fall Technical Conference and Data Management Symposium (RTDF 2012)
Global Communities

• The first quarter has been critical to the function of Global Communities. The ten Districts supporting both student and senior Sections have been extremely busy organizing Student Leadership Seminars, seminars that provide training to incoming Student Section executive teams.

• Local geographically-based Sections are holding meetings all over the world, providing technical training and networking opportunities to our members in the geographical area. The Global Communities Speakers’ Bureau supports these meetings by bringing expert speakers to the local Sections.

• Other highlights of the first quarter include:
  o A dozen Student Leadership Conferences
  o The first-ever totally Internet-based Student Leadership Conference in District E North
  o The ASME India Conclave to be held October 15 in New Delhi, India
  o The Congreso Seccion ASME in Lima, Peru
  o The Fall District Leadership Conference at MIT
  o The Twelfth Annual Early Career Technical Conference, to be held November 2 and 3 at the Georgia Institute of Technology

Programs & Activities

• The Programs & Activities Operating Board (PAOB) is focusing on support of the K&C leader training needs and support of the new member/customer engagement strategies.

• The Training Committee is supporting the 2013 Leadership Training Conference (LTC) planning and session development.

• The Member Value Committee is working on value propositions specifically for the K&C communities to support web-based engagement models.

• Lynden Davis is completing the judging for the first year of submissions in the Global Communities Outstanding Program Awards in the categories of facilities tours, social events, professional development, and technical presentations.

Financial Operations

• Jared Oehring was selected by the K&C Sector Board and approved by the BOG to be Interim VP of Financial Operations, succeeding Karen Ohland.
• K&C began to use seasonalized budgets to better understand how budgets are spent month to month.

**UPCOMING ACTIVITIES/WHAT’S ON THE HORIZON?**

**K&C Sector**

• The new CIC chair nominee, Tim Ganger, will be proposed for consent approval by the BOG. The current chair, Jared Oehring, is the new Interim VP of Financial Operations.

• CIC will be supporting Leadership Training Conference (LTC) by updating the Communications training presentations to focus on ASME.org.

• CIC will continue to support the K&C Sector reorganization task forces.

• CIC, with staff support from Kyle Leigh Avery, will produce the IMECE edition of the K&C Leadership News.

**Affinity Communities**

• All Affinity Leaders will be attending IMECE. They are looking forward to having a forum for discussion of recruiting and maintaining contact via social media.

• The ACOB is designating a member to head up the project on ASME.org Phase 2. They feel that this is a project of great importance to the maintenance and growth of their groups. They intend to have full implementation from all groups when it is released.

• ACOB will review the Merit Based Funding process for Affinity Groups to ensure ease of use and clarity.

• ACOB will prepare a handbook for new Affinity Group Leaders that can springboard into leadership training.

**Technical Communities**

• TCOB will review the status of maturing interdisciplinary councils.

• TCOB is planning to hold the 2013 CoD in Spring or Summer of that year.

• Operation Guides for some Boards and Committees under TCOB need to be completed.

• There are several events currently in the works:
  - Industrial Demineralization (Desalination) Workshop—tentatively scheduled for late Fall 2012
Global Communities

- The District Leaders are in the process of reviewing merit-based funding applications and plans to have distribution recommendations by the end of November.

- The Spring Section Leadership Conferences and the Spring Student Professional Development Conferences will be planned.

- District Leadership meetings will begin.

- District Section Revitalization efforts will begin.

- The GCOB and District proposed budgets will be finalized and sent to the Knowledge and Community Sector.

Programs & Activities

- The Training Committee will continue to work within K&C to restructure the Leadership Training Conference (LTC) to meet K&C unit leader training needs while Volunteer Orientation and Leadership Training (VOLT) concentrates on overall ASME leader development.

- PAOB will continue to examine ways to utilize web development efforts to increase customer engagement with K&C products and services. Attractiveness to global customers will be an area of emphasis.

Financial Operations

- The Board of Financial Operations will support the Leadership Training Conference (LTC) by updating financial training presentations to be in accordance with the most recent ASME policies.

- The budgeting process will begin earlier to support new targeted budgets and the January COFI/Senior VP budget meeting.

- LTC 2014 planning will begin; budgeting for LTC in 2014 will move to K&C.

K&C Staff and volunteers are coordinating related efforts with counterparts in the Student and Early Career Sector.
Institutes – Bobby Grimes, Michael Ireland

QUARTERLY HIGHLIGHTS

• The abstract deadline for Turbo Expo 2013 has expired and 1855 abstracts were received. Based on the paper to attendee ratio they anticipate that the number of final papers and paid registrants will be 1045 and 1985 respectively. If these projections hold true it would be the largest Turbo Expo in North America to date.

• An IGTI Training Week will be held in conjunction with IPTI November 12–16. Four courses related to gas turbines are being offered:
  o Introduction to Industrial Gas Turbine Operation and Maintenance
  o Basic Gas Turbine Metallurgy and Repair Technology
  o Technology and Applications of Turbine Coatings
  o Gas Turbine Combustion: Emissions and Operability

• The IPTI Annual Board Meeting, September 6–9, included a visit from Marc Goldsmith and Tom Loughlin.

• The International Pipeline Conference (IPC 2012), which took place September 24–28, 2012, in Calgary, Alberta, Canada, had 1,300 attendees with 400 papers.

• The Global Pipeline Award 2012 winner is Petrochina Pipeline Company for their “application of Inline inspection technology and feature assessment for spiral weld defects in pipeline integrity management.” The winner was announced and finalists were honored at the IPC Awards Lunch.

