<table>
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<tr>
<th>Time</th>
<th>Description</th>
<th>Presenter/Location</th>
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</table>
| 8:00 a.m. | Committee Breakout Sessions & Room  
Policy Committee (Frontenac); Fellows & WISE (No Breakout Session)  
Continental Breakfast | Susan Ipri Brown, VP, Board on Government Relations |
| 8:30 a.m. | I. OPENING OF MEETING  
A. Call to Order  
B. Announcements and Introductions  
C. Approval of November 2011 Minutes (Appendix 1)  
D. Agenda Review | Susan Ipri Brown          |
| 9:00 a.m. | II. ACTIVITY UPDATES AND REPORTS  
A. Review of Action Register (Appendix 2)  
B. Committee Reports (Appendix 3)  
- Public Policy Committee  
- Federal Fellows Committee  
- WISE Program Committee | Susan Ipri Brown, Stephen Tse, Lester Su, Kalan Guiley |
| 10:15 a.m. | BREAK |  |
| 10:30 a.m. | II. BUSINESS OF THE BOARD  
A. Board Membership/Org./Terms Chart (Appendix 5a&b)  
B. Budget Review (Appendix 6)  
C. United Engineering Foundation Proposal (Appendix 7) | Susan Ipri Brown          |
| 11:30 a.m. | VI. OTHER BUSINESS  
A. Review of Action Register  
B. FY13 Calendar Review  
C. Nominations and Awards | Susan Ipri Brown          |
| 11:45 a.m. | VII. ADJOURN | Susan Ipri Brown          |
| 11:45 a.m. - 1:15 p.m. | Ralph Coats Roe Keynote Luncheon (Complimentary)  
Outremont/Verdun/Lachine/Lasalle |  |

**Next Meeting Date:**  
ASME 2012 International Mechanical Engineering Congress & Exposition  
November 9-15, 2012 - Houston, Texas
Minutes
Board on Government Relations
Sunday, November 13, 2011
Hyatt Regency ■ Denver, Colorado

I. Opening of Meeting
A. The meeting was called to order at 9:00 am.
B. Vice President Susan Ipri Brown welcomed Board members and guests.
C. The minutes of the June 2011 meeting were reviewed and approved by the Board. *(Appendix 1)*
D. Ipri Brown asked the Board for comments or additions to the Agenda, but none were offered.

II. Activity Updates and Reports
A. **REVIEW OF ACTION REGISTER (Appendix 2)**

<table>
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<tr>
<th>Responsibility</th>
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<th>Start Date</th>
<th>Date Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>09-04</td>
<td>Review and Comment on Peer Review Position Statement/Letter; Move forward for BOG Consideration (Comments due to Mike Reischman; cc Kathryn Holmes)</td>
<td>6/12/2011</td>
<td>6/30/2011 Completed</td>
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<tr>
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<td>10-04</td>
<td>New ideas on research and development précis for Engineering Public Policy Symposium (Topics/Description)</td>
<td>6/2011</td>
<td>11/2011 Completed</td>
</tr>
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B. **BREAKOUT SESSIONS REPORTS (APPENDIX 3)**

**PUBLIC POLICY COMMITTEE**
Stephen Tse, Chair of the Public Policy Committee, informed the Board that the Committee discussed the following:

- The Board of Governors approved the following General Position Papers during their September 15-16, 2011 Board meeting:
The “Peer Review Resolution” drafted by Michael Reischman, Past VP, Board on Government Relations, was approved and been released as an ASME General Position Paper. It is available to view at http://files.asme.org/asmeorg/NewsPublicPolicy/GovRelations/PositionStatements/29970.pdf

The ASME Board of Governors also approved a general position paper on “Strengthening the U.S. Manufacturing Sector”. The paper, which was endorsed by ASME’s Manufacturing Technical Group (MTG), is available at http://files.asme.org/asmeorg/NewsPublicPolicy/GovRelations/PositionStatements/29969.pdf

Public Policy Agenda Survey: The Committee agreed that we would continue to issue our survey every two years, but that we would explore creating two separate surveys in order to improve the response rate. We agreed to: 1) reissue the previous survey, but update it for 2013-2014; and 2) create a second, mini-survey which would primarily provide an opportunity to prioritize our core issues, but also give anyone taking the survey the option of drilling down further into each sub-issue. The Committee also agreed to:

- Offer an incentive again for taking the survey.
- Print and distribute the survey every four years instead of every two years.
- Determine whether it’s possible to include the survey as part of ASME Membership Renewal.

The Inter-Sector Committee on Federal R&D has been scheduled for March 5th on Capitol Hill.

The United Engineering Foundation approved $28,000 for the Engineering Public Policy Symposium, which will be convened in conjunction with the National Academy of Engineering Convocation and the AAES Board meeting, on April 16-17, 2012. The Board on Government Relations, Public Affairs & Outreach and Industry Advisory Board Members will be invited to attend the event this year.

- The Policy Committee discussed the current budgetary climate on Capitol Hill and potential cuts to the federal research budget. They agreed that the Symposium would focus on federal research and development. It would also include an energy focus to ensure we meet our FY12 baseline for our energy public policy impact index. Invited speakers could include: 1) Dr. Holdren (OSTP); 2) Dr. Majumdar (DOE); 3) Tom Peterson (NSF); Dr. Gallagher (NIST) who could discuss the impact of the budget on manufacturing and workforce development.
- Action Item: The Policy Committee will convene a teleconference mid-December to finalize the topics and speakers.

The Committee discussed potential nominees for the Roy V. Wright Award/Lecture, which will be presented by Susan Ipri Brown during the Industry Advisory Board dinner on Monday, April 16, 2012. The Committee recommended the following individuals (as prioritized) be contacted to determine their availability to accept the Award and present the lecture: 1) Rep. Paul Tonko; 2) Rep. Judy Biggert; and 3) Former House Science Committee Chairman Bart Gordon.

- Action Item: Comments on the proposed nominees, as well other recommendations, should be provided to Stephen Tse by November 23rd.

FELLOWS PROGRAM COMMITTEE
Donna Michalek, Chair of the Fellows Program Committee informed the Board that the Committee had discussed the following:

- Patti Jo Snyder of ASME Government Relations, will now be providing staff support for the Federal Fellows program;
- Our current fellows have all found placements. Additionally the mentoring program, partnering past fellows with the incoming “class,” was proving to be highly successful.
- The Committee discussed the potential fellowship positions at USAID as well as others within the State Department, noting that this was an exciting development and growth opportunity for the program.
- Regarding future solicitations, the group brainstormed on ways to bring greater diversity to the pool of applicants. A possible avenue discussed was for ASME to partner with groups such as
WISE Program Committee
Kalan Guiley, Chair of the WISE Program Committee informed the Board that the Committee discussed the following:

- Martin Edelson agreed to serve as a member of the WISE Committee. Kalan will be following up with other WISE Committee candidates post-IMECE and plans to have a full Committee by mid-December 2011. If possible, Kalan will convene a short conference call with the new Committee members to discuss the selection process before the end of the year.
- The Committee discussed the engagement of the WISE interns post-internship. They discussed selecting mentors for the interns earlier in the process and encouraging more interaction between the intern and mentor, including the possibility of having the mentor help the intern publish his or her paper in an ASME journal (however, publication would follow the normal process and is not guaranteed). Martin said he could help the Committee identify mentors within both the Nuclear and Environmental Engineering Divisions and, in the future, there may be an opportunity for either division to help sponsor an intern.
- The Committee agreed that we would invite our two 2011 WISE interns – Julian Leland and Max Micali – to attend the ISCFRD and Symposium.
- The Committee discussed the possibility of hosting a WISE alumni reception in the future. It would not necessarily have to be in D.C., just in a location where there was a critical mass of former interns. They also briefly discussed: 1) opportunities for WISE interns to apply for future ASME Federal Government Fellowships; 2) questions we could include in a survey; and 3) metrics for the WISE program.

C. **ENGINEERING WORKFORCE STRATEGY EXECUTION TEAM**
William Wepfer, Vice President, Education, briefed the Board on the status of the engineering workforce strategy execution team (powerpoint presentation attached.) Wepfer discussed ASME’s Vision 2030 project (V2030) which analyzed the perspectives of recent engineering graduates, their professors and their employers and recent engineering education studies to offer recommendations on how mechanical engineers should be educated to meet the demands of their transforming profession, as well as the grand societal challenges of the future. Wepfer stated that the Board on Education was reviewing an action agenda on seven aspects of the educational landscape that emerged in V2030 as target areas of change: 1) Richer-Practice Based Experience for Students; 2) Stronger Professional Skills for Students; 3) More Flexible Curricula; 4) Greater Innovation and Creativity; 5) Technical Depth Specialization; 6) Greater Diversity Among Students and Faculty; and 7) New Balance of Faculty Skills. Wepfer stated that discussions were underway on potential revisions to the mechanical engineering undergrad program criteria, which could potentially provide engineering students with an opportunity to pursue minors (for example, a minor in public policy.)

Wepfer also informed the Board that Georgia Tech was interested in committing $10,000 to support a WISE intern next year. He will also explore having our two 2011 WISE Interns present their papers to the ME Department Heads during a future meeting (possibly at the 15th International Mechanical Engineering Education Conference scheduled for March 8-10, 2012 in Clearwater Beach, Florida.)

D. **ASME ENERGY INDICATORS SCORECARD**
Michael Tinkleman briefed the Board on the recent ASME Energy Indicators Scorecard (powerpoint presentation attached.)
E. **ENERGY PUBLIC POLICY IMPACT INDEX**
Stephen Tse reviewed the current energy public policy impact index (powerpoint presentation attached.)

F. **Public Affairs and Outreach (PA&O)**
Stacey Swisher Harnetty, Vice President of PA&O, discussed the new structure of PA&O, as well as the Council’s intention to convene workshops focused on the four key focus areas and to explore what the “big ideas” are as we move forward.

G. **STRATEGIC INNOVATION COMMITTEE**
John Ahlen, Chair, Innovation Committee and Chris Prizembrel discussed the PA&O Sector Strategic Planning Process for Fiscal Year 2012 around the four focus areas: 1) Engineering for Global Development; 2) Public Policy; 3) K-12 STEM Education; and 4) Students and Early Career (see attached powerpoint slides.) John and Chris informed the Board they would be working with the ASME Foundation and funding would be dedicated for “new ideas” related to the four focus areas. There are opportunities to identify programs or activities that would have a high impact for the Sector, as well as sustaining innovation to existing programs or activities. As Chris stated, “Donors contribute to fundraising when “compelling ideas are perceived as mutual benefit to ASME and the donor.”

III. **BUSINESS OF THE BOARD**

A. **Budget Review** *(Appendix 5)*
Ipri Brown reviewed the three year budget for Government Relations.

B. **STRATEGIC PLANNING**
Ipri Brown led a brainstorming session on some initial thoughts and ideas for consideration for the four Public Affairs and Outreach (PA&O) focus areas, which included:

<table>
<thead>
<tr>
<th>Public Policy</th>
<th>K-12 STEM Education</th>
<th>Engineering for Global Development</th>
<th>Other</th>
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</thead>
<tbody>
<tr>
<td>- Diversity of Fellows</td>
<td>- Advocacy – focused on successful engineering programs</td>
<td>- Fellows in global organizations</td>
<td>- Diversity strategy</td>
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<tr>
<td>- Connection with ASME marketing and communications</td>
<td>- IAB deeper involvement</td>
<td>- Fellows in federal agencies impacting global issues</td>
<td>- Research funding assistance for undergrads (Policy focused REU)</td>
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<tr>
<td>- How to share public policy with global effort</td>
<td>- State programs and education</td>
<td>- Engineers for a Sustainable World/Engineers without Borders with WISE</td>
<td>- Industrial fellows program in collaboration with IAB</td>
</tr>
<tr>
<td>- K&amp;C global communities for local/state public policy</td>
<td>- Gates Foundation – other significant Foundations</td>
<td>- Share policy with global development</td>
<td>- Industrial sponsored fellows – selling the story</td>
</tr>
<tr>
<td>- Our own ASME federal fellow training</td>
<td>- Research and advocacy for a path forward in approaching engineering education</td>
<td>- Peace Corps interaction/recruiting</td>
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<td>- Growth/expansion of fellows and WISE</td>
<td>- Resource for faculty broader impacts</td>
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<td>- Grassroots initiatives</td>
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<tr>
<td>- PALC-style program (PA&amp;O Workshop)</td>
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<tr>
<td>- Professional licensure regulation</td>
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<td></td>
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<tr>
<td>- Reception/casual style events</td>
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<td>- Becoming resource for engineering groups wanting to start initiatives such as robotics and manufacturing</td>
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<tr>
<td>- Sharing information/resources with other agencies</td>
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Student and Early Career:
- Sponsored WISE fellows through ME Departments
- Collaboration with WISE through education and technical divisions
- Student competitions grouped within the council
- Robotics/design research education initiative
- Podcasts related to engineers in public policy

Other:
- Diversity strategy
- Research funding assistance for undergrads (Policy focused REU)
- Industrial fellows program in collaboration with IAB
- Industrial sponsored fellows – selling the story
- Collaborate with education on long term development of public policy as a minor.

