

2010

FISCAL YEAR

ASEE

ASEE



# ASEE

## MISSION STATEMENT

The **American Society for Engineering Education** is committed to furthering education in engineering and engineering technology. This mission is accomplished by promoting excellence in instruction, research, public service, and practice; exercising worldwide leadership; fostering the technological education of society; and providing quality products and services to members.

The Society seeks to encourage local, national, and international communication and collaboration; influence corporate and government policies and involvement; promote professional interaction and lifelong learning; effectively utilize the Society's human and other resources; recognize outstanding contributions of individuals and organizations; encourage youth to pursue studies and careers in engineering and engineering technology; and influence the recruitment and retention of young faculty and underrepresented groups.

# ASEE

## VISION STATEMENT

ASEE will serve as the premier multidisciplinary society for individuals and organizations committed to advancing excellence in all aspects of engineering and engineering technology education. To realize its vision, ASEE will:

- ◆ Enhance services to its members
- ◆ Work with educational institutions to improve engineering education and promote faculty development
- ◆ Facilitate productive collaborations among industry, academia and government
- ◆ Increase the participation and success of underrepresented groups in the engineering profession
- ◆ Promote the value of the engineering profession to society
- ◆ Increase membership in ASEE in order to more completely serve the engineering and engineering technology enterprise
- ◆ Facilitate international cooperation in matters pertaining to engineering education

*Endorsed by the ASEE Board of Directors on June 30, 1994, in Edmonton, Alberta, Canada, and approved by the ASEE Board of Directors on June 24, 2001, in Albuquerque, N.M.*

# PRESIDENT'S MESSAGE



**BY J.P. MOHSEN**

(President, June 2009- June 2010)

*[Editor's note: In the past, the president's message has been delivered by the ASEE president currently serving when the Annual Report is published. However, since the activities reported primarily occurred under the previous president, from here on, we will have that person offer a message on the activities of the year.]*

It has been an honor and pleasure to serve as the president of the American Society for Engineering Education during 2009-2010. The commitment of the staff and volunteers to the mission of ASEE has been most impressive, and the progress made during the year has been due to this high level of commitment to engineering education. The financial success of the Annual Conference, the Projects program, and the ASEE publications has made it possible to maintain membership dues at the same level since 2000. The staff and volunteers who have organized and run these activities are to be commended for their excellent work and dedication to ASEE. Despite the difficult financial times our country faces, have held fairly steady. Support by our corporate members continues to be critical to the success of our various activities.

Our organization has been engaged in an extended conversation on creating a more vibrant U.S. engineering academic culture through scholarly and systematic innovation in engineering education. This conversation began in June 2006 when ASEE launched the initiative "Advancing the Scholarship of Engineering Education: A Year of Dialogue," in which broad-based discussions were held within ASEE on the role and significance of educational scholarship as a principal means to transform engineering education and to assure its long-term viability. These efforts provided the foundation

for a project, partially funded by the National Science Foundation, to create a blueprint for transforming engineering education through educational scholarship and to initiate substantive actions to advance the proposed recommendations. This initiative expanded in the fall of 2007 and into the summer of 2009 to include the wider U.S. engineering community and other national and international stakeholders in engineering education. Their recommendations and suggested actions are contained in the report "Creating a Culture for Scholarly and Systematic Innovation in Engineering Education," which was distributed in 2009. This report is being shared with a broad and representative sample of U.S. engineering programs for their review and comment. An analysis and synthesis of the feedback will be included in the final report. The principal outcomes envisioned for this project are to enhance the capacity of U.S. engineering education to attract, retain, and better prepare engineering graduates for the global economy; to advance and sustain research in engineering education; to foster collaborations between scholars and practitioners in engineering and engineering education; and to disseminate broadly innovative practices in engineering education confirmed by scholarship. The final report will be published in 2011.

The society has taken very seriously its vision to "facilitate international cooperation in matters pertaining to engineering education."

# PRESIDENT'S MESSAGE

ASEE hosted its eighth Global Colloquium on Engineering Education in Budapest, Hungary in 2009; the ninth was held in Singapore. During this year, ASEE partnered again with the Indo-U.S. Collaboration for Engineering Education to “improve the quality and global relevance of engineering education in India and in the United States by fostering collaborations.” During summer 2009, the second Engineering Faculty Leadership Institute was held in India. The success of this event has resulted in discussions currently being held with engineering educators in Brazil to host a similar event in Latin America.

The Society continues to place great emphasis on the goals of broadening participation and improving the image of engineering. We have established a Diversity Committee to develop a strategic plan that will reinforce our commitment and develop priorities for future initiatives. This committee has already made plans to prepare diversity guidelines for ASEE technical divisions and geographic sections. The Women in Engineering and Minorities in Engineering Divisions continue to have strong programs to address their special areas of interest. The K-12 and Pre-College Division continues to grow and to offer strong programming. ASEE expanded its efforts to promote Engineering, Go for It to girls and underrepresented minorities. The fourth edition was published in 2009 along with a new K-12 website and newsletter. The K-12 Workshop preceding the annual meeting in Austin was, once again, a great success. The K-12 Workshops will continue to bring together K-12 science teachers, engineering educators and their industry partners to explore ways of attracting more young bright minds into engineering.

I extend my sincere appreciation to all of the people, both staff and volunteers, who have contributed to the success of ASEE this past year.