• The Petroleum Division’s 8th Annual ASME Sporting Clays Tournament will take place on October 19 in Houston, Texas. This tournament benefits student programs, and they anticipate approximately 250 participants from various contractor, supplier, and operator companies. Response has been impressive this year and has exceeded last year in sponsorships and teams. They expect a highly successful tournament.

• The IPTI offices were moved 5 floors in the same Houston building. This accomplished increasing their office space to allow for more employees, installation of completely new furnishings, and a technology upgrade including the VOIP phone system soon to be in place at 2 Park Avenue.

• The Pipeline Training Week will be taking place in Berkeley, California this October.

• The Petroleum Division Industry Awards Gala is coming up on November 9, 2012.
UPCOMING ACTIVITIES/WHAT’S ON THE HORIZON?

- IGTI, in conjunction with the ASME Gas Turbine Chapter of India, will hold the 2012 ASME Gas Turbine India Conference at the Novotel Mumbai Juhu Beach on December 1, 2012. The one-day event will feature approximately 90 final papers and has secured platinum, gold, and silver sponsors from a variety of organizations.

- IGTI is currently working with Georgia Tech to develop a Gas Turbine Training Week in Atlanta in the Spring of 2013.

- During Turbo Expo 2013, IGTI will be incorporating the AIAA–ASME International Gas Turbine Institute Student Engine Design Competition for Undergraduate Teams.

- The Petroleum Division has petitioned for the Subsea Engineering scholarship to be funded from Custodian funds.

- The Gas Lift Workshop will take place in January of 2013.

- The India Pipeline Conference is slated for February 2013.

Public Affairs & Outreach – Bill Wepfer, Phil Hamilton

QUARTERLY HIGHLIGHTS & UPCOMING ACTIVITIES/WHAT’S ON THE HORIZON?

Government Relations

- ASME signed on to a Task Force on American Innovation coalition letter to Congress expressing concern about the effect of automatic spending cuts on federally funding basic scientific research.

- ASME contract with the Society of Women Engineers was renewed. This is the seventh year ASME will be serving as their policy representative on STEM Education, Diversity and Title IX issues.

- ASME is sponsoring six Federal Fellows, including four that began service in September. The names, locations, areas of focus and terms are as follows:

<table>
<thead>
<tr>
<th>Name</th>
<th>Office/Institution</th>
<th>Area of Focus</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steven Schmid, Ph.D.</td>
<td>ASME Foundation Swanson Fellow National Institute of Standards &amp; Technology</td>
<td>Manufacturing &amp; Energy</td>
<td>June 2012-May 2013</td>
</tr>
</tbody>
</table>
Industry Advisory Board

- The Industry Advisory Board will meet December 5-6 in Washington, DC, to focus on the President’s Advance Manufacturing Partnership, a national effort to bring together industry, universities, and the federal government to invest in the emerging technologies for manufacturing.

- The Spring 2013 Board meeting has been scheduled for March 14-15 in conjunction with the ASME ME Education Leadership Summit in San Diego, CA.

- The Board held a webinar on September 6th featuring a presentation by Dr. Regis Matzie, Vice Chair of ASME’s Presidential Task Force on Fukushima. The next webinar event is scheduled for November 27th and will focus on the specific recommendations of the July 2012 PCAST report, *Capturing Domestic Competitive Advantage in Advanced Manufacturing*, prior to the December Board meeting.

Diversity and Inclusion Strategy Committee

The committee is currently focused on the following efforts:

- Diversity training for the ASME Nominating Committee.

- Engaging with the Society’s membership team to investigate avenues for collecting additional demographic data on the ASME membership to aid in raising awareness for leadership.

- Developing a survey focused on women and their path into engineering.

Innovation Committee

In July 2012, the Public Affairs and Outreach Council identified three mission-oriented projects for the committee to consider funding and support through Phase I, Concept Exploration of the ASME Innovation Process. Innovation Committee members met via conference call on September 25th and took the following action:

- Micro-Grant Program Supporting K-12 Engineering Activities: The committee approved $45,000 to conduct an analysis to determine if this initiative is viable for ASME.

- ASME Engineering Ambassadors Network: The committee approved $50,000 to develop an operational and financial model for taking the highly successful Penn State University Engineering Ambassadors (EA) Program to a national and possible international scale.

- New State and Local Fellows Initiative: The committee approved up to $15,000 to support the development and activities of a volunteer and staff team formed to “whiteboard” a revitalized ASME state government program.
Near term priorities focus on the following 4 initiatives, for which 3 one-page outlines have been submitted to PAO:

- EGD Case Studies: Develop and publish content in the form of case studies on the role of engineering in global development and social innovation. Pilot with existing platforms (E4C, ME magazine).
- E4C Appropriate Solutions Evaluation Program (ASEP): Aggregate, evaluate and disseminate appropriate and sustainable technology-based solutions to improve quality of life in the developing world. The platform will include a comprehensive, searchable online content repository, combined with capabilities for expert reviews, user feedback, ongoing news and updates.
- NGO Fellows Program: Provide engineering expertise to NGOs serving communities in the developing world. Possible pilot at UNESCO.
- Social Innovation Tech Development & Transfer: Exploring various models to develop a social venture mentoring/funding program that can help social entrepreneurs develop and scale their tech solutions. This is the least defined initiative of the 4 and is currently under further scoping.

The E4C ASEP Steering Committee conducted a highly successful workshop (Sept. 10-11) in N.Y. with over 25 Global Development professionals to discuss the suggested path forward for technology evaluations. There was resounding agreement on the importance of developing this methodology and information and valuable feedback was shared to inform the steering committee’s next steps. Communication on the workshop results is currently being developed and will be shared shortly.