Primary and Secondary Strategic Purpose:
- Strength voice for the profession in public policy
- Fellows and WISE programs

Short term
- Fellows improvements including stipends, marketing, diversity
- Fellows in USAID, etc.
- WISE internal ASME connections
- Deans and Department Chairs regular interactions – ME/MET
- Technical Communities interaction
- Further policy interactions with Society of Women Engineers/National Society of Black Engineers/Society of Hispanic Professional Engineers

Long term
- Education
- IAB
- Global development
- State/local unit communications

C. BOARD MEMBERSHIP/ORGANIZATIONAL CHART
Ipri Brown reviewed the Board membership and organizational chart.

D. Nominations/Renewals
Ipri Brown reviewed the following Board nominations/renewals:
- Tommy Gardner has been appointed as an Adjunct Member of the Board. He is also serving as the policy representative for the ASME Industry Advisory Board.
- Susan Ipri Brown’s term as Vice President will end in June 2012, when she will become the “Past Vice President”.
- Donna will become the new Vice President in June 2012.
- Michael Reischman will rotate off the Board as of June 2012, although he will serve as an Emeritus Member and continue to stay engaged with the Board.
- Lester’s 1st term ends July 2012 when he will become eligible for a second term.
- Lester will become the Chair of the Fellows Committee when Donna becomes Vice President.

Action Item: Anyone interested in serving on the Board, or in providing recommendations of potential candidates, should contact Susan Ipri Brown by January 1, 2012 (please cc Kathryn Holmes). We will then schedule a teleconference with the Board to discuss interested candidates.

E. FY12 Calendar Review

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>Monday, March 5, 2012</td>
<td>Inter-Sector Council on Federal Research &amp; Development</td>
<td>Washington, DC</td>
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<tr>
<td>Monday, April 16, 2012</td>
<td>National Academy of Engineering Convocation</td>
<td>Washington, DC</td>
</tr>
<tr>
<td>Monday, April 16, 2012</td>
<td>Industry Advisory Board Dinner (Board on Government Relations Members Invited)</td>
<td>Washington, DC</td>
</tr>
<tr>
<td>Tuesday, April 17, 2012</td>
<td>Engineering Public Policy Symposium</td>
<td>Washington, DC</td>
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<tr>
<td>June 2-6, 2012</td>
<td>ASME 2012 Annual Meeting</td>
<td>Montreal Quebec, Canada</td>
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### IV. Review of Action Register

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<td>Ipri Brown</td>
<td>11-01</td>
<td>Restructuring Transitions: 1) Nominating Committee; and 2) Professional Licensure</td>
<td>6/2011</td>
<td>ON HOLD</td>
</tr>
<tr>
<td>ALL</td>
<td>11-05</td>
<td>Nominations for Roy V. Wright Award (Email Stephen Tse and copy Kathryn Holmes)</td>
<td>11/2011</td>
<td>11/23/2011</td>
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<tr>
<td>ALL</td>
<td>11-06</td>
<td>Nomination for new Board member (Email Susan and copy Kathryn Holmes)</td>
<td>11/2011</td>
<td>1/1/2012</td>
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### IV. OTHER BUSINESS

No other business was discussed.

### V. THE MEETING ADJOURNED AT 1:00 PM.

#### Attendees

- **Board on Government Relations**
  - Guiley, Kalan
  - Hajela, Prabhat
  - Ipri Brown, Susan
  - Michalek, Donna
  - Parker, Johné
  - Pepper, Darrell
  - Reischman, Mike
  - Su, Lester
  - Tse, Stephen
  - Holmes, Kathryn (non-voting member)

- **Guests**
  - Ahlen, John
  - Dyess, Nicole (ECLIPSE)
  - Hosni, Mo
  - Jeffers, Bob
  - Matzie, Regis
  - Parker, John
  - Przirembel, Chris
  - Swisher Harnetty, Stacey
  - Wepfer, Bill

- **Staff**
  - Carl, Melissa
  - Chandrashekhar, Shekhar
  - Hamilton, Phil
  - Holmes, Kathryn
  - Ling, June
  - Melsinger, Reese
  - Smith, Rasheedah
  - Snyder, Patti Jo
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TO: Board on Government Relations and Adjunct Members
FROM: Stephen Tse, Lester Su and Kalan Guiley
Policy and Program Committee Chairs
RE: Government Relations Highlights: December 2011-May 2012
DATE: May 20, 2012

Highlights of ASME Government Relations activities and programs from December 2011-May 2012 are provided below.

WHITE HOUSE EVENTS

- On April 6th, ASME President Victoria Rockwell attended the White House Women’s Economic Forum, which focused on key issues related to women and the economy. As the third female President of ASME, Rockwell was asked to join President Barack Obama on stage while he gave his speech. The video of the event is available at http://www.whitehouse.gov/photos-and-video/video/2012/04/06/president-obama-speaks-white-house-forum-women-and-economy

- On January 31st, ASME President Victoria Rockwell attended a meeting with Dr. John Holdren, the President’s Science Advisor, and Mr. Jon Carson of the Office of Public Engagement in the Roosevelt Room of the White House to discuss the science and technology themes in President Obama’s State of the Union.

- On Friday, December 9, twelve local leaders in the effort to recruit and retain girls and women in science, technology, engineering, and math (STEM) fields were honored at the White House as Champions of Change. Among them was ASME Fellow Karen A. Thole, Ph.D., P.E., professor of mechanical engineering and head of the Department of Mechanical and Nuclear Engineering at the Pennsylvania State University. The Champions of Change program was created as a part of President Barack Obama’s Winning the Future initiative. As part of the event, the White House Office of Science and Technology Policy and representatives from several federal agencies participated and hosted several small group discussions between the champions and other notable guests from varying sectors and communities around engaging and supporting girls and women in STEM. Also in attendance was ASME Industry Advisory Board Executive Committee member Kristen Pederson, who is the Vice President of IBM Global Business Services. These breakouts — which focused specifically on changing the stereotypes of girls in the STEM fields, mentoring, and supporting/retaining women in the STEM workforce — were followed immediately by a larger event focused on amplifying best practices learned in each area.

ANNUAL INTER-SECTOR COMMITTEE ON FEDERAL R&D (ISCFRD) MEETING

The annual Inter-Sector Committee on Federal Research and Development was held on Monday, March 5, 2012 on Capitol Hill, Washington, DC. Twenty-two ASME R&D Task Force Members attended the meeting. The following speakers provided an overview of the Administration’s Fiscal Year 2013 Budget Request and discussed legislative priorities for the 112th Congress:
• Chris King, Staff Director, Subcommittee on Energy and Environment, House Science, Space, and Technology Committee;
• Neil Canfield, Republican Professional Staff Member, Committee on Science, Space, and Technology;
• Hilary Cain, Democratic Professional Staff Member Committee on Science, Space, and Technology;
• Leland Cogliani, Democratic Professional Staff Member, Senate Committee on Appropriations;
• Kei Koizumi, Assistant Director for Federal R&D, White House Office of Science and Technology Policy (OSTP); and
• Matt Hourihan, Director of R&D Budget Programs, American Association for the Advancement of Science (AAAS). Following the speaker panel, Members meet with agency officials during the afternoon Government Relations arranged visits for ASME ISCFRD volunteers to meet with Administration officials during the afternoon to discuss the impact of the FY13 budget request on mechanical engineering. Government Relations prepared briefing books, talking points, background information, articles, and potential questions for meetings with the following officials:
  o Dr. Stu Wolf, Assistant Director for Basic Research, Department of Defense;
  o Neil Gupta, Science and Technology Fellow, U.S. Dept. of Defense;
  o Dr. Rodric Pettigrew and Dr. Belinda Seto, Director and Deputy Director, National Institute of Biomedical Imaging and Bioengineering, National Institutes of Health;
  o Dr. Jaiwon Shin, Associate Administrator for Aeronautics Research, NASA;
  o Thomas Irvine, Deputy Associate Administrator, Aeronautics Research Mission Directorate, NASA;
  o Jon Montgomery, Director, Mission Support Office, NASA;
  o Dr. Thomas Peterson, Assistant Director, Engineering Directorate, National Science Foundation;
  o Jason Boehm, Director of the Program Coordinator Office, NIST;
  o Patricia Hoffman, Assistant Secretary, office of Electricity Delivery and Energy Reliability, Department of Energy (DOE);
  o Pete Lyons, Office of Nuclear Energy, DOE;
  o Henry Kelly, Principal Deputy Assistant Secretary, Office of Energy Efficiency and Renewable Energy, DOE;
  o Dr. William Brinkman, Director, Office of Science, DOE;
  o Charles McConnell, Acting Asst. Secretary for Fossil Energy, DOE;
  o Dr. Paul Anastas, Asst. Administrator for R&D, EPA; and,
  o Dr. Alex Dehgan, Science and Technology Policy Advisor, U.S. Agency for International Development.

AAAS CHAPTERS ON MECHANICAL ENGINEERING AND NANOTECHNOLOGY
After the ISCFRD meeting, Government Relations staff worked closely with Task Force members to prepare an analysis on mechanical engineering research investments at the federal agencies. Dr. Stephen Tse finalized our chapter on “Mechanical Engineering in the Fiscal Year 2013 R&D Budget” and ASME Fellow, Dr. Mikhail Roco wrote the chapter on “National Nanotechnology Investment in the FY 2013 Budget.” Both chapters were provided to AAAS and are included in their annual report, which is now available at http://www.aaas.org/spp/rd/rdreport2013/

ROY V. WRIGHT LECTURE & AWARD
Government Relations confirmed the Honorable Paul Tonko (D-NY) as the recipient of the Roy V. Wright Lecture. Rep. Tonko presented the Lecture at the ASME Industry Advisory Board Dinner on Monday, April 16th, in Washington, DC highlighting the impact engineers can have on manufacturing and energy. Susan Ipri Brown, Vice President of the Board on Government Relations presented Rep. Tonko with an award with the following inscription: “In recognition of your leadership to our nation in encouraging them to discharge the duties of good citizenship.”
ENGINEERING PUBLIC POLICY SYMPOSIUM
The annual Engineering Public Policy Symposium was convened on Capitol Hill in Washington, D.C. on Tuesday, April 17, 2012 to highlight key issues before the Administration and Congress related to “Energy and Research and Development. The annual event brought together over 100 leaders - Presidents, President-Elects and Executive Directors - from 33 national engineering societies, representing more than two million engineers. ASME served as the Chair and lead organizer of the Symposium, which was made possible by a grant from the United Engineering Foundation. ASME members from the Public Affairs and Outreach Council and the Industry Advisory Board attended the event.

The day long Symposium featured key speakers from the Administration, Congress, and industry, who highlighted their priorities in research and development, energy and manufacturing. Guest speakers included:

- ASME President Victoria A. Rockwell welcomed attendees and provided opening remarks.
- Dr. John Holdren, Director of the White House Office of Science and Technology Policy, served as the event’s keynote speaker, and spoke about the Administration’s strong emphasis on research, particularly for clean energy, advanced manufacturing, and robotics.
- Dr. Patrick Gallagher, Under Secretary of the Department of Commerce and Director of the National Institute of Standards and Technology (NIST) provided attendees with some insight into the NIST FY 2013 proposed budget, including the creation of a National Network for Manufacturing Innovation, which will be supported by a mixture of public and private stakeholders and will focus on research related to manufacturing competitiveness.
- Dr. Arun Majumdar, Acting Under Secretary of the Department of Energy (DOE) and the first Director of the Advanced Research Projects Agency-Energy (ARPA-E) program and an ASME Fellow, discussed various energy initiatives both within ARPA-E as well as DOE-wide. Some of these initiatives included the DOE Innovation Hubs, which team engineers and scientists together to solve technical issues, as well as the Sunshot Initiative, which seeks to scale down the cost of solar energy to $1 per watt, or roughly 5-6 cents per kilowatt-hour.
- Dr. Kesh Narayanan, Deputy Assistant Director for the Directorate for Engineering (ENG) at the National Science Foundation, concluded the program by providing a detailed overview of the NSF’s FY 2013, emphasizing OneNSF, which centers around investments involving ENG and one or more partnerships, such as directorates, offices, other federal agencies, and private industry.

ASME President Victoria Rockwell and IEEE-USA President-Elect Marc Apter presented awards to the Honorable Judy Biggert (R-IL) and Honorable Rush Holt (D-NJ), Co-Chairs of the Congressional Research and Development (R&D) Caucus in recognition of their “leadership and commitment in developing sound science, engineering and technology policies” and “support for research and education that promote U.S. technological leadership and economic prosperity.”

CONGRESSIONAL VISITS ON “R&D AND ENERGY RESEARCH”
Following the conclusion of the Symposium, outreach to congressional leaders continued as attendees met with their congressional representatives in the House and Senate to discuss science and engineering budget priorities, and urge sustained federal funding to support research and development.

CONGRESSIONAL BRIEFINGS

Interaction with Congress/Administration
ASME, IEEE-USA, NSF, and Discover are continuing our collaboration on a series of four congressional briefings each fiscal year entitled “The Road to the New Energy Economy.”
The second briefing was convened on March 27, 2012 and entitled, “The Road to the New Energy Economy: Geothermal.” It featured James Faulds, Professor at the University of Nevada-Reno and Director of Nevada Bureau of Mines and Geology; David Blackwell, W.B. Hamilton Professor of Geophysics at the Roy Huffington Department of Earth Sciences at Southern Methodist University; and Karl Gawell, Executive Director of the Geothermal Energy Association. The event also featured Genevieve Cullen, Vice President for the Electric Drive Vehicle Association. The event was moderated by Discover Magazine Editor-in-Chief Corey Powell.