Mark Henderson (EGD member) has joined the Programming Committee for the 2012 IEEE Global Humanitarian Technology Conference (October 21-24; Seattle, Washington), which is an emerging conference for publication, visibility, and discussion of technical humanitarian engineering projects. In addition to serving on the program committee, Mark has organized a session on engineering publications in humanitarian engineering. Conference registration is currently at 178.

A new partnership MOU has been drafted with Engineers Without Borders-USA to reframe the partnership around key mutual objectives. The MOU also includes a $25,000 cash contribution to EWB-USA. This MOU reflects discussions to date with ASME and EWB-USA leadership but is currently under review by EWB-USA.

In collaboration with Ball State University, ASME has completed the report of the 2010 Research in Materials and Manufacturing for Extreme Affordability (RIMMEA) workshop funded by the National Science Foundation. The report is available for distribution and will be socialized with key stakeholders to advance discussions with NSF and other research entities.

E4C is partnering with SWE to host an E4Cconnect event at the SWE Annual Conference. This event will feature 3 members of the EGD committee discussing their respective work in global development and will highlight E4C’s role in advancing that work. The expected attendance is 200 SWE members. E4C will also be presenting at the SWE “Lightning Session” which follows the TED-type of presentation format.
E4C continues to nurture our relationship and engagement with the sponsoring Societies. An in-person convening with all the Sponsors is planned to take place in January 2013 in NY to discuss lessons learned and future engagement opportunities.

EGD Member, Amos Winter will be speaking at ASME Social Meetup for Early Career Engineers Featuring Mini-Talks at this year’s IMECE in Houston.

E4C presented and was well received at World Maker Faire New York, A two-day, family-friendly festival of invention, creativity and resourcefulness, and a celebration of the Maker movement.

Engineering Education

ASME Program Criteria changes were submitted to ABET for review and adoption. The changes add flexibility to ME Degree programs and also more clearly call for the examination of whether the numbers of faculty in the program are sufficient to achieve program objectives. With the past years of significant ME enrollment and class size increases, faculty supply is becoming a long term issue.

President Marc Goldsmith will be one of the opening speakers at the CMES Mechanical Engineering Education Summit in Beijing for December 9-12, 2012. Other plenary speakers will include Bill Wepfer (SVP-PAO), Georgia Tech; Patsy Brackin (ASME/ABET Commissioner, Rose-Hulman Institute; and Allan Kirkpatrick (Co-chair Vision 2030 Project) Colorado State.

Precollege Education

The new Committee on Pre-College Engineering Education was constituted. The Committee Chair is Callie Tourigny of GE Energy in Greenville SC, and other members include 3 university outreach leaders and 4 K-12 classroom teachers.

At its first face-to-face meeting in Washington, DC on October 4, the committee discussed four projects as its initial focus:

- Building an Engineering Ambassadors Network, based on the successful model of Penn State University
- Expanding the Teachers Workshop program to introduce more middle school teachers to applying engineering concepts in their classrooms
- Explore developing an ASME platform for micro grants to teachers who need classroom supplies to do hands-on engineering projects – from robot kits to Rube Goldberg competitions
- Investigate in detail how to develop Engineering Apps for Middle School ages: an array of appealing, multi-platform games for ages 10-13

Public Information

Media Relations:

- 9-26-12: 75th Anniversary of the Blender in the Milwaukee Journal Sentinel
- 8-22-12: Future of Associations by Tom Loughlin in The Huffington Post Business
- 8-20-12: ASME Study on the Future of Mechanical Engineering in Barrons.com
- 8-13-12: ASME Engineer’s Salary Survey in Plant Engineering
- 8-13-12: Solid State Technology, re Turbo Expo,
- 8-12-12: member N.Johnson featured in article in todaysengineer.org, (IEEE)
• Speeches:
  o 9-28-12: Marc Goldsmith, EnginZone’s Peruvian Congress, Peru
  o 9-17-12: Marc Goldsmith, WFEO World Engineering Forum, Slovenia
• Videos:
  o Taped interviews for State of the Society video
  o Prepared videos for 2012 Honors Assembly

• Special Projects:
  o Communications support for Phase 2 of ASME.org
  o Communications support for E4C
  o Project lead for 2012 Honors Assembly and Congress Keynote
  o Planning for Engineers Week 2013
  o Editorial Support for new Global Impact Report
  o Planning for 2 Park Display Project

Engines Week

• NCEES (National Council of Examiners for Engineering and Surveying) is the chair of EWeek 2013. A webcast will kick-off activities on October 30, 1pm Eastern, with a focus on volunteerism and call to action. Follow was on Twitter @nationaleweek; the hashtag #eweek2013.

• Discussions are ongoing about next year’s DiscoverE Educator Awards and how ASME will support these.

• ASME continues to support New Faces of Engineering Professional and College Edition, including Facebook activity. Nine applications have been received thus far.

History and Heritage

• The History and Heritage Committee (HHC) approved three landmark nominations and anticipates that each owner will schedule their designation ceremony to be held in 2013.
  o Wave Pool at Big Surf Water Park – Tempe, AZ
  o Collection of Self-Governing Windmills—Batavia, IL
  o Titan Crane—Glasgow, Scotland (jointly with ASCE and England’s ICE and IMechE)

• HHC anticipates voting on three more nominations at its November meeting. If approved, we look forward to their designation ceremonies in 2013 and/or 2014.
  o Apollo Space Suit—Frederica, MD.
  o Rotary Snowplow—Bernina Switzerland
  o CSS HUNLEY (submarine)—Charleston, SC

• With the cooperation of ASME Divisions and Sections, HHC is undertaking a survey of all 251 Historic Mechanical Engineering Landmarks to determine their status, public access and condition of the commemorative plaques. The information collected will be used to update ASME’s web site and, in the case of “missing” or destroyed landmarks, determine the need to seek out and designate a suitable replacement to exemplify the important technology they represented.
HHC voted to explore the feasibility of creating a joint engineering history website with IEEE and potentially other engineering association history committees. The website would convert the current IEEE Global History Network to a co-branded ASME/IEEE website to meet the needs of communicating the history of technology to engineers and to the public. In October, the proposal from IEEE was approved by the United Engineering Foundation. HHC representatives will attend the workshop, expected to be held in early 2013.

HHC also agreed to follow with interest work proposed by the American Heritage Society (AHS) to develop an Engineering History Portal on the history of engineering. The website will be an important means to educate the public, students, and professionals about two thousand years of contributions that engineers have made to society. If funded, AHS will establish a strategic partnership with the Founding Societies, other engineering associations and the National Academy of Engineering to aggregate and promote landmarks and milestones of participating engineering societies. AHS applied to UEF for the past two years for funding but it was not granted.

The 2012 Engineer-Historian Award will be presented at Congress to Dr. Brett Steele (currently affiliated with the National Defense University) for his outstanding and extensive published works and lectures dealing with the history of the science of ballistics.

Paul Torpey coordinated the effort of a subgroup of HHC to make recommendations to ASME staff and its outside consultants in developing a “permanent” exhibit for the new ASME headquarters highlighting accomplishments of mechanical engineering over the years.

**Student & Early Career – Cynthia Stong, Shekhar Chandrashekh**

**QUARTERLY HIGHLIGHTS**

**Foundational**

- The SECD council, boards and committees consisting a team of volunteers and staff has been finalized that will be focused on designing and delivering a highly impactful program portfolio

- The content for the BOG webinar on student competitions complete

- The approach and framework for developing the SECD strategic plan complete.

**Operational**

- Student Section Hand Book that serves as a guide for incoming student section leadership and the Section Advisors has been updated.

- Developed ASME Competition portfolio assessment and shared with the SECD SVP and key ASME PAO staff stakeholders

- Conducted Old Guard fundraising campaign that has raised over $42,000

- Human Powered Vehicle – Created E-mail Blasts announcing Latin America & USA East HPVC's. Tested the registration sides for both HPVC sites. Processed Award payment for Franklin Olin College.
• DAG – Created E-mail Blast announcing requests for DAG applications

• Plans are underway for Social Meet up at IMECE --- Vanderbilt University, -Georgia Tech, -Michigan Tech, -INVISTA Engineering,-Clemson University and -ASME Affinity Groups have agreed to participate and set up their exhibits. Each paying $175 to participate.

• Five (5) Subject Matter experts have been identified to interview at IMECE on Sustainable Energy and Lean Manufacturing topics

UPCOMING ACTIVITIES/WHAT’S ON THE HORIZON?

Foundational

• The SECD Council and Boards will meet at IMECE and work towards finalizing the strategic plan

Operational

• Complete ASME Competition portfolio assessment

• Conduct Old Guard fundraising campaign

II. VOLT ACADEMY – PROGRESS REPORT SUBMITTED BY JUSTIN YOUNG /DAVE SOUKUP

QUARTERLY HIGHLIGHTS

• The BOG Nominee Orientation was held September 13 in New York. ASME Past President Terry Shoup, Chair of the Senior Leadership Committee of VOLT, facilitated the discussions. The President-nominee and all three BOG Nominees participated. The overall rating for the Orientation was 3.33.

• The 20130-2014 ECLIPSE Intern Application Form has been posted to ASME.org. Applications are due January 4, 2013. Email blasts will be sent to individuals from the ASME member database 3-10 years since the BS graduation as follows: Mid October, Early November, Mid November, and Mid December. Additional marketing will be conducted at IMECE. Notices in newsletters to market the program have been scheduled. The Sectors will be sent the recommendations made by the ECLIPSE committee on January 18. They are asked to make their selections of interns by January 25.

• An initial draft for the Succession Management Pilot Program for the top (14) S&C Sector volunteers has been prepared for review by the Board on Codes and Standards Operations. This fulfills a request from Senior Vice President Balkey.

• The annual VOLT Planning Retreat was held October 5-7 in Denver. This brought together the VOLT Academy Executive Committee to discuss the VOLT strategic plan, the FY14 budget, the ECLIPSE program, the Leadership Training Conference, senior leadership training, diversity training, Sector-level leadership workshops, instructional standards, VOLT trainers, and the development of online and classroom material. The participants addressed the issues coming
from the VOLT-SMC meeting held on May 8 dealing with online training, sector-level leadership workshops, sector succession management, and the Emerging Leaders Program.

- At the retreat the VOLT Executive Committee agreed to implement a New Organizational Structure more closely aligned with its programs. Committees will include: Senior Leadership Training, ECLIPSE Program, Emerging Leaders Program, Sector-Level Workshops, Leadership Training Conference, E-Learning, VOLT Trainers, VOLT Coaches, and Quality Assurance.

**UPCOMING ACTIVITIES/WHAT’S ON THE HORIZON?**

- A Briefing for the Nominating Committee, which includes a discussion on ASME sectors and the ASME strategic plan is scheduled for October 31.

- Officer-Elect Orientation scheduled for November 9 in Houston. Terry Shoup will facilitate this event.