The third briefing was convened on April 25, 2012 and entitled “The Road to the New Energy Economy: Re-engineering Water for Power.” Senate Majority Leader Harry Reid (D-NV) spoke briefly. This event also featured Richard Luthy, Director, Center for Re-inventing the Nation's Urban Water Infrastructure; Stanford University; Patricia Mulroy General Manager, Las Vegas Valley Water District, Southern Nevada Water Authority; and Thomas Peterson Assistant Director, NSF Directorate for Engineering.

The fourth briefing will be convened on May 23, 2012 and entitled “Human Behavior: Influences on Energy Choices.” This event will be moderated by Corey Powell, Editor-in-Chief of DISCOVER magazine. Featured speakers for this event will be Elke Weber, Director, Center for Research on Environmental Decisions at Columbia University, and Hunt Allcott, Assistant Professor of Economics, at New York University.

Additional Events Sponsored by ASME
On April 24-25, ASME cosponsored the Science-Engineering-Technology Working Group’s Congressional Visits Day which focused on urging policymakers to support federal Investments in Research and Development.

Society of Women Engineers (SWE)
ASME Government Relations continued to work closely with SWE Volunteers and staff to increase their efforts in the policy arena on STEM and Diversity issues, and initiated the following activities on behalf of SWE:

- The following SWE leaders also participated in the December 9th White House Champions for Change event: President Melissa Tata, Government Relations and Public Policy Chair Karen Horton, Executive Director Betty Shanahan, and Deputy Executive Director Karen Horting.
- On December 16th, the SWE Government Relations and Public Policy Committee hosted a webinar entitled, “The State of Women in Engineering.” The featured speaker was Cathy Pieronek, SWE Title IX Lead and former GRPP Chair. The current GRPP Chair Karen Horton introduced Pieronek. Carl worked with Pieronek and Horton to put together Pieronek’s presentation.
- Staff was invited to attend SWE’s 2012 strategic planning meeting. SWE staff is greatly appreciative of ASME’s work for them in public policy.
- Staff attended the Girl Scouts’ 100th Anniversary event, where they launched their “To Get Her There” campaign.
- Staff represented SWE during a National Coalition of Women and Girls in Education (NCWGE) meeting with Carmel Martin, Department of Education Assistant Secretary for Planning, Evaluation, and Policy Development. The primary topic of discussion was the newly granted Elementary and Secondary Education Act (ESEA) waivers to ten states.
- Staff attended the American Enterprise Institute’s women in STEM panel. One of the featured speakers was Alice Popejoy, Public Policy Fellow at the Association for Women in Science.
- The 2012 SWE conference and ASME IMECE 2012 will be held in close proximity in Houston in November. Staff has been helping facilitate discussions with SWE about collaborations between the two organizations.
- On March 21-22, 2012, SWE held its 3rd annual “Diversity and Inclusion Fuels Innovation in STEM” Capitol Hill Day in Washington, D.C. Twenty-nine STEM and diversity professional associations co-sponsored this event, including ASME. Staff worked with SWE volunteers and staff to develop and execute the program for this event. Speakers included: NASA Administrator Charles Bolden; NSF Deputy Director Cora Marrett; Dr. Bevlee...
On March 27th, staff participated in the White House Vision 2020 meeting on behalf of SWE. Vision 2020 is a national initiative convening allies and women leaders from across the United States with the purpose to advance women's equality by the year 2020.

Staff represented SWE at the White House Women’s Economic Summit.

On April 24th, Representative Eddie Bernice Johnson (D-TX) introduced the “Broadening Participation in STEM” Act during a Congressional briefing sponsored by the National Action Council for Minorities in Engineering (NACME). SWE is one of the original endorsers of the bill. At this event, NACME also re-released its 2011 minorities in STEM databook.

NSF has decided to fold its Research on Gender in Science and Engineering program into its broader Research on Education and Learning (REAL) program. Staff has been working on behalf of SWE with the Association for Women in Science (AWIS), the National Coalition of Women and Girls in Education (NCGWE) STEM task force, and the National Association of University Women (AAUW) on scheduling meetings with appropriate NSF and White House leadership to learn more about this change, as well to provide comments. On April 25th, the NCWGE STEM task force met with Dr. Wanda Ward, Senior Advisor to the Director. On November 7th and January 30th, the NCWGE STEM task force also had follow-up meetings with EHR officials. Staff also attended the January 11th and February 2nd full NCWGE meetings.

On May 17th, SWE organized a Congressional briefing entitled, “Improving STEM Outreach through Strategic Partnerships.” At the event, the ExxonMobil Foundation announced a gift of $1 million over 4 years for SWE’s outreach programs to middle school girls. The ExxonMobil Foundation also participated in the briefing’s strategic partnership panel, which also featured representatives from Girls Inc., the Girl Scouts, WGBH, and the National GEM Consortium. Topics of discussion included what defines a success partnership, potential best practices, and the importance of being inclusive. Representative Robert Dold (R-IL), Dr. Muriel Poston of the National Science Foundation, and John Manahan from the Department of Education also stopped by to provide remarks. For the first time, staff live tweeted from the event, and also held a post-event tweet chat with John Manahan of the Department of Education.

NCWGE is in the process of developing a “Title IX at 40” report, which will be a follow-up to its “Title IX at 35” report. SWE is contributing to the STEM chapter of the report. NCWGE plans to hold a Congressional briefing in mid-June to release the report.

Coalitions
Government Relations continued to be actively engaged in working with the following Coalitions and Caucuses to address ASME’s Public Policy Agenda priority issues:

1. Energy Sciences Coalition (Department of Energy Research and Development)
2. Science, Technology, Engineering and Mathematics (STEM) Education Coalition (STEM Education)
3. Task Force on the Future of American Innovation (America COMPETES Act; NSF, DOE, NIST R&D)
4. Coalition for National Science Funding (CNSF): (National Science Foundation Research/Education)
5. Coalition for National Security Research (CNSR) (Defense R&D)
6. Voluntary Consensus Standards Coalition (Standards)
7. Pipeline Standards Development Organizations Coordinating Council (PSDOCC) (Standards)
INTERACTIONS WITH GOVERNMENT OFFICIALS
Government Relations initiated 352 interactions by ASME Members/Staff with policymakers and government officials in Fiscal Year 2012 (FY12) to advocate for ASME’s Public Policy Agenda priority issues.

LEGISLATIVE ACTION ALERTS
The following action alerts were issued in FY12 and are available at http://www.capwiz.com/asme/home/:

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
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<tbody>
<tr>
<td>5/16/2012</td>
<td>Support Funding for Federal Research and Education Programs in Fiscal Year FY13</td>
</tr>
<tr>
<td>10/13/2011</td>
<td>Support Science and Engineering Research at The National Institute of Standards and Technology (NIST) and The National Science Foundation (NSF)</td>
</tr>
<tr>
<td>9/22/2011</td>
<td>Support the Technology Innovation Program (TIP) and Advanced Manufacturing Technology Consortia (AMTECH) at NIST</td>
</tr>
<tr>
<td>7/11/2011</td>
<td>Support STEM Education in the Elementary and Secondary Education Act (ESEA)</td>
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POSITION STATEMENTS
A total of 18 position statements have been issued on ASME’s priority issues since the November 13, 2011 Board meeting, as follows:

<table>
<thead>
<tr>
<th>Number</th>
<th>Release Date</th>
<th>Title</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>EDUCATION (5)</td>
</tr>
<tr>
<td>PS12-14</td>
<td>5/3/2012</td>
<td>STEM Education Coalition Letter to support STEM education-related appropriations in FY13</td>
</tr>
<tr>
<td>PS12-13</td>
<td>5/3/2012</td>
<td>Letter of endorsement of the “Broadening Participation in STEM Education Act”</td>
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<tr>
<td>PS12-05</td>
<td>2/16/2012</td>
<td>Diversity and Inclusion in the Science, Technology, Engineering, and Mathematics (STEM) Workforce: A Strategic Global Imperative</td>
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<tr>
<td>PS12-06</td>
<td>2/16/2012</td>
<td>Mandatory Educational Requirements for Engineering Licensure</td>
</tr>
<tr>
<td>PS12-04</td>
<td>2/13/2012</td>
<td>Coalition Letter to Chairman Kline regarding House Elementary and Secondary Education Act bills</td>
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<td></td>
<td></td>
<td>ENERGY (5)</td>
</tr>
<tr>
<td>PS12-17</td>
<td>5/16/2012</td>
<td>International Engineering Societies Call on Governments to Support the United Nations “Sustainable Energy for All” Initiative</td>
</tr>
<tr>
<td>PS12-15</td>
<td>5/9/2012</td>
<td>The Need for Additional U.S. Coal Fired Power Plants</td>
</tr>
<tr>
<td>PS12-12</td>
<td>5/1/2012</td>
<td>ETP-5: What’s involved in Carbon Capture and Sequestration</td>
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<td></td>
<td>ENVIRONMENT (1)</td>
</tr>
<tr>
<td>PS12-16</td>
<td>5/10/2012</td>
<td>Outside Witness Testimony for Environmental Protection Agency FY 2013 Budget request</td>
</tr>
<tr>
<td></td>
<td></td>
<td>R&amp;D (6)</td>
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### ASME Aerospace Division Position Statement on the FY 2013 Budget for NASA

PS12-08 3/16/2012  ASME Aerospace Division Position Statement on the FY 2013 Budget for NASA

### Outside Witness Testimony for National Institute of Standards and Technology (NIST) FY 2013 Budget Request

PS12-09 3/16/2012  Outside Witness Testimony for National Institute of Standards and Technology (NIST) FY 2013 Budget Request.

### ASME ISCFRD NSF Task Force Position Statement on the FY 2013 Budget for the National Science Foundation

PS12-10 3/16/2012  ASME ISCFRD NSF Task Force Position Statement on the FY 2013 Budget for the National Science Foundation

### Coalition for National Science Funding Letter on the GRANT Act

PS12-03 2/8/2012  Coalition for National Science Funding Letter on the GRANT Act

### Letter responding to a “Request for Information (RFI)” issued by the Office of Science and Technology Policy (OSTP) on “Public Access”

PS12-01 1/12/2012  Letter responding to a “Request for Information (RFI)” issued by the Office of Science and Technology Policy (OSTP) on “Public Access”

### Letter urging Congress to repeal Section 24 of H.R. 2845 (P.L 112-90) that deals with incorporation of standards by reference

PS12-02 1/18/2012  Letter urging Congress to repeal Section 24 of H.R. 2845 (P.L 112-90) that deals with incorporation of standards by reference

### K&C EnComm “Public Statements”

The following public statements were also issued in FY12 by the Knowledge and Community Energy Committee:

- ETP1: “Three Signs the End of Oil Exports Coming.”
- ETP2: “US Energy Sources and Uses - Six Lessons Learned”
- ETP3: “$1,000,000,000/Day – Our National Daily Fix- and no end in sight!!
- ETP4: “An Energy Resource for Thousands of Years”
- ETP5: “What’s involved in Carbon Capture and Sequestration”

### ASME Federal Government Fellows

**Legislative**

- **David McStravick, Ph. D.,** is serving in the office of Senator Mark Begich (D-AK). David worked in the energy industry for 20+ years in various engineering product development and research positions. In this timeframe, his product development efforts resulted in 15 U.S. patents. He joined Rice University in 1996 and is currently a Professor in the Practice in the Mechanical Engineering and Material Science Department. He teaches in the areas of thermal systems and engineering mechanics. His current research interests are in medical product design and energy production systems. He is also active in forensic expert witness work and has worked on over 25 cases.

- **Kenneth Miller, Ph.D.,** is serving in the office of Senator John Rockefeller IV (D-WV). Ken is a Professor of Mechanical Engineering at St. Cloud State University. He received his M.S. and Ph.D. at the University of South Carolina before joining St. Cloud State University in 2001. His teaching and research are focused on energy, transportation, and thermal sciences. He has also been the advisor for the student section of ASME at St. Cloud State University since it was established during his second year at the school. Part of his work has been cooperative education with international programs and he has included a semester in Ingolstadt, Germany and two semesters in Shanghai, China. Kenneth graduated from the Georgia Institute of Technology with a B.S. in Mechanical Engineering in 1979. He was an engineer in the automotive industry for 15 years, primarily with Michelin Tire Corporation.

- **Benjamin I. Cohen, Ph.D.,** has been serving in the office of Sen. Sherrod Brown (D-OH). Ben received his doctorate in Mechanical Engineering from Rensselaer Polytechnic Institute. His dissertation focused on combining clinical measurements and fundamental fluid mechanics principles to improve quantification of cerebrospinal fluid pressure, volume and flow abnormalities related to hydrocephalus. While at Rensselaer,
Benjamin served for two years as a National Science Foundation GK12 Fellow. His primary interests include STEM education, renewable energy, energy efficiency and conservation, water, agriculture, food and pollution issues. Dr. Cohen received his BS and MS in Mechanical Engineering from Rutgers School of Engineering in 2005 and 2006, respectively. Benjamin grew up in Sullivan County, NY and is currently a homeowner in Troy, NY.

Executive: ASME Foundation Swanson Fellows

- Steven R. Schmid, Ph.D. was approved by the Federal Fellows Committee to begin serving at the National Institute of Standards and Technology where he will be working on the Advanced Manufacturing Partnership. Dr. Schmid is an Associate Professor of Aerospace and Mechanical Engineering at the University of Notre Dame. He will begin serving his one-year fellowship on July 9, 2012.

- Thomas Kurfess, Ph.D. began serving as an ASME Foundation Swanson Fellow at the Office of Science and Technology Policy in February 2012. Dr. Kurfess served as a Professor and BMW Chair of Manufacturing and Director of Automotive Engineering at Clemson University. His interests are in system development and integration methods with emphases on vehicle system operations, controls and manufacture. He is a fellow of the following societies: The American Society for the Advancement of Science, the Society of Manufacturing Engineers and American Society of Mechanical Engineers. He is also a member of the Society of Automotive Engineers, the American Society for Precision Engineering and the American Society for Engineering Education.

- Charles E. "Chuck" Thorpe, Ph.D., is serving as an ASME Foundation Swanson Fellow at the Office of Science and Technology Policy, where he is working on robotics. His fellowship will end in June 2012. Thorpe served as the dean of Carnegie Mellon University in Qatar from 2004-2010. Prior to being appointed dean, Thorpe was a faculty member in the Robotics Institute at the School of Computer Science at Carnegie Mellon Pittsburgh. A renowned roboticist, he also served as director of the Robotics Institute from 2000 to 2004, and is the founding head of its robotics master's program. Thorpe holds a Ph.D. from the School of Computer Science and is one of the University's first alumni to pursue a career in robotics. He also is a Fellow of the American Association for Artificial Intelligence and a fellow of the Institute of Electrical and Electronics Engineers (IEEE). Because of his work in robotics, Thorpe was named the 2003 Pittsburgh Vectors Man of the Year in Science and Technology. Additionally, Thorpe has more than 150 peer-reviewed publications.

Fellowship terms ending:

- Sridhar Kota, Ph.D. concluded his “ASME Foundation Swanson Fellowship” at the Office of Science and Technology Policy (OSTP), Executive Office of the White House. His Fellowship has been extended until April 2012 so that he can continue his work in advanced manufacturing and robotics. Dr. Kota is a professor of Mechanical Engineering at the University of Michigan, Ann Arbor and a fellow of the American Society of Mechanical Engineers (ASME). He received his M.S. and Ph.D. in Mechanical Engineering from the University of Minnesota before joining the University of Michigan in 1987.

- Dr. Adam Christensen’s Fellowship was extended for a second year as of January 2011. Adam accepted an offer to serve in the office of Senator Diane Feinstein’s office where he’s been working on energy related policy issues. Adam is a recent graduate of the Woodruff School of Mechanical Engineering at Georgia Institute of Technology where he completed both his MS and PhD; he holds his BS from Milwaukee School of Engineering also in Mechanical Engineering.

- Dr. Peter Friedman concluded his ASME Fellowship on December 31, 2012. Pete served in the Office of Congressman Mike Simpson (R-Idaho), where he worked on energy and defense issues. Congressman Simpson is the Chairman of the Interior and Environment Appropriations Subcommittee of the Committee on
Appropriations, U.S. House of Representatives. Previously, Dr. Friedman served as Chairman of the Department of Mechanical Engineering at the University of Massachusetts Dartmouth, where he has been a faculty member since September 2002. Before that, he was a nuclear submarine officer in the United States Navy where he served on two nuclear submarines, including 3.5 years as the Engineering Department Head aboard the USS Hyman G. Rickover and seven years as a mechanical engineering professor at the United States Naval Academy. He received his BS and MS in Mechanical Engineering from The Georgia Institute of Technology and his PhD in Mechanical Engineering from The Johns Hopkins University.

Adam Christensen prepared an article for the 2012 February edition of ME Magazine entitled “The Hard Work of Law Making.” Adam Christensen and Peter Friedman drafted “Point/Counter-Point” articles on energy policy which will appear in the next edition of ME Magazine.

**WASHINGTON INTERNSHIPS FOR STUDENTS OF ENGINEERING (WISE)**

- ASME will be sponsoring three WISE interns this summer: Ann Motl, Brady Gilchrist, and Elsa Culler. Culler’s internship is being funded by the ASME Environmental Engineering Division. Sixteen ASME student members applied for the three positions. The 2012 WISE program will run from June 4- August 3, 2012. Applications were accepted from September 1- December 31, 2011. All 3rd and 4th ASME student members were encouraged to apply.

- Two former WISE interns – Julian Leland and Maxwell Micali - served as part of the Public Affairs and Outreach delegation for the March Leadership Training Conference in New Orleans, Louisiana.
Strategy Statement Outline
Focus Area Inputs for PAO Sector Strategic Plan

Public Policy

Introduction

Engineering has been a vehicle for change and progress throughout history, as well as a strong influence on our quality of life and economic prosperity. Despite this, engineers have not, with few exceptions, been actively involved with the formation of public policy. Science and technology pervade almost all public policy issues before us, including many that are not recognized explicitly as technology issues. At all levels of government, many policy makers think science and technology are better left for scientists and technologists to handle, thus avoiding in-depth science and technology policy decisions themselves. This is unfortunate since their decisions profoundly affect the future of not only the direction of science and technology policy, but the direction of our nation’s growth and economic success as well. Consequently, the quality of U.S. science and technology policy has suffered from under-representation of an engineering perspective. Our challenge and opportunity is to translate the intricacies of increasingly complex technologies into information that policy makers can understand and act on.

Key Challenges

- Very small numbers of scientifically and technically trained elected officials (10 engineers in the 112th U.S. House of Representatives, none in the U.S. Senate)
- Few engineers working for policy makers and little general awareness of the role engineers can and should play in the public policy process
- U.S. electorate not aware of range of engineering topics affecting public policy issues
- Tight budgets

Target Audiences

- Key policy makers
- Society members
- Potential stakeholders in ASME priority areas

Goal: Impact on Policy

Policy makers at all levels of government have access to and proactively request technical information and expertise to inform their policy decisions on engineering related issues. ASME is seen as a leader in providing and promoting these activities.
Mission and Vision Statements

Vision

ASME Government Relations will be recognized by federal, state and local government entities, as well as internal and external public policy stakeholders, as:

- The “go-to” source of accurate and unbiased information on science- and engineering-related public policy issues
- A strong advocate for the scientific and engineering perspectives in the development of public policy
- A valuable conduit through which ASME members can impact public policy decisions, and through which policy makers can gain access to the broader engineering community

Mission

In its interactions with governmental entities, ASME Government Relations will strive to:

- **Identify** important issues and policy or regulatory initiatives of interest to ASME stakeholders.
- **Inform** government entities on matters of technical content or professional concerns of the engineering community and to keep stakeholders apprised of government policies and actions.
- **Involve** ASME members in advocacy roles and encourage their participation in providing technical input and expertise to improve the quality of government and public policy decision-making.
- **Influence**, through position papers, testimony, briefings and direct interaction, the direction and outcomes of issues of engineering relevance, consistent with ASME member priorities and communicated by authorized representatives of the Society.

In service of these goals, Government Relations will foster ASME’s knowledge, vitality and impact by keeping internal stakeholders informed on public policy issues; providing guidance and aid in developing strategies, testimony and position papers; facilitating members’ contact with their representatives; and leading national-level programs and interactions on issues of interest to engineers.

Goals

- Policy makers at all levels of government have access to and proactively request technical information and expertise in advising their policy decisions on engineering related topics.
- Engineers have a better understanding of how government decisions are affecting their profession and livelihood.
- ASME is seen as a leader in providing and promoting these activities.
Long-term Objectives

- **Regional, State and Local Policy Interaction** – ASME public policy programs reach policy makers at all levels of government, new partnerships foster member involvement
- **Global Policy Interaction** – Explore the legal boundaries and capabilities for ASME to provide information to global policy discussions, trade and standards setting regulatory processes

Short-term Objectives

- **Public Policy Communications Strategy** – Initiate agile, responsive new communications strategies to effectively reach targeted membership and policy making audiences
- **WISE Engineering Education Program** – Through internships and educational materials, public policy experiences and case studies are integrated into undergraduate engineering programs
- **Federal Fellow Placement Expansion** – Through USAID and other executive branch partners, Federal Fellows are placed in key locations directly related to ASME strategic initiatives such as globalization and advanced manufacturing
- **Public Policy Agenda** – Issue identification based on areas of society growth and member involvement
- **Technical Workforce Development** – In conjunction with the IAB and executive branch agencies, foster programs and funding to guide more students into 2 year trade school/community college technical workforce training and certification programs

Major initiatives (1-2 paragraph descriptions of each needed)

**New**

(1) Public Policy Communication Initiative

   Develop a public policy communication plan that initiates agile, responsive new communications strategies to effectively reach targeted membership and policy-making audiences.

   This is an age of vibrant and rapidly evolving communication technologies and the way we share and consume information and engage in interactions with Congress is rapidly changing. Congress, which is filled with young, tech-savvy staffers, has adopted Facebook, Twitter and YouTube, Websites, Blogs, Smartphones and tablets much more quickly than it adopted other technologies. ASME’s public policy department must respond accordingly.

   This public policy communications plan will focus on making a greater impact in
influencing public policy in the digital age. The goal is to reach targeted audiences, including ASME Members (specific subsets of members for various activities), key policymakers for a given issue, and potential stakeholders (including potential new ASME members, other policy organizations (even non-engineering groups such as environmental and international development groups)).

(2) Technical Workforce Development Initiative

In conjunction with the IAB and executive branch agencies, foster programs and funding to guide more students into 2-year trade school/community college technical workforce training programs that are easily certifiable to meet workforce needs. ASME should have a greater impact on legislative initiatives that impact education and workforce development at technical/trade schools and community colleges to address the growing “skills gap” in the U.S. The primary areas of focus would include K-12 education, post-secondary education and post-college/Early Career. Additional areas to explore include broadening the ASME membership interests to reflect the modern engineer’s interest/disciplines and to reduce the number of jobs that go overseas because US worker skills to not match employers’ needs.

The U.S. Department of Labor, Department of Education and the National Science Foundation are implementing job training initiatives, and will be approached as partners along with ASME’s Industry Advisory Board and the National Governors Association (NGA) to coordinate activities to address how best to impact two-year technical training issues to address the skills needed for the future engineering workforce. Certification of workplace skills is developing into a key piece of this national effort, allowing employees to demonstrate portable skill sets of interest to employers. ASME could then work with Members of Congress to support any legislative initiatives put forth to address those issues.

(3) Regional, State and Local Policy Interaction

Engineers in their daily work are affected not only by federal policy and regulation, but state and local policy as well. Therefore, ASME public policy programs should reach policy makers at all levels of government and foster new partnerships for member engagement in these areas. Regional programs to bring policy makers together with community leaders can be supported along with partnering with existing state based organizations to deliver our position statements and other outreach efforts to state and local policy makers.

Initial opportunities for engagement include professional licensure issues, state executive branch agencies and governor’s offices, organizations of state officials such as the State Science and Technology Institute (SSTI) and NGA, focus on trade school and community college emerging workforce needs, and proactively identifying appointees for state-level policy-making entities. Connections exist between this initiative and the Technical Workforce Development Initiative.
(4) Global Policy Interaction

Given the ASME society-wide priority issue of globalization, public policy needs to examine its appropriate role in this initiative. Initial work should stem from our current Standards and Certification activity, fostering further ASME involvement in U.S. policy discussions related to trade and standards setting regulatory processes. Long-term analysis needs to explore the legal boundaries and capabilities for ASME to provide information to global policy discussions and international audiences.

Current continuing, steady state

In order to be most response to an ever-changing policy climate, ASME public policy efforts will maintain a set of policy tools, each with a different emphasis. By regularly changing which programs are emphasized or deemphasized, staff can react best to a given policy environment.

(1) Congressional Briefings

ASME Government Relations conducts congressional briefings to inform Members of Congress and their staff about engineering, science and technology aspects of current public policy issues and to increase awareness among Congressional staff of ASME as a credible source of technical information. During the briefing, which typically lasts 1.5 hours, ASME examines a broad set of topics with a distinguished speaker or panel of speakers presenting to attendees. Speakers are from industry, academia, and government. ASME works closely in conjunction with the House Research and Development Caucus, the House Science, Technology, Engineering and Mathematics (STEM) Education Caucus and Innovation and Diversity Caucus to initiate and convene congressional briefings.

(2) Position Statements

Position statements are effective for communicating the independent views of various segments of the Society—or the Society as a whole—to policymakers who are confronted with decisions on a wide variety of technical issues. Government Relations continues to work closely with ASME Sector units on the development of position statements.

(3) Washington Interaction

Government Relations interacts closely with various members from ASME’s Sectors, Groups, Divisions, Committees and Task Forces on all of ASME’s policy priorities to keep them apprised of new developments in the policy arena and to provide opportunities for them to offer their technical expertise. Policy interaction includes a range of activities chosen yearly to most effectively work within that year’s policy
climate. Activities include the Capitol Update, Congressional Visits Days, District visit
days, legislative action alerts, participation in society coalitions, and direct meetings by
staff with policy makers.