- K&C Leadership Workshop scheduled for November 10 at the Congress. Sessions include “Leading Leaders,” “Reaching Agreement,” and “Strategic Planning.” This is a pilot to respond to the SMC’s request for Sector-level leadership training.

- ECLIPSE Interns Breakfast will be held November 11 at the Congress.

- A VOLT Leadership Workshop will be held on November 13 at the Congress. Following up on survey input from senior ASME leaders, Dr. Sheila Margolis will present a workshop on “Using Core Culture to Drive Organizational Change.”

- Planning has started for the Leadership Training Conference (LTC) to be held February 28-March 3, 2013 in St. Louis, MO. At the direction of SMC, the scope of this event has been reduced from previous years to focus solely on the K&C Sector. In addition, LTC 2013 represents the last year VOLT will organize and deliver the LTC. The 2014 LTC planning and delivery will be handled by K&C Sector Volunteers and Staff. VOLT will consult and provide trainers as requested.

- A first draft of the Emerging Leaders Program plan is to be available for comment at the Congress.

**III. EVENTS COMMITTEE (EC) – PROGRESS REPORT SUBMITTED BY JIM COAKER/PHYLLIS KLASKY**

**QUARTERLY HIGHLIGHTS**

- Through September 30, 2012, EC has reviewed / approved approximately 40 events and declined 4. One event proposal was withdrawn, and one event cancelled post approval.

- Several “cautionary” notes sent to planning committees re: expectations for future events and compliance with P12.1 (existing MOUs have a finite life!)
• With EC “start-up” year behind, system is beginning to collect financial data and build data base to capture event histories. This information will provide benchmarks for future proposal evaluations.

• Several events have been internally audited and an audit plan for FY 13 developed (under domain of the Audit Committee). Reviews have been / are being held with organizing groups. While this is exclusively an Audit Committee function, EC will include awareness of recommendations in review evaluation of future proposals.

**Upcoming Activities/What’s on the Horizon?**

• “Logo only” proposals under domain of P14.6 – Following assignment of June Ling as Deputy Executive Director in August, it was agreed Events Committee will review proposals considered “Logo only.” Objective is to confirm technical division involvement in program planning, call for papers and peer review. If questionable situations arise, staff will assist on a request basis.

• EC has encountered several “unique” situations involving proposals for rotating events (p.e. event hosted by ASME one year, and by another organization in an alternate year), which result in different *modus operandi*. Volunteer EC members and staff are actively discussing most effective methods to address (potentially could revise EC Operating Guide or alternately recommend revision to P12.1 text). Consider this work in progress.

• Staff and IT are working on several committee suggestions to streamline process, refine questionnaire format / options and concurrently give latitude for questions to be addressed during the review process

• Current EC voting membership is 4 (plus one non-voting advisor); as a new sector was added to the organization EC will receive a new member.

• Based on value of last face to face meeting (May, 2012), EC is planning a one day meeting in Denver December 7, 2012. For FY 13, PAO representation will be 1 member (due to sector consolidation).

• EC balance appears to be working effectively. Liaison from Events Task Force and chair of CPC continue to be valuable resources.

• Staff support continues to be top shelf
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: October 23, 2012
BOG Meeting Date: November 10, 2012

To: Board of Governors
From: Roy Arbeit
Agenda Title: Membership Model Update

Agenda Item Executive Summary: (Do not exceed the space provided)
The report updates the BOG on the work effort to launch and test a new membership model and is submitted as a consent item for receipt.

Proposed motion for BOG Action: (if appropriate)
None

Attachments:
Memorandum to: Board of Governors  
From: Roy Arbeit, Managing Director Marketing & Sales  
Date: October 23, 2012  
Subject: Membership Model Update

Background
An outgrowth of discussions and funding by the Board of Governors, ASME's New Membership Model represents a true ground-breaking, forward-looking opportunity. To grow, flourish and remain relevant, it is imperative, as Tom Loughlin has pointed out, to redefine an outmoded association membership model with an approach that is market-driven and seeks to drive breakthrough growth as defined by the number of individuals that engage/connect with ASME.

Initially, a worldwide two-phased primary research study was conducted. Among the key findings that informed the model construct were:

- In general, engineers do not see the value of membership with professional associations like ours ... especially younger engineers.
- Engineers, like all professionals these days, are more time-constrained than ever and are looking for convenient ways to obtain knowledge and share information.
- More and more, engineers are looking for on-demand information sources and using the Internet as an easy and convenient way to access information and share it with colleagues.
- When it comes to “engaging” with organizations like ours, engineers are seeking different options that meet their particular needs. Additionally, they are highly price sensitive with an expectation that some features would be free of cost.

Based on the research findings, a proposal to develop and pilot test a multiple-tier “engagement” model, with key elements delivered through our expanding online web presence, was presented at the June Board meeting along with a recommendation to the Board from COFI to fund this effort. The model is now being developed in anticipation of market testing later in FY ‘13.
**Purpose of Pilot Test**

The purpose of this pilot is to test implementation of the new membership model construct in India and Peru – two international markets well suited for strong growth, where cannibalization of existing members presents low risk and where ASME has some in-country infrastructure / relationships.

The chart below dimensionalizes our opportunity in each country, depicting our current professional and student membership numbers in each country along with estimates of the total number of MEs and ME students in each country.*

*One important caveat - at the July Board retreat, we described our efforts to obtain an estimate of the global addressable market for ME’s, our findings that there is a lack of consistent and verifiable information from various parts of the world and in addition, that many who are counted are not actually employed as MEs. However, while the specific numbers attributed to each country cannot be relied on, the relative opportunity in each market versus our current penetration is certainly substantial.

Assuming a successful test based on a careful evaluation of the results (likely at the 9-month mark), we anticipate the next phase to be an expansion of the new membership model to a broader set of markets ... with the ultimate goal being a worldwide roll-out.
**Key Objectives**

- Achieve “accelerated growth” for new membership model offering backed by substantial marketing and promotion
- Quantify the new model’s impact on ASME’s membership base and revenue in the initial and longer terms
- Assess interest in package offerings relative to one another
- Gain an understanding of which marketing and promotion strategies and tactics prove most successful and the associated investment to deliver them
- Gather intelligence on implementation approach in global markets e.g. optimal mix and configuration of local resources such as partners, marketing agencies, business/fulfillment service bureaus
- Determine ASME’s operational ability to deliver and service new model benefits and address the needs of an increasing volume of members

**Project Update – Three Concurrent Work Efforts**

*Overall Project Plan Status: Overall, project is on track. We have met or anticipate meeting key milestone dates within our three major work streams.*

We are aggressively pursuing three work streams concurrently (as outlined on the project plan chart which follows). Delivery of the new member model is not only dependent on the launch of Phase 2 features/functionality (particularly the ability to sign-up as a Participant and complete a Profile) scheduled for the end of January but many of the new services will require additional integration work with ASME.org. The need for .org staff support for the Member Engagement Model project while their time is almost completely committed to completing the Phase 2 work effort is but one of the complexities associated with our work efforts as described below.

1) **New Product/Service Definition and Development**

*Work Stream Status: On track. New product/service definition almost complete per timeline; new partnerships and content acquisition well underway.*

In order to achieve exponential growth, our plan envisions a set of product or service offerings – new and enhanced -- that will be delivered based on which package/pricing option is selected. These offerings, while included in our research, now need to be defined more specifically, developed and integrated with ASME.org. For example:

- **Content Archive** – This is envisioned as an online archive of articles, news stories, case studies, profiles, videos, and other content. In addition to utilizing our own archival content, the working group is researching alternative sources of content from outside of ASME that could be licensed and made available to model participants.
- **Job Board/ Career Center** – An analysis of our current job board / career center has pointed out the need for a significantly greater volume of job postings, including on the
international front, and much more robust career content that is relevant for engineers. To this end, the working group is exploring various options/relationships with third parties that supply job postings and career content ... and is developing a career content strategy.

- **Digital ME Magazine and SmartBrief e-Newsletter** – While these products were more clearly defined at an early stage, determining the mechanisms for making them easily available to specific groups of participants has taken time. In addition, there has been a work effort necessary to determine to what extent back issues of ME Magazine would be made available digitally.

2) **Web Integration -- User Experience, Business and Technical Requirements**

**Work Stream Status: On track. Definition of user experience complete per timeline. Requirements identification now moving to specific business / functional requirements.**

A concurrent effort has begun to map out the user experience in very specific detail for each of these new products and services in the testing environment – India and Peru. We’ve begun to describe how users will access each product – how it will tie into their overall ASME.org experience and their personal dashboard on the site (since virtually all of these products and services will be delivered through the site using many of the new features that are being introduced with the launch of Phase 2 at the end of January). These user experience and business requirements will then lead us to technical requirements, working with the .org technical team and IT organization. The .org team has been brought in as important members of the working group and is trying to balance the need to assist in this effort while simultaneously working to complete all of the necessary work leading up to the launch of Phase 2.

3) **Marketing Strategy**

**Work Stream Status: On track. Market Intelligence completed early. Strategic Marketing Plan Development initiated with kick-off of RFP process to identify in-country resource(s) with whom we would collaborate on developing/executing a locally relevant marketing plan.**

Historically, most ASME marketing activities have been focused within the US and certainly no strategic marketing campaigns have been previously developed and executed in countries like India and Peru. Thus, at the onset, our focus was on market intelligence type activities to gain a better understanding of the local landscape, potential marketing partners, effective channels and activities, etc. We are moving to identify via an RFP process in-country resources with whom we will partner to develop comprehensive and locally relevant marketing and promotional activities.

**Pilot Test Duration**

- Start date: May-June, 2013
- Initial evaluation: February-March, 2014 (9 months from launch)
**Performance Measurement**

The pilot program will be measured and evaluated based on a number of factors including:

- Growth rate of individuals registering with, and joining, ASME versus historical growth rates in test markets. For the initial nine-months of the test, we will evaluate the potential for double/triple digit percentage growth over the longer term in the total number of “connected/engaged” individuals.

- Qualitative feedback about our package/price/benefits options gathered from our new model members and existing members who communicate with ASME regarding the new offerings; marketing and fulfillment partners in the test markets; community/corporate/event partners in the test markets, as available

- Net revenue impact from trade-downs and new revenue from other packages

- Costs and resources required to launch and support the pilot test relative to its eventual degree of success in each market.
<table>
<thead>
<tr>
<th>Membership Model Pilot Test Development &amp; Launch</th>
<th>FY’13 Q1 July-Sep</th>
<th>FY’13 Q2 Oct-Dec</th>
<th>FY’13 Q3 Jan-Mar</th>
<th>FY’13 Q4 Apr –Jun</th>
<th>FY’14</th>
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<tr>
<td><strong>New Product/Service Definition &amp; Development</strong></td>
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<td>Product/service definition</td>
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<td>Build products/acquire content/negotiate partnerships</td>
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<td><strong>Web Integration</strong></td>
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<td>Define user experience</td>
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<td>Identify business requirements</td>
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<td>Technical assessment/scope/cost</td>
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<td>Develop technical requirements</td>
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<td>Build/integrate</td>
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<td><strong>Marketing</strong></td>
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<td>Market intelligence</td>
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<td>Strategic marketing plan development</td>
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<td>Marketing tactics &amp; materials execution</td>
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<td><strong>Pilot Launch</strong></td>
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Evaluation of the results 9 months from launch followed by expansion of the new membership model to broader set of markets.
Date Submitted: September 19, 2012
BOG Meeting Date: November 10, 2012

To: Board of Governors
From: Committee on Governance
Presented by: Richard Benson
Agenda Title: Committee on Governance Report

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

An update on the activities of the Committee on Governance:

The Committee on Governance continues to meet monthly. Since August, the COG has discussed generative speakers and made a call out to the members of the Board for suggestions.