(4) Engineering Public Policy Symposium

Bringing together 33 scientific and engineering societies to focus for one day on a
major public policy issue, ASME is the program organizer for the symposium. Partially
funded by the United Engineering Foundation, high profile Washington individuals are
brought in to discuss the current state of policy with leaders of all the major engineering
societies. In the afternoon, members are provided the opportunity to meet with their
Congressional delegations.

(5) Partnership with SWE

Through a cooperative agreement, ASME DC staff serves as the public policy staff
for the Society of Women Engineers (SWE). Similar public policy activities are managed
for SWE including position statements, briefings, and a Congressional Visits Day.

(6) ISCFR&D

The Intersector Committee on Federal R&D meets annually after the release of the
President’s budget proposal to provide analysis and comment on the impact of the
future budget on mechanical engineering programs at many federal agencies including,
NIST, DOE, DOD, NASA and NSF. Members represent a range of society technical
communities, the private sector and academia. Their meeting involves briefings on
patterns in budget proposals and direct meetings with budget analysts in the agencies.
Their comments are published annually in a compendium prepared by AAAS.

Current targeted for growth – Bring Good to Great

(1) Federal Fellows

Through USAID and other executive branch partners, Federal Fellows are placed in
key locations directly related to ASME strategic initiatives such as energy, globalization,
and advanced manufacturing.

ASME will expand the Federal Fellows program so that we can place additional
fellows in the Executive Branch to provide technical engineering expertise to Federal
Agencies to support scientific and engineering program, as well as to provide additional
technical support to address regulatory issues. Capitol Hill is not a growth area for the
fellows program. The model of success with recent placements (such as in
manufacturing) can be followed for other agencies that are important to mechanical
engineering (i.e. DOD, DOE, NIST); such an expansion aligns with ASME’s strategic
initiatives. For example, we could support additional Fellows at the State Department to
address global nuclear energy issues or at USAID to work on initiatives related to E4C. Such targeted placements will also be more attractive to a larger range of mid-career engineers who we hope will apply for the program.

ASME was also approached about supporting ten ASME Federal Fellows at various federal agencies to support a new +$1 billion initiative called the “Advanced Manufacturing Partnership.” If we were to pursue an expansion of the program and a more targeted approach of placing Fellows with the Executive Branch, then we would require additional funding and a commitment of additional staff to support a program of this size. This could then be expanded into a multi-year effort.

(2) Public Policy Agenda – Issue Identification

ASME will re-vamp our issue identification strategy to both monitor trends within the Society and the ME profession as a whole. We must be more responsive to cutting edge research and hot topics and initiate conversations with potential new partnerships for new Society objectives. Membership will also be better utilized to help generate ideas for partnerships and promote partnerships. For example, ASME could be recognized as the premier standards provider in tangential engineering topics such as biomechanical and biotechnology areas.

ASME must be better able to adapt to trends within the research community, being more dynamic than a static survey of the society (e.g. trends in research grants, trends in technology). Opportunities outside of the ‘traditional’ public policy realm, yet tangentially related to ME, will be further explored; these include areas like health care / biomechanical engineering, international development, and outreach on diversity and inclusion issues (e.g. outreach to HBCUs, other underserved communities).

(3) WISE Program – Public Policy Engineering Education Initiative

Through internships and educational materials, public policy experiences and case studies are integrated into undergraduate engineering programs. The WISE experience will grow to include interns producing not just a final paper, but educational materials to be used with their peers in engineering classrooms. Working with ME and MET Department Heads, the materials will be honed for integrated use in foundational engineering education classrooms. These modules will engage undergraduate engineering students in public policy issues, increasing awareness, and motivating them to remain engaged in public policy throughout their careers.

The educational materials produced have the added benefit of being effective marketing tools for the WISE experience. We will also create videos during student internships that could be uploaded to YouTube and podcasts that could be utilized on the ASME website and on Facebook. Once we establish a stronger relationship between the WISE interns and the ME Department heads, we will seek to establish agreements that offer WISE interns university credit for their summer experience, which
would broaden the pool of talent and lead to more student engagement in ASME. Collectively, these actions establish and sustain stronger links between ASME students, universities and ASME Government Relations.

In order for this to be successful, the number of interns will grow to 8-10 and additional resources would have to be provided to increase stipends, provide an appropriate stipend for the Faculty Member in Residence, as well as additional funding for educational tools, travel for intern outreach and staff resources.

**Current to be sunset**

As explained in the next section, Government Relations activities work through a toolbox of possible policy activities. Yearly, the appropriate activities are selected to be effective. Thereby, a different set of activities is suspended and a different set of activities grow naturally each year.

**Success measures (metrics)**

Policy interaction cannot be measured as we measure engineering success. The dynamics surrounding policy discussions can change daily, therefore a range of activities are needed to effectively interact with policy makers in this changing environment. As such, ASME public policy efforts have established a ‘toolbox’ of mechanisms and activities to impact policy makers. The power of the experience of the staff and the flexibility of this toolbox is that for a given issue and the changing dynamics of that issue, the staff can pull out an appropriate tool to make the most effect at that time. For a given issue, one year Congressional Briefings may be necessary, while the next a focus on position statements and Hill visits.

As such, the Board on Government Relations has been working with an impact index as a combined metric for measuring the impact of ASME government relations activities. This index allows the staff to react to an ever-changing public policy arena, employing the most applicable tool at that time, and therefore making the most impact. Time and resources are not wasted trying to reach arbitrary unique targets for each individual tool.

Therefore, such an index should be employed for measuring the totality of government relations activities. As with the current energy index used by government relations, we propose a similar baseline is established for all government relations activities. Then the below growth metrics can be used to guide appropriate yearly growth with respect to this baseline.

<table>
<thead>
<tr>
<th>#</th>
<th>N.T. OBJECTIVE (FY13)</th>
<th>MEASURE</th>
<th>TARGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Additional Fellowship and Internship Available</td>
<td>- USAID Fellow</td>
<td>- 1 Fellow</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- WISE Intern supported by EED</td>
<td>- 1 outside supported intern</td>
</tr>
<tr>
<td>2</td>
<td>New Communications Strategy Initiated</td>
<td>- Geographic messaging on</td>
<td>- Tie established with K&amp;C to link</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ASME strategic issue areas</td>
<td>policy messages with district</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Twitter/LinkedIn sites marketed</td>
<td>information.</td>
</tr>
<tr>
<td>#</td>
<td>N.T. OBJECTIVE (1-3 YEARS)</td>
<td>MEASURE</td>
<td>TARGET</td>
</tr>
<tr>
<td>---</td>
<td>--------------------------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td>1</td>
<td>Public Policy Communications Strategy</td>
<td>• GR website hits</td>
<td>• 50% growth in current hits</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Growth in social media following</td>
<td>• 200% growth in followings</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• External media partnerships</td>
<td>• 5 new external media partners publishing</td>
</tr>
<tr>
<td>2</td>
<td>WISE Engineering Education program</td>
<td>• Establish ASME core intern program</td>
<td>• 5 interns growing to 10 interns and a dedicated FMR over 10 years</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Undergraduate engineering modules</td>
<td>• Modules taught in 10% of national engineering programs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Public policy marketing</td>
<td>• Videos for WISE experience, lower level undergrads, upper level undergrads</td>
</tr>
<tr>
<td>3</td>
<td>Federal Fellow Placement Expansion</td>
<td>• Greater, diverse applicant pool</td>
<td>• 50% increase in applicant pool, with 50% of applicants from underrepresented engineering groups and ½ to 1/3 from the private sector</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Fellows in many executive agencies and State legislatures.</td>
<td>• 1/3 fellows in Congress, 1/3 in executive agencies, 1/3 in state houses.</td>
</tr>
<tr>
<td>4</td>
<td>Public Policy Agenda Issues Identification</td>
<td>• Public policy agenda reflects society activity and trends in the engineering profession</td>
<td>• Biannual review of society growth, professional trends, and member interest to establish policy areas. Survey sunset.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• New external partners engaged as policy priorities shift</td>
<td>• 2 new partners for each unique policy area</td>
</tr>
<tr>
<td>5</td>
<td>Technical Workforce Development</td>
<td>• Engage with IAB to support trade school and 2 year technical programs</td>
<td>• 3 Regional task forces aligning 2-year college offerings with local industry needs.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Engage with national Governor’s Association on workforce development</td>
<td>• 10 state workforce efforts involve ASME members</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>L. T. OBJECTIVE (5 – 10 YEARS)</th>
<th>MEASURE</th>
<th>TARGET</th>
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</thead>
<tbody>
<tr>
<td>Regional, state and local programming</td>
<td>• Regional activities bring policy makers together with local STEM professionals</td>
<td>• 5 regional STEM and/or R&amp;D town hall meetings</td>
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<tr>
<td>Public Policy Strategy Statement</td>
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</tbody>
</table>
| **Position statements/ impact measures with 10 states** | with policy makers and local leaders  
  - Establish impact index (similar to current energy index) for states and exhibit 5-10% growth annually. |
| **Global policy impact** | **C&S participation in trade and standards setting regulatory discussions.** | **Need C&S input.** |
Presented on the following pages is a set of templates to complete during your upcoming strategic planning sessions. Once all sessions have been completed, we will compile the answers into a comprehensive draft PA&O Strategic Plan for our focus area.

I. STRATEGIC OBJECTIVES – NEAR TERM (FY13)

<table>
<thead>
<tr>
<th>#</th>
<th>N.T. OBJECTIVE</th>
<th>MEASURE</th>
<th>TARGET</th>
<th>RATIONALE</th>
</tr>
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<tbody>
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<td>1</td>
<td>Additional Fellowship and Internship Available</td>
<td>• USAID Fellow</td>
<td>1 Fellow</td>
<td>Initiate one new type of opportunity this year to learn and build from in future years.</td>
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<td></td>
<td></td>
<td>• WISE Intern supported by EED</td>
<td>1 outside supported intern</td>
<td></td>
</tr>
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<td>2</td>
<td>New Communications Strategy Initiated</td>
<td>• Geographic messaging on ASME strategic issue areas</td>
<td>Tie established with K&amp;C to link policy messages with district information.</td>
<td>Most members and policy makers and their staffs are active in the new media spaces. To be effective, we must reach them where they are.</td>
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<td></td>
<td></td>
<td>• Twitter/LinkedIn sites marketed</td>
<td>• Staff of Key House and Senate committees following our feeds.</td>
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<tr>
<td></td>
<td></td>
<td>• Publish with external media</td>
<td>• Work with Discover on one joint article.</td>
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<tr>
<td>3</td>
<td>Maintain Pace and Quality of Washington Interactions</td>
<td>• Meet PAO energy index scorecard metric</td>
<td>5% growth in energy index</td>
<td>Energy remains a key issue for the society and the nation. Index has several years of successful monitoring of policy impact.</td>
</tr>
<tr>
<td>4</td>
<td>Public Policy Agenda Issues Identification</td>
<td>• Majority of issues from society activity growth areas</td>
<td>75% of issues on public policy agenda from society growth areas</td>
<td>The public policy survey is not effective. Issues need to come from where society members are putting their time effort – i.e. technical communities with growing membership, conferences/events with greatest attendance.</td>
</tr>
</tbody>
</table>

Background information can be provided on programs, if requested.
## II. STRATEGIC OBJECTIVES – NEAR TERM (1 – 5 YEARS)

<table>
<thead>
<tr>
<th>#</th>
<th>N.T. OBJECTIVE (1-3 YEARS)</th>
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<th>TARGET</th>
<th>RATIONALE</th>
</tr>
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<tr>
<td>2</td>
<td>WISE Engineering Education program</td>
<td>• Establish ASME core intern program</td>
<td>5 interns growing to 10 interns and a dedicated FMR over 10 years</td>
<td>Policy issues pervade all engineering careers. The impact of the WISE program should reach beyond the internships; to engineering education materials that give students first had policy experiences, case studies, and educational units.</td>
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<td></td>
<td></td>
<td>• Undergraduate engineering modules</td>
<td>Modules taught in 25% of national engineering programs</td>
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<td></td>
<td></td>
<td>• Public policy marketing</td>
<td>Videos for WISE experience, lower level undergrads, upper level undergrads</td>
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<tr>
<td>3</td>
<td>Federal Fellow Placement Expansion</td>
<td>• Greater, diverse applicant pool</td>
<td>50% increase in applicant pool, with 50% of applicants from underrepresented engineering groups and ½ to 1/3 from the private sector</td>
<td>Policy impacts are not just from rulemaking in Congress, but in the regulator agencies and state houses. Our fellows need to be there. Our fellows need to also do better to reflect the diversity of engineering.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Fellows in many executive agencies and State legislatures.</td>
<td>1/3 fellows in Congress, 1/3 in executive agencies, 1/3 in state houses.</td>
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<td>Public Policy Agenda Issues Identification</td>
<td>• Public policy agenda reflects society activity and trends in the engineering profession</td>
<td>Biannual review of society growth and member interest to establish policy areas. Survey sunset.</td>
<td>The public policy survey is not effective. Issues need to come from where society members are putting their time effort – i.e. technical communities with growing membership, conferences/events with greatest attendance. Choice of external partners needs to complement ASME abilities/knowledge in each priority area.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• New external partners engaged as policy priorities shift</td>
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<td>3 Regional task forces aligning 2 year college offerings with local industry needs.</td>
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<td></td>
<td>• Engage with national Governor’s Association on workforce development</td>
<td>10 state workforce efforts involve ASME members</td>
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</tr>
</tbody>
</table>
Public Policy Communications Strategy – Develop a communications plan focused only on public policy outreach and initiate agile, responsive new communications strategies to effectively reach targeted membership and policy making audiences.