The COG members reviewed benchmark information regarding other associations and their nominating committees.

Last year COG made some suggestions for the governor-elect orientation. This year, members of the committee worked with Terry Shoup of the VOLT Academy, who incorporated the suggestions into the orientation held in September. COG members sat in on the orientation and then provided additional feedback to be added next year based on the responses from the survey as well as the content of the conversation at the orientation. COG will continue to work with VOLT to ensure the governor-elect orientation is comprehensive and relevant.

Proposed motion for BOG Action: (if appropriate)
None

Attachments:
None
Date Submitted: October 24, 2012  
BOG Meeting Date: November 10, 2012  

To: Board of Governors  
From: (Sector/Unit/Task Force/Other)  
Presented by: COR  
Agenda Title: Proposed Appointments  

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

Proposed appointments reviewed by the COR on October 23, 2012.  

Proposed motion for BOG Action: (if appropriate)  

Approve the proposed appointments.  

Attachments:  

Appointment listing.
### 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>Appointment Type</th>
<th>History</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information &amp; Communication Committee</td>
<td>Tim Ganger</td>
<td>Chair</td>
<td>101/1/2012–6/30/2013</td>
<td>Initial</td>
<td>Current - Information &amp; Communication Committee Vice Chair&lt;br&gt;History- Detroit Section Member, W. Virginia Section Member, Early Career Connect Treasurer.</td>
</tr>
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</table>

### 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>Appointment Type</th>
<th>History</th>
</tr>
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<tbody>
<tr>
<td>US National Committee – Theoretical and Applied Mechanics (USNC-TAM)</td>
<td>Nadine Aubry</td>
<td>Representative</td>
<td>11/1/2012 - 10/31/2016</td>
<td>Initial</td>
<td>Associate Editor of ASME Journal of Applied Mechanics since 2009, 2005-2012 Member of Mechanical Engineering Department Heads Executive Committee(MEDHEC)</td>
</tr>
<tr>
<td>Daniel Guggenheim Medal</td>
<td>Elaine S. Oran</td>
<td>Representative</td>
<td>10/1/2012-9/30/2015</td>
<td>Initial</td>
<td>None</td>
</tr>
</tbody>
</table>
Date Submitted: October 23, 2012
BOG Meeting Date: November 10, 2012

To: Board of Governors
From: (Sector/Unit/Task Force/Other)
Presented by: K&C
Agenda Title: By-Law Revision B7.1

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

K&C requests changes to B7.1 updating the responsibility for publications and papers as approved by the Committee on Organization and Rules on October 23, 2012.

Proposed motion for BOG Action: (if appropriate)

Revise B7.1 as attached

Attachments: Word document
B7.1 PUBLICATIONS AND PAPERS

B7.1.1 The Technical Committee on Publications and Communications Directorate is responsible for publications of the Society, except that the Standards and Certification Sector shall be in charge of codes and standards.

B7.1.2 The publications of the Society shall consist of:
   a. The Society's journals, also known as The TRANSACTIONS OF THE ASME;
   b. MECHANICAL ENGINEERING; and
   c. Such other publications as may be authorized by the sector within the limitations of the budget.

B7.1.3 The Society shall not be responsible for statements or opinions advanced in papers or in discussion at meetings of the Society or of its technical divisions or sections, or printed in its publications.

B7.1.4 No substantial part of the activities of the organization shall be carrying on propaganda, or otherwise attempting to influence legislation (except as otherwise provided by Internal Revenue Code (IRC) 501(h)), and does not participate in, or intervene in (including the publication or distribution of statements), any political campaign on behalf of any candidates for public office.

B7.1.5 The Society reserves the right to copyright any of its papers, discussions, reports, or publications.
Date Submitted: October 19, 2012
BOG Meeting Date: November 10, 2012

To: Board of Governors
From: Vicki Blocker, Chair of the 2012 Nominating Committee
Presented by: 2012 Nominating Committee

Agenda Title: Appointment of New Nominee for Vice President of Standardization and Testing

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

The 2012 Nominating Committee would like to recommend Steven G. Wallace as the nominee for Vice President of Standardization and Testing with a term to start in June 2013 and end in June 2016 to replace Jeffrey Friedman, who died in August.

Proposed motion for BOG Action: (if appropriate)

To approve Steven G. Wallace as Vice President-Elect, Standardization and Testing

Attachments: Letter from Nominating Committee Chair Vicki Blocker
Date: September 14, 2012
To: Board of Governors
From: Vicki Blocker, Chair 2012 Nominating Committee
Cc: Hank Cook
    June Ling
    William Berger
    Steve Weinman

Subject: Appointment of New Nominee for Vice President of Standardization and Testing

After the sad news of Jeffrey Friedman’s passing, the 2012 Nominating Committee reconvened via email to fulfill ASME By-Law B4.1.6.3 as written below.