Recommendation: This is an age of vibrant and rapidly evolving communication technologies and the way we share and consume information and engage in interactions with Congress is rapidly changing. Congress, which is filled with young, tech-savvy staffers, has adopted Facebook, Twitter and YouTube, Websites, Blogs, Smartphones and tablets much more quickly than it adopted other technologies. ASME’s public policy department must respond accordingly.

This public policy communications plan will focus on making a greater impact in influencing public policy in the digital age. The goal is to reach targeted audiences, including ASME Members (specific subsets of members for various activities), key policymakers for a given issue, and potential stakeholders (including potential new ASME members, other policy organizations (even non-engineering groups such as environmental and international development groups)).

The public policy communication strategy would provide opportunity for more proactive engagement of our target audience and include the following discussion topics:

- Enhanced Website – easier to find on the internet / within asme.org, more accessible, more externally oriented
- Geographic Messaging – responsive to your locality, useful for database management and outreach; customized inbox based on self-selected interests.
- Membership Reports – frequency, formal vs. informal
- Coordinated Social Media – need to maintain spontaneity
- Industry / IAB Coordination
- Interaction with External Media – letters to the editor
- Joint Communication with S&T Societies – possible to expand and maintain
- Feedback Path for Members – Opt-in surveys, opt-in newsletters; blogs and social media.
- Presidential Campaign Strategy
- Influence Political Appointments
- RFI Responses – encourage members to respond
- Linking Messaging with Large Organizations / Corporations
- General Public Awareness Campaign – print media ads (Economist, etc)
WISE Engineering Education Program – Through internships and educational materials, public policy experiences and case studies are integrated into undergraduate engineering programs.

Recommendation: The WISE experience will grow to include interns producing not just a final paper, but educational materials to be used with their peers in engineering classrooms. Working with ME and MET Department Heads, the materials will be honed for integrated use in foundational engineering education classrooms. These modules will engage undergraduate engineering students in public policy issues, increasing awareness, and motivating them to remain engaged in public policy throughout their careers.

The educational materials produced have the added benefit of being effective marketing tools for the WISE experience. We will also create videos during student internships that could be uploaded to YouTube and podcasts that could be utilized on the ASME website and on Facebook. Once we establish a stronger relationship between the WISE interns and the ME Department heads, we will seek to establish agreements that offer WISE interns university credit for their summer experience, which would broaden the pool of talent and lead to more student engagement in ASME. Collectively, these actions establish and sustain stronger links between ASME students, universities and ASME Government Relations.

In order for this to be successful, the number of interns will grow to 8-10 and additional resources would have to be provided to increase stipends, provide an appropriate stipend for the Faculty Member in Residence, as well as additional funding for educational tools, travel for intern outreach and staff resources.

Federal Fellow Placement Expansion – Through USAID and other executive branch partners, Federal Fellows are placed in key locations directly related to ASME strategic initiatives such as globalization and advanced manufacturing.

Recommendation: ASME will expand the Federal Fellows program so that we can place additional fellows in the Executive Branch to provide technical engineering expertise to Federal Agencies to support scientific and engineering program, as well as to provide additional technical support to address regulatory issues. Capitol Hill is not a growth area for the fellows program. The model of success with recent placements (such as in manufacturing) can be followed for other agencies that are important to mechanical engineering (i.e. DOD, DOE, NIST); such an expansion aligns with ASME’s strategic initiatives. For example, we could support additional Fellows at the State Department to address global nuclear energy issues or at USAID to work on initiatives related to E4C. Such targeted placements will also be more attractive to a larger range of mid-career engineers who we hope will apply for the program.

ASME was also approached about supporting ten ASME Federal Fellows at various federal agencies to support a new +$1billion initiative called the “Advanced Manufacturing Partnership.” If we were to pursue an expansion of the program and a more targeted approach of placing Fellows with the Executive Branch, then we would require additional funding and a commitment of additional staff to support a program of this size. This could then be expanded into a multi-year effort.
Public Policy Agenda – Issue identification based on areas of society growth and member involvement.

Recommendation: ASME will re-vamp our issue identification strategy to both monitor trends within the Society and the ME profession as a whole. We must be more responsive to cutting edge research and hot topics and initiate conversations with potential new partnerships for new Society objectives. Membership will also be better utilized to help generate ideas for partnerships and promote partnerships. For example, ASME could be recognized as the premier standards provider in tangential engineering topics such as biomechanical and biotechnology areas.

ASME must be better able to adapt to trends within the research community, being more dynamic than a static survey of the society (e.g. trends in research grants, trends in technology). Opportunities outside of the ‘traditional’ public policy realm, yet tangentially related to ME, will be further explored; these include areas like health care / biomechanical engineering, international development, and outreach on diversity and inclusion issues (e.g. outreach to HBCUs, other underserved communities).

Technical Workforce Development – In conjunction with the IAB and executive branch agencies, foster programs and funding to guide more students into 2-year trade school/community college technical workforce training programs.

Recommendation: ASME should have a greater impact on legislative initiatives that impact education and workforce development at technical/trade schools and community colleges to address the growing “skills gap” in the U.S. The primary areas of focus would include K-12 education, post-secondary education and post-college/Early Career. Additional areas to explore include broadening the ASME membership interests to reflect the modern engineer’s interest/disciplines and to reduce the number of jobs that go oversees because US worker skills to not match employers’ needs.

The U.S. Department of Labor, Department of Education and the National Science Foundation are implementing job training initiatives, and will be approached as partners along with ASME’s Industry Advisory Board and the National Governors Association (NGA) to coordinate activities to address how best to impact two-year technical training issues to address the skills needed for the future engineering workforce. Certification of workplace skills is developing into a key piece of this national effort, allowing employees to demonstrate portable skill sets of interest to employers. ASME could then work with Members of Congress to support any legislative initiatives put forth to address those issues.
### III. STRATEGIC OBJECTIVES – LONG TERM (5 – 10 YEARS)

<table>
<thead>
<tr>
<th>#</th>
<th>L. T. OBJECTIVE (5 – 10 YEARS)</th>
<th>MEASURE</th>
<th>TARGET</th>
<th>RATIONALE</th>
</tr>
</thead>
</table>
| 1 | Regional, state and local programming | • Regional activities bring policy makers together with local STEM professionals  
• Position statements/ impact measures with 10 states | • 5 regional STEM and/or R&D town hall meetings with policy makers and local leaders  
• Establish impact index (similar to current energy index) for states and exhibit 5-10% growth annually. | Engineers are affected daily by state and local policy decisions. Need to engage at that level as well. Impact is difficult to define. |
| 2 | Global policy impact | • C&S participation in trade and standards setting regulatory discussions. | • Need C&S input. | International trade and regulatory agreements affect US engineering firms. Viability of C&S activity requires international involvement. |

The long-term objectives would have to be explored further by the ASME Board on Government Relations, but would initially focus on the following:

**Regional, State and Local Policy makers** – ASME public policy programs reach policy makers at all levels of government, new partnerships foster member involvement. Opportunities for engagement would include:

- Professional Licensure Issues;
- State executive branch agencies / governor’s offices should be included in outreach;
- Focus on Trade School / 2-year institutions / and Community Colleges to address emerging workforce needs;
- Explore appropriate collaborations at the state level (NCSL, NGA, etc.);
- Be proactive in identifying appointees for state-level policymaking entities; and
- Develop measures of outcomes and levels of impact.

**Global Policy** – Explore the legal boundaries and capabilities for ASME to provide information to global policy discussions, trade and standards setting regulatory processes. Opportunities for engagement could include:

- Develop a communications plan to apply existing ASME policy recommendations to global issues and international audiences; and
- Need to explore ASME involvement in U.S. policies that affect global issues, i.e. immigration and trade issues.
IV. PROGRAM INDEX – CURRENT/EXISTING PROGRAMS

<table>
<thead>
<tr>
<th>#</th>
<th>CURRENT / EXISTING PROGRAM / INITIATIVE</th>
<th>KEY METRIC/S</th>
<th>TARGET</th>
<th>ACTUAL</th>
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<tbody>
<tr>
<td>1</td>
<td>Federal Fellows Program</td>
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<tr>
<td>2</td>
<td>WISE Program</td>
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<td>**</td>
</tr>
<tr>
<td>3</td>
<td>Congressional Briefings</td>
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<tr>
<td>4</td>
<td>Engineering Public Policy Symposium</td>
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<td>5</td>
<td>Partnership with SWE</td>
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<td>6</td>
<td>Executive Branch Interaction</td>
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<tr>
<td>7</td>
<td>Position Statements</td>
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<td>8</td>
<td>ISCFR&amp;D</td>
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</table>

**ASME public policy efforts have established a ‘toolbox’ of mechanisms and activities to impact policy makers. The power of the experience of the staff and the flexibility of this toolbox is that for any given issue, including the changing dynamics of an issue, the staff can pull out an appropriate tool to make the most impact on that day. For example, one year, a focus on Congressional Briefings will be the best tool to get many staffers up to speed quickly on a new aspect of an issue. In the next year, a position statement is required, along with action alerts and with a push of members doing Congressional Visits to make an impact.

As such, an impact ‘index’ has been created as a combined metrics with a combined target for all of our policy activities. This allows the staff to react to an ever changing public policy arena, apply the most applicable tool at that time, and therefore making the most impact. Time is not wasted on arbitrary unique targets for each tool.

Additional background information can be provided on current programs, if requested.
## V. PROGRAM INDEX – NEW PROGRAMS

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<tr>
<th>#</th>
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<td>2</td>
<td>Workforce Development Initiative</td>
<td>• Engage with IAB to support trade</td>
<td>• 3 Regional task forces aligning 2-year</td>
<td>Need to address the growing skills gap in the US for technically trained workforce at all levels. Majority of the need comes from skills earned in trade schools and 2-year colleges.</td>
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<td>Association on workforce</td>
<td>ASME members</td>
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<td>development</td>
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<td>3</td>
<td>Regional, State and Local Policy Interaction</td>
<td>• Regional activities bring policy</td>
<td>• 5 regional STEM and/or R&amp;D town hall</td>
<td>Engineers are affected daily by state and local policy decisions. Need to engage at that level as well. Impact is difficult to define.</td>
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<tr>
<td></td>
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<td>makers together with local STEM</td>
<td>meetings with policy makers and local leaders</td>
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<td>professionals</td>
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<td>standards setting regulatory</td>
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<td></td>
<td>discussions.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Communication Strategy

Recommendation: This is an age of vibrant and rapidly evolving communication technologies and the way we share and consume information and engage in interactions with Congress is rapidly changing. Congress, which is filled with young, tech-savvy staffers, has adopted Facebook, Twitter and YouTube, Websites, Blogs, Smartphones and tablets much more quickly than it adopted other technologies. ASME’s public policy department must respond accordingly.

This public policy communications plan will focus on making a greater impact in influencing public policy in the digital age. The goal is to reach targeted audiences, including ASME Members (specific subsets of members for various activities), key policymakers for a given issue, and potential stakeholders (including potential new ASME members, other policy organizations (even non-engineering groups such as environmental and international development groups)).

The public policy communication strategy that would include the following discussion topics:

- Enhanced Website – easier to find on the internet / within asme.org, more accessible, more externally oriented
- Geographic Messaging – responsive to your locality, useful for database management and outreach; customized inbox based on self-selected interests.
- Membership Reports – frequency, formal vs. informal
- Coordinated Social Media – need to maintain spontaneity
- Industry / IAB Coordination
- Interaction with External Media – letters to the editor
- Joint Communication with S&T Societies – possible to expand and maintain
- Feedback Path for Members – Opt-in surveys, opt-in newsletters; blogs and social media.
- Presidential Campaign Strategy
- Influence Political Appointments
- RFI Responses – encourage members to respond
- Linking Messaging with Large Organizations / Corporations
- General Public Awareness Campaign – print media ads (Economist, etc)

Workforce Development Initiative

Recommendation: ASME should have a greater impact on legislative initiatives that impact education and workforce development at technical/trade schools and community colleges to address the growing "skills gap" in the U.S. The primary areas of focus would include K-12 education, post-secondary education and post-college/Early Career. Additional areas to explore include broadening the ASME membership interests to reflect the modern engineer’s interest/disciplines and to reduce the number of jobs that go overseas because US worker skills do not match employers’ needs.
The U.S. Department of Labor, Department of Education and the National Science Foundation are implementing job training initiatives, and will be approached as partners along with ASME’s Industry Advisory Board and the National Governors Association (NGA) to coordinate activities to address how best to impact two-year technical training issues to address the skills needed for the future engineering workforce. Certification of workplace skills is developing into a key piece of this national effort, allowing employees to demonstrate portable skill sets of interest to employers. ASME could then work with Members of Congress to support any legislative initiatives put forth to address those issues.

**Regional, State and Local Policy makers** – ASME public policy programs reach policy makers at all levels of government, new partnerships foster member involvement. Opportunities for engagement would include:

- Professional Licensure Issues;
- State executive branch agencies / governor’s offices should be included in outreach;
- Focus on Trade School / 2-year institutions / and Community Colleges to address emerging workforce needs;
- Explore appropriate collaborations at the state level (NCSL, NGA, etc.);
- Be proactive in identifying appointees for state-level policymaking entities; and
- Develop measures of outcomes and levels of impact.

**Global Policy** – Explore the legal boundaries and capabilities for ASME to provide information to global policy discussions, trade and standards setting regulatory processes. Opportunities for engagement could include:

- Develop a communications plan to apply existing ASME policy recommendations to global issues and international audiences; and
- Need to explore ASME involvement in U.S. policies that affect global issues, i.e. immigration and trade issues.
### VI. PROGRAM TIMING – CURRENT / EXISTING

<table>
<thead>
<tr>
<th>#</th>
<th>CURRENT / EXISTING PROGRAM / INITIATIVE</th>
<th>CONTINUE</th>
<th>GROW</th>
<th>SUNSET</th>
<th>RATIONALE / OBJECTIVE SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Federal Fellows Program</td>
<td></td>
<td>X</td>
<td></td>
<td>Broaden fellowship opportunities to executive branches and further tie to society strategic areas</td>
</tr>
<tr>
<td>2</td>
<td>WISE</td>
<td></td>
<td></td>
<td>X</td>
<td>Develop stronger ties with undergraduate engineering programs through intern support and policy education</td>
</tr>
<tr>
<td>3</td>
<td>SWE partnership</td>
<td></td>
<td></td>
<td></td>
<td>Working extremely well – growth initiative should originate from SWE</td>
</tr>
<tr>
<td>4</td>
<td>Congressional Briefings</td>
<td></td>
<td>X</td>
<td></td>
<td>Successful model should continue</td>
</tr>
<tr>
<td>5</td>
<td>Engineering Public Policy Symposium</td>
<td></td>
<td>X</td>
<td></td>
<td>Successful model should continue</td>
</tr>
<tr>
<td>6</td>
<td>Partnerships within ASME</td>
<td></td>
<td>X</td>
<td></td>
<td>Successful model should continue</td>
</tr>
<tr>
<td>7</td>
<td>Position Statements</td>
<td></td>
<td>X</td>
<td></td>
<td>Successful model should continue</td>
</tr>
<tr>
<td>8</td>
<td>Public Policy Survey</td>
<td></td>
<td></td>
<td>X</td>
<td>New model established</td>
</tr>
</tbody>
</table>

Background information can be provided on current programs, if requested.
### VII. PROGRAM TIMING – NEW PROGRAMS

<table>
<thead>
<tr>
<th>#</th>
<th>CURRENT / EXISTING PROGRAM / INITIATIVE</th>
<th>TIMING</th>
<th>RATIONALE / OBJECTIVE SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Public Policy Communication Initiative</td>
<td>X</td>
<td>Immediate need for social media interaction and website revision.</td>
</tr>
<tr>
<td>2.</td>
<td>Technical Workforce Development Initiative</td>
<td>X</td>
<td>ASME should have a greater impact on legislative initiatives that impact education and workforce development at technical/trade schools and community colleges to address the growing “skills gap” in the U.S.</td>
</tr>
<tr>
<td>3.</td>
<td>Regional, State and Local Policy Interaction</td>
<td>X</td>
<td>Engineers in their daily work are affected not only by federal policy and regulation, but state and local policy as well. Therefore, ASME public policy programs should reach policy makers at all levels of government and foster new partnerships for member engagement in these areas.</td>
</tr>
<tr>
<td>4.</td>
<td>Global Policy Interaction</td>
<td>X</td>
<td>Given the ASME society-wide priority issue of globalization, public policy needs to examine its appropriate role in this initiative.</td>
</tr>
</tbody>
</table>

### VIII. EARLY SUCCESS STORIES

<table>
<thead>
<tr>
<th>#</th>
<th>CURRENT OR NEW PROGRAM / INITIATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WISE – supplemented students through ME department heads</td>
</tr>
<tr>
<td>2</td>
<td>Federal Fellow at USAID</td>
</tr>
</tbody>
</table>
Operations Guide Appendix 121-2: BGR Organization Chart
Issued by: Susan Ipri Brown, Vice President, Government Relations
Last update: October 2011–June 2012

Executive Committee
- Susan Ipri Brown, Vice President
- Mike Reischman, Past Vice President
- Stephen Tse, Chair, Public Policy Committee
- Donna Michalek, Chair, Fellows Program Cmte.
- Lester Su, Chair, Fellows Program Cmte.
- Kalan Guiley, Chair, WISE Program Committee
- Kathryn Holmes (S)

Vice President, Government Relations
- Susan Ipri Brown

Kathryn Holmes - Director, Government Relations (S)

Public Policy Committee
- Stephen Tse – Chair
- Lester Su – R&D
- George Borlase – I&C (A)
- Johné Parker -D&I/E&W
- Dan Decker – E&E
- Joseph Wendler – Standards (A)
- Kathryn Holmes (S)

Fellows Program Committee
- Donna Michalek, Chair
- Lester Su, Chair
- Prabhat Hajela
- Darrell Pepper
- Phil Grossweiler (A)
- Patti Jo Snyder (S)

WISE Program Committee
- Kalan Guiley, Chair
- Martin Edelson (A)
- Marc Santos (A)
- Michael Plesniak
- Jon Horek
- Gretchen Crutchfield (S)

Summary of Member Assignments:
- Susan Ipri Brown (’123): Vice President (Executive Committee)
- Mike Reischman (’123): Past Vice President (Executive Committee)
- Donna Michalek (’12): Fellows Program Chair (Executive Committee)
- Darrell Pepper (’13): Fellows Program Committee
- Stephen Tse (’13): Public Policy Committee Chair (Executive Committee)
- Kalan Guiley (’13): WISE Program Chair (Executive Committee)
- Prabhat Hajela (’14): Fellows Program Committee
- Lester Su (’125*): Fellows Program Cmte.; Policy Cmte (Exec. Cmte.)
- Dan Decker (’14*): Public Policy Committee (E&E)
- Johné Parker (’14*): Public Policy Committee D&I/E&W; WISE Program Committee
- George Borlase (’15*): Public Policy Committee (I&C); ISCFRD

Summary of Adjunct Member Assignments
- Phil Grossweiler (’12*): Fellows Program Committee; ASME EnComm
- Joseph Wendler (’12*): Public Policy Committee (Standards)
- Martin Edelson (13*): TBD
- Dan Zell (14*): TBD
- Andrew Biehloch (’14)
- Tommy Gardner (15*): IAB Public Policy Representative
- Adam Christensen (’15)
- Peter Friedman (’15)
- Sridhar Kota (’15)

Adjunct Members: WISE Interns (serve for one 3-yr. term):
- Phi Nguyen (’13)
- Marc Santos (’14)
- Julian Leland (’14)
- Maxwell Micali (’14)

R&D – Research & Development
I&C – Innovation & Competitiveness
E&E – Energy & Environment
D&I – Diversity and Inclusion
E&W – Education & Workforce

*First term ends

(A)-Adjunct Member
(S)-Staff Contact
<table>
<thead>
<tr>
<th>Member</th>
<th>Position</th>
<th>FY08</th>
<th>FY09</th>
<th>FY10</th>
<th>FY11</th>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
<th>FY15</th>
<th>FY16</th>
<th>First Term</th>
<th>Second Term</th>
<th>Eligible for 2nd term</th>
<th>New member</th>
<th>1 yr. extension</th>
<th>Unexpired term</th>
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<tbody>
<tr>
<td>Reischman, Mike (Start Date: June 2009)</td>
<td>Past VP</td>
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<td>Pepper, Darrell (Start Date: June 2007)</td>
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<td>Tse, Stephen (Start Date: June 2007)</td>
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<td>Guiley, Kalan (Start Date: June 2007)</td>
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<td>Hajela, Prabhat (Start Date: June 2008)</td>
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<tr>
<td>Su, Lester (Start Date: June 2009)</td>
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<tr>
<td>Deckler, Dan (Start: June 2010)</td>
<td>At-large</td>
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<tr>
<td>Johne Parker (Start Date: June 2010)</td>
<td>At-large</td>
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<tr>
<td>Borlase, George (Start Date: June 2012)</td>
<td>At-large</td>
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</table>

Nominating Committee

<table>
<thead>
<tr>
<th>Member</th>
<th>Year</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loretta McHugh</td>
<td>2012</td>
<td></td>
</tr>
<tr>
<td>Stephen Tse</td>
<td></td>
<td>2013-2014</td>
</tr>
<tr>
<td>Martin Edelson</td>
<td></td>
<td>2013</td>
</tr>
</tbody>
</table>

In general, six of the at-large members will be appointed and serve for a term of three years, beginning and ending at the close of the ASME Business Meeting at the Summer Annual Meeting. Two of these at-large members will be appointed each year and are limited to two consecutive three-year terms. If an at-large member is initially appointed to fill an unexpired term, that member remains eligible to also serve two consecutive three-year terms. Two additional at-large members may be appointed for flexible terms of one to three years to address special projects or serve defined roles on the board. Although reappointment is possible, no member serving a flexible term may exceed a total of six years of continuous membership on the Board.
## Board on Government Relations

### Budget Summary: FY13-FY15

<table>
<thead>
<tr>
<th>Revenue</th>
<th>FY13</th>
<th>FY14</th>
<th>FY15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Society of Women Engineers</td>
<td>110</td>
<td>113</td>
<td>117</td>
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</table>

### Expenses

<table>
<thead>
<tr>
<th>Expenses</th>
<th>FY13</th>
<th>FY14</th>
<th>FY15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Relations</td>
<td>733</td>
<td>754</td>
<td>779</td>
</tr>
<tr>
<td>Federal Government Interaction</td>
<td>36</td>
<td>37</td>
<td>38</td>
</tr>
<tr>
<td>Governance</td>
<td>30</td>
<td>31</td>
<td>32</td>
</tr>
<tr>
<td>Washington Visitation</td>
<td>97</td>
<td>100</td>
<td>103</td>
</tr>
<tr>
<td>WISE</td>
<td>10</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Lobbying</td>
<td>11</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Fellows <em>(Stipends increased to $70,000)</em></td>
<td>177</td>
<td>188</td>
<td>199</td>
</tr>
<tr>
<td>SWE <em>(Temp.)</em></td>
<td>7</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td><strong>Expense Subtotal</strong></td>
<td>1101</td>
<td>1139</td>
<td>1181</td>
</tr>
</tbody>
</table>

### Grants

<table>
<thead>
<tr>
<th>Grants</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ASME Foundation</td>
<td>170</td>
</tr>
<tr>
<td>UEF: Symposium <em>(submitted)</em></td>
<td>28</td>
</tr>
</tbody>
</table>
CONCEPT PAPER TO THE UNITED ENGINEERING FOUNDATION

Title: Engineering Public Policy Symposium
Event Date/Location: Tuesday, April 23, 2013, Washington, DC
Convened in Conjunction with: National Academy of Engineering and the American Association of Engineering Societies Banquet and Board Meeting
Time Period: November 2012- May 2013
Principal Society & Grantee: ASME
Submitted by: Thomas G. Loughlin, CAE, Executive Director, ASME
3 Park Ave., New York, NY; T: 212.591.8245; E: loughlint@asme.org
Lead Sponsors: ASME, AIChE, AIME, ASCE, IEEE-USA
Funding Request: $28,000

Objectives
The “Engineering Public Policy Symposium” is the only forum that brings together leaders of the engineering community to discuss public policy issues of mutual interest. The Symposium is convened for Society Leaders – the Presidents, Presidents-Elect and Executive Directors - of the engineering community to interact with policymakers on public policy issues of great importance to our nation, such as energy, environment, research and development or science, technology, engineering and mathematics education.

The Symposium provides engineering community leaders with opportunities to:
- gain insights on public policy issues of importance to engineers;
- provide input and advice to policy makers; and
- interact with their colleagues and foster collaboration among the societies.

By funding this multidisciplinary event, the United Engineering Foundation will ensure that the broader engineering community will achieve the following objectives:
- Enhance the ability of the engineering community to dialogue with public policy makers on technology-related issues.
- Increase the involvement and visibility of engineers in the public policy realm.
- Foster positive exchange between engineers and policymakers.
- Provide a venue for engineering societies to collaborate and present a unified voice to public policymakers on issues of mutual interest.

Project Scope
As the principal grantee for the Engineering Public Policy Symposium, we are requesting funding to support an “Engineering Public Policy Symposium” which will be convened on Tuesday, April 23, 2013 in Washington, DC. We would work closely with representatives from the Founder Societies to identify public policy issues that should be highlighted during the Symposium, as well as obtain their recommendations on Member of Congress, congressional staff or Agency officials who should be considered as potential speakers on those issues. ASME would assume full responsibility for inviting and confirming speakers, as well as coordinating all of the logistics associated with the Symposium.

We would also work closely with the National Academy of Engineering Convocation and American Association for Engineering Societies (AAES) Banquet and Board meetings to coordinate all of our events. The Convocation and AAES events have been scheduled for Monday, April 22, 2013 and Tuesday, April 23, 2013 in Washington, DC.