B4.1.6.3, “If a nominee for Vice President is unable to stand for election or if a Vice President Elect is unable to take office, the Nominating Committee shall recommend to the Board of Governors another nominee to fill the office by appointment.”

I am pleased to announce we had 100% participation from the 2012 Nominating Committee.

The 2012 Nominating Committee would like to recommend Steven G. Wallace as the nominee for Vice President of Standardization and Testing with a term to start in June 2013 and end in June 2016.

Vicki Blocker
Chair, 2012 Nominating Committee
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: November 12, 2012
BOG Meeting Date: November 10, 2012

To: Board of Governors
From: (Sector/Unit/Task Force/Other) ERTD/K&C Sector
Presented by: Reggie Vachon
Agenda Title: Huron-Niagara Custodial Account Fund Transfer

Agenda Item Executive Summary: (Do not exceed the space provided)
In 2002, the Huron-Niagara Section was disbanded and all existing members were transferred to the Ontario Section. The proposed motion is a formal request for the ASME Board of Governors to approve the transfer of the current custodian fund balance within the defunct Huron-Niagara to the Ontario Section. This action must be approved by the Board of Governors pursuant to Policy 2.1 Section 4C, which states:

“In the event of the dissolution of a section or its affiliates which has a Custodian or Operating Fund, or both, any balance remaining in such Funds shall, upon recommendation of the Committee on Finance and Investment, be disposed of as determined by the Board of Governors.”

Proposed motion for BOG Action: (if appropriate)
Transfer funds from the custodial account (Fund 4-0010) of the Huron-Niagara Section (formally disbanded under directive APC-29-SAM-2002) to the Ontario Section in District B.

Attachments:
None.
ASME Board of Governors
Agenda Item
Cover Memo

Date Submitted: October 26, 2012
BOG Meeting Date: November 10, 2012

To: Board of Governors
From: (Sector/Unit/Task Force/Other)
Presented by: John Delli Venneri
Agenda Title: Board Resolution for Certificate of Change

Agenda Item Executive Summary: (Do not exceed the space provided)
Resolution for Certificate of Change to Two Park Avenue

Proposed motion for BOG Action: (if appropriate)
To approve the change of address to Two Park Avenue

Attachments:
Resolution and Certificate of Change
WHEREAS, The American Society of Mechanical Engineers ("ASME") will be moving its principal offices to Two Park Avenue, New York, NY 10016 ("New Address"), effective January 1, 2013;

WHEREAS, the Board has determined that it will be necessary to change the address to which the New York Department of State (the "DOS") shall forward copies of process accepted on behalf of ASME to the New Address;

WHEREAS, the DOS permits process address changes to be effected by the filing of a Certificate of Change with the DOS;

NOW, THEREFORE, BE IT RESOLVED, that a certificate of change, substantially in the form submitted to the Board for its approval at its meeting on November 10, 2012 (the "Certificate of Change"), is hereby approved, to update the address to which the DOS shall mail a copy of any process against ASME served upon it to the following address:

    The American Society of Mechanical Engineers
    Two Park Avenue
    New York, NY 10016
    Attn: General Counsel

and be it further

RESOLVED, that the Executive Director of ASME is hereby authorized and directed, on behalf of ASME, to execute the Certificate of Change, to arrange for it to be filed with the DOS effective January 1, 2013 and to take any and all other actions and to execute any and all other documents that, in his judgment, are necessary or appropriate for carrying out the foregoing resolutions.
CERTIFICATE OF CHANGE

OF

THE AMERICAN SOCIETY OF MECHANICAL ENGINEERS

Under Section 803-A of the Not-for-Profit Corporation Law

FIRST: The name of the corporation (the “Corporation”) is The American Society of Mechanical Engineers.

SECOND: The Corporation was formed by consolidation on October 22, 1907.

THIRD: The change effected hereby is:

The address to which the Secretary of State shall forward copies of process accepted on behalf of the Corporation is changed to:

The American Society of Mechanical Engineers
Two Park Avenue
New York, New York 10016
Attn: General Counsel

FOURTH: The above change to the Certificate of Incorporation of the Corporation was authorized by the Board of Directors of the Corporation at a meeting held on November____, 2012.

IN WITNESS WHEREOF, the undersigned has subscribed this certificate as of the _____ day of ____________, ____ and affirms the statements contained herein as true under the penalties of perjury.

THE AMERICAN SOCIETY OF MECHANICAL ENGINEERS

By: ________________________
   Name:
   Title:
Date Submitted: October 24th, 2012  
BOG Meeting Date: November 10, 2012

To: Board of Governors  
From: COFI  
Presented by: Consent Item  
Agenda Title: Delegation of Authority to open and close bank and investment accounts

Agenda Item Executive Summary:

COFI requests that the Board of Governors delegate to COFI the authority to open and close bank and investment accounts.

Proposed motion for BOG Action: (if appropriate)

The ASME Board of Governors delegates the authority to open and close ASME bank and investment accounts to the Committee on Finance & Investment.

Attachments:  
none
Date Submitted: October 24th, 2012
BOG Meeting Date: November 10, 2012

To: Board of Governors
From: COFI
Presented by: Consent Item
Agenda Title: Delegation of Authority to add, modify or delete the authorized signers on bank and investment accounts

Agenda Item Executive Summary:
COFI requests that the Board of Governors delegate to the Executive Director, Thomas Loughlin, the authority to add, modify or delete the authorized signers on bank and investment accounts.

Proposed motion for BOG Action: (if appropriate)
The ASME Board of Governors delegates the authority to change the authorized signers on ASME bank and investment accounts to Thomas Loughlin, ASME’s Executive Director.

Attachments:
none