Cosponsors
ASME would send a letter to the Executive Directors of the 33 engineering organizations – representing over two million
engineers - who cosponsored the event in 2012, inviting them to cosponsor the 2013 Symposium. We would then work closely with NAE and AAES to coordinate the registration and maximize participation of Society leaders – including the President, Presidents-elect, and Executive Directors – who would be invited to attend all of the various events.

During the 2012 Symposium, the following organizations asked to be added as cosponsors of the 2013 Engineering Public Policy Symposium, so we will include them in the invitation letters, bringing our total to “35” Engineering Societies who will be listed as Cosponsors in 2013.

- Society of Manufacturing Engineers
- American Society for Engineering Management

Congressional Visits
Cosponsors and attendees would be encouraged to meet with their Members of Congress during the afternoon. ASME staff will assist members with the scheduling of their appointments, as needed. We will also work with the Founder Societies and Cosponsors to ensure appropriate materials and leave-behinds are available for those Members participating in congressional visits.

Marketing and Promotion of the United Engineering Foundation
By providing funding for this event, the UEF would continue to gain increased exposure with policy makers and members of numerous engineering societies. The event organizers would list the UEF prominently in all invitations and promotional materials, in handouts, and on signage for the event. In addition, a representative from each Founder Society will be invited to moderate a panel session.

Budget Request
We are requesting a $28,000 grant to pay for the expenses listed below.

As always, ASME will commit the significant amount of time and resources that are required for managing this event.

<table>
<thead>
<tr>
<th>Amount ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food and beverage for Breakfast and Lunch for 100-120 attendees</td>
</tr>
<tr>
<td>AV; marketing; reproduction for Symposium booklets, speaker presentations, Cong.</td>
</tr>
<tr>
<td>Visits materials; photographer; signage, etc.</td>
</tr>
</tbody>
</table>

Project Timeline

<table>
<thead>
<tr>
<th>November 2012-Jan. 2013</th>
<th>Work with Founder Societies to propose speakers/topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>January-March 2013</td>
<td>Interact with NAE/AAES to coordinating registration for NAE; Begin outreach to cosponsors; invitees</td>
</tr>
<tr>
<td>February-March 2013</td>
<td>Attendee registration material available; market to cosponsors</td>
</tr>
<tr>
<td>March 2013</td>
<td>Develop content for onsite packet</td>
</tr>
<tr>
<td>April 22-23, 2013</td>
<td>National Academy of Engineering Convocation/AAES Awards Reception/Dinner</td>
</tr>
<tr>
<td>Tuesday, April 23, 2013</td>
<td>Engineering Public Policy Symposium, Washington, DC</td>
</tr>
<tr>
<td></td>
<td>AAES Board Meeting</td>
</tr>
</tbody>
</table>

Conclusion
The United Engineering Foundation has generously supported the Symposium since its inception. UEF grants have enabled the Symposium to grow and develop into a benchmark event for bringing the engineering community together around common interests in public policy. We sincerely hope that the UEF will support the Symposium again in 2013.
Public Policy Task Force

Recommendation
Public Policy Task Force

Board Members

- Donna Michalek, Ph.D. [CHAMPION]
  University of Mount Union
- Susan Ipri Brown
  VP, ASME Board on Government Relations
- Kalan Guiley
  The Boeing Company
- Michael Reischman, Ph.D.
  Consultant, formerly NSF Engineering Directorate
- Lester Su, Ph.D.
  Stanford University Consulting Associate Professor
- Stephen Tse, Ph.D.
  Rutgers University, Associate Professor
- Joseph Wendler
  ASME, S&C Project Engineer Manager

Non-Board Members

- Mike Chaddock
  Association of American Veterinary Medical
- Gene Feigel
  Hartford Steam Boiler Insp/Ins
- Tommy Gardner, Jr.
  ManTech International
- Mindy Grinnan
  JEA Northside
- Christian Przirembel
- Clemson University
- Callie Tourigny
  General Electric
- Jim Turner
  Association of Public & Land-grant Universities

ASME ECLIPSE Intern:

- Dan O’Connor
  Exelon Corporation

Feb-March: Teleconferences
April 16th: Retreat
Vision

ASME Government Relations will be recognized by federal, state and local government entities, as well as internal and external public policy stakeholders, as:

• The “go-to” source of accurate and unbiased information on science- and engineering-related public policy issues.

• A strong advocate for the scientific and engineering perspectives in the development of public policy.

• A valuable conduit through which ASME members can impact public policy decisions, and through which policy makers can gain access to the broader engineering community.
**Mission**

In its interactions with governmental entities, ASME Government Relations will strive to:

- **Identify**
  - important issues and policy or regulatory initiatives of interest to ASME stakeholders.

- **Inform**
  - government entities on matters of technical content or professional concerns of the engineering community and to keep stakeholders apprised of government policies and actions.

- **Involve**
  - ASME members in advocacy roles and encourage their participation in providing technical input and expertise to improve the quality of government and public policy decision-making.

- **Influence**
  - through position papers, testimony, briefings and direct interaction, the direction and outcomes of issues of engineering relevance, consistent with ASME member priorities and communicated by authorized representatives of the Society.
Focus Area Strategy Statement

To impact public policies affecting ASME and engineers and to provide a public service to enable technically sound public policies.
Goals

Policy makers at all levels of government have access to and proactively request technical information and expertise in advising their policy decisions on engineering related topics.

• Engineers have a better understanding of how government decisions are affecting their profession and livelihood.

• ASME is seen as a leader in providing and promoting these activities.
Long-Term Objectives:

• Regional, State and Local Policy Interaction
  – ASME public policy programs reach policy makers at all levels of government, new partnerships foster member involvement.

• Global Policy Interaction
  – Explore the legal boundaries and capabilities for ASME to provide information to global policy discussions, trade and standards setting regulatory processes.
Short-Term Objectives:

- **Public Policy Communications Strategy** – Initiate agile, responsive new communications strategies to effectively reach targeted membership and policy making audiences.

- **WISE Engineering Education Program** – Through internships and educational materials, public policy experiences and case studies are integrated into undergraduate engineering programs.

- **Federal Fellow Placement Expansion** – Through USAID and other executive branch partners, Federal Fellows are placed in key locations directly related to ASME strategic initiatives such as globalization and advanced manufacturing.

- **Public Policy Agenda** – Issue identification based on areas of society growth and member involvement.

- **Technical Workforce Development** – In conjunction with the IAB and executive branch agencies, foster programs and funding to guide more students into 2 year trade school/community college technical workforce training and certification programs.
Current Continuing, Steady State

• Congressional Briefings
• Position Statements
• Washington Interaction
• Engineering Public Policy Symposium
• Society of Women Engineers Partnership
• Inter-Sector Committee on Federal R&D
Current Targeted for Growth

*Bring Good to Great!*

- Federal Fellows
- Public Policy Agenda
  - Issue Identification
- WISE Program
  - Public Policy Engineering Education Initiative
Government Relations activities work through a toolbox of possible policy activities:

• Yearly, the appropriate activities are selected to be effective.

• Thereby, a different set of activities is suspended and a different set of activities grow naturally each year.
# Success Measures (Metrics)

**Impact Index (Energy, STEM, R&D, Standards, Env., Innovation)**

<table>
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<tr>
<th>#</th>
<th>N.T. OBJECTIVE (1-3 YEARS)</th>
<th>MEASURE</th>
<th>TARGET</th>
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| 1 | Public Policy Communications Strategy | • GR website hits  
• Growth in social media following  
• External media partnerships | • 50% growth in current hits  
• 200% growth in followings  
• 5 new external media partners publishing |
| 2 | WISE Engineering Education program | • Establish ASME core intern program  
• Undergraduate engineering modules  
• Public policy marketing | • 5 interns growing to 10 interns and a dedicated FMR over 10 years  
• Modules taught in 10% of national engineering programs  
• Videos for WISE experience, lower level undergrads, upper level undergrads |
| 3 | Federal Fellow Placement Expansion | • Greater, diverse applicant pool  
• Fellows in many executive agencies and State legislatures. | • 50% increase in applicant pool, with 50% of applicants from underrepresented engineering groups and $1/2$ to $1/3$ from the private sector  
• $1/3$ fellows in Congress, $1/3$ in executive agencies, $1/3$ in state houses. |
| 4 | Public Policy Agenda Issues Identification | • Public policy agenda reflects society activity and trends in the engineering profession  
• New external partners engaged as policy priorities shift | • Biannual review of society growth, professional trends, and member interest to establish policy areas. Survey sunset.  
• 2 new partners for each unique policy area |
| 5 | Technical Workforce Development | • Engage with IAB to support trade school and 2 year technical programs  
• Engage with national Governor’s Association on workforce development | • 3 Regional task forces aligning 2-year college offerings with local industry needs.  
• 10 state workforce efforts involve ASME members |
Public Affairs & Outreach Sector
Draft Strategic Plan
May 2012
Background

• The strategic planning process has run in parallel to the first year of operation for sector units

• The focus areas are intended to provide strategic direction for the sector – a roadmap for how we can be more than the sum of our parts

• While the focus areas have sector unit champions, all PAO sector units and other sectors are encouraged to participate in the focus areas of interest

• All units and functions of the sector are essential and will continue to run their programs and plan for the future
Early Wins

• Engineers Week: Success enabled by collaboration among PAO units
• Engineering for Global Development: Committee launched and strategic plan being developed
• Federal Fellows: USAID Fellowship established
• PAO – ASME Foundation collaboration: Focus areas identified for growth
• PAO Strategic Plan: Process engaged units across the sector in working together on a common vision for the future.
PAO Strategic Plan Overview

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

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

**Strategy:** Our game plan for achieving the vision and mission
Strategic Priority Statements tell the story of our strategy.

**Balanced Scorecard:** How we execute and monitor the strategy
The BSC includes:
- Strategy Map with operational objectives and definitions
- Scorecard with measures and targets
Public Affairs & Outreach Sector

Vision:
To improve the quality of life for all people by engaging and collaborating with key stakeholders.

Mission:
Expanding global awareness, knowledge and application of engineering and technology through education and advocacy with the public, industry, academia and government.
Public Affairs & Outreach Sector

ASME Core Values:

• Embrace integrity and ethical conduct
• Embrace diversity and respect the dignity and culture of all people
• Nurture and treasure the environment and our natural and man-made resources
• Facilitate the development, dissemination and application of engineering knowledge
• Promote the benefits of continuing education and of engineering education
• Respect and document engineering history while continually embracing change
• Promote the technical and societal contribution of engineers
Public Affairs & Outreach

Key Drivers for Our Strategy

• Collaboration among PAO units
• Collaboration between PAO and other sectors
• Collaboration with key external stakeholders
• Alignment with enterprise strategic priorities
Public Affairs & Outreach

**Strategic Focus Areas**

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

Strategy Statement:

ASME’s 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.
K-12 STEM Education

Key Objectives

• Equip teachers with tools and training so as to have a multiplier effect on the “pipeline”

• Leverage ASME name recognition and established network on university campuses, to partner with colleges of education and engineering.

• Collaborate with key strategic partners (education, professional society, foundation, corporate, government) to reach and engage non-ASME audiences.

• Build on ASME’s communications capacity to raise awareness of the profession among educators and their students and celebrate leaders in pre-college engineering.
K12 STEM Education
Priorities for New and Expanded Programs

1. Teacher development and resources:
   - STEM Kits (partner with national sponsors)
   - Micro-Grants for teachers and schools
   - Inspire Innovation Workshops (Middle School Focus)

2. Proactive outreach engaging university students/ambassadors and retired engineers
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

Key Objectives

• Knowledge/Content Development: Developing content that increases engineering rigor and facilitates industry interest

• Public Policy, Advocacy and Recognition: Recognizing and advocating for the role of engineering in social innovation

• Social Innovation Tech Development and Transfer: Creating funding mechanisms and brokering relationships between various stakeholders in the development and transfer of social innovations

• Education and Capacity Building: Developing global educational programs focused on technology research, development and transfer.
Engineering for Global Development
Priorities for New and Expanded Programs

1. Content Development:
   - Case Studies in Social Innovation
   - E4C Appropriate Solutions Evaluation Program (ASEP)

2. Public Policy, Advocacy and Recognition
   - NGO Fellows with UNESCO pilot

3. Social Innovation Technology Development
   - Engagement with ASME members and stakeholders in academia, NGOs and industry
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
Key Objectives

• Provide policy makers at all levels of government with access to and proactively request technical information and expertise in advising their policy decisions on engineering related topics.

• Increase awareness among engineers about how government decisions are affecting their profession and livelihood.
Public Policy
Priorities for New and Expanded Programs

1. Public Policy Communication Initiative
2. Regional, State and Local Policy Interaction
3. Federal Fellowships Growth
Other Strategic Plan Elements

• Collaboration: All PAO boards and committees will collaborate in the implementation of the sector strategic plan; PAO will also collaborate with other sectors and external partners.

• Student and Early Career sector: Engagement of students and early career engineers is essential for the successful implementation of the PAO strategic plan.

• Communications effectiveness: PAO will leverage the expertise within the Public Information staff to enhance effectiveness of the sector programs.

• On-going PAO Programs: The sector will continue with other core programs that are outside the three strategic focus areas.
Balanced Scorecard

The PAO sector will continue to use the balanced scorecard as the tool to develop the sector’s annual operating plan (objectives, measures and targets) for implementing the strategic plan.