**J. P. MOHSEN**  
**ASEE PRESIDENT** (June 2009- June 2010)



# REPORT FROM HEADQUARTERS

**A**SEE's Washington office is being expanded and renovated, with 6,000-plus square feet added on the fifth floor (replacing 3,000 square feet in the basement) and 10,000-plus square feet renovated on the sixth floor. Operations were streamlined and consolidated and a video conferencing facility was added.

**Legal matters:** Litigation continued in the case of Amr vs. Moore, et. al., which involved alleged plagiarism (2005), followed by alleged damage to the plaintiff. The case was dismissed August 9, 2010, but the plaintiff appealed the dismissal.

**New administrative activities** include updating personnel policies and manual, updating financial policies and manual, reviewing and revising internal controls, reviewing legal and policy compliance, developing website update procedures, and reviewing and possibly rebidding contracts (e.g., supplies, banking, etc.).

## MEMBERSHIP

Membership numbers continued to hold somewhat steady. However, we are experiencing increasing lapse rates due to slow and late paying schools. Through the work of our Membership department, we have been able to salvage some memberships through personal calls and emails.

Professional members numbered 8,700—down 13% from 2008. ASEE currently has 13,039 individual memberships but new memberships continue to be very low. We will continue with personal calls and email blasts along with the annual recruitment mailing. We will be sending personalized letters to deans asking for their support of the Deans program.

ASEE Membership staff members have been working with IT staff in finalizing the new membership data base. Work continues to insure functionality and ease of use, as well as to confirm that all members and categories have successfully transferred to the new system. Membership continues to work with Zones and Sections, Campus Representatives, and the Board of Directors to add additional resources.

## TAU ALPHA PI

Tau Alpha Pi, the Engineering Technology Honor Society, had a very successful year with more than 500 new inductees and 90 active chapters. The TAP job site continues to grow with more than 200 registrants. The site provides resume-building techniques, networking opportunities, and job postings for engineering positions throughout the country.

## EXECUTIVE OFFICE

The Executive office provided administrative support for the ASEE Board of Directors, as well as other ASEE committees. The Executive Committee produced minutes for the Board, Executive Committee, and Finance Com-

# REPORT FROM HEADQUARTERS

mittee. It also provided various communications, including the monthly ASEE Action newsletter, Board Briefs, Annual Report, editorials for ASEE publications, and the annual report for the ASEE Oversight Committee. The Executive Office continued to have liaison responsibility with the ASEE ABET Accreditation Committee and ABET, and supported for ASEE ABET evaluators.

## HUMAN RESOURCES

ASEE's Department of Human Resources completed the third year of in-house administration of the annual employee satisfaction survey. The HR department held quarterly meetings welcoming new employees and recognizing individual and department performance. HR continued support of recruitment and hiring processes as well as updating the ASEE policy and procedure manual.

## PUBLIC AFFAIRS

In spite of the major snow storm that paralyzed much of the nation's Capital, ASEE still had sixty deans from universities across the nation attend the 2010 Engineering Deans council Public Policy Forum. The keynote speaker was Senator Ted Kaufman from Delaware, the only member of the Senate who has practiced engineering. Additional panelists and speakers covered topics that included the implications of a growing federal budget and the status of the America Competes legislation.

Because of the snow storm, visits to Capitol Hill were cancelled but leave-behind brochures were distributed. These brochures urged support for increased science

and engineering research funding in the FY2011 budget. Policy statements and explanations of ASEE policies and positions were also included.

The Engineering Deans Council was held in April in St. Petersburg, FL. The theme of the institute was "Rising Above the Economic Storm." Dean John Wiencek (University of South Florida) was Conference Chair and Senator Ted Kaufman was the Plenary Keynote Speaker

## DATA COLLECTON

More than 340 U.S. and Canadian engineering colleges submitted information, which yielded \$210,000 in revenue from participation fees. The ASEE faculty salary survey completed its fourth cycle. One hundred and fifty-one engineering colleges participated, raising \$37,000 in revenue. Results were released in April. ASEE ran a student retention and time-to-graduate pilot survey using an award from the Sloan Foundation. ASEE hopes to run this survey in earnest by 2012. The National Academy of Engineering granted a sub-award to ASEE as part of a National Science Foundation grant for Data Collection and Analysis from 2-year and 4-year Colleges on Likely Engineering Graduates.

## INFORMATION TECHNOLOGY

This has been an extremely busy year for the ASEE IT Department. Not only did the IT staff continue its exceptional support of our Projects department and related panels and awards process, they were rewriting ASEE's major infrastructure system. The systems being integrated are membership, conference registration, and conference paper management. This is one of the most ambitious projects ASEE has ever undertaken, but one that is necessary if ASEE is to continue

to provide support to its members and staff. The new system will become fully operational in 2011.

## **ADMINISTRATIVE SERVICES AND AWARDS**

ASEE'S Administrative Services department continued to manage several major activities, as well as headquarters core services. Its work included subscription services, the ASEE awards program, ASEE's national election, and providing support for numerous ASEE committees.

## **ANNUAL CONFERENCE**

This 2010 Annual Conference in Louisville, Kentucky, drew 3,300 total attendees, 2,000 of whom were prime. Dr. Karan Watson, Executive Vice President, Texas A & M University, was the keynote speaker for the main plenary session. The Distinguished Lecture Series and the Focus on Exhibits events again proved to be popular events. The conference staff continues to monitor and improve our Annual Conference. In 2011, the ASEE Annual Conference will be held in Vancouver, British Columbia, Canada, home of the 2010 Winter Olympics. Our conference events will be held in the Vancouver Convention Centre, which was built specifically for the 2010 Winter Games.

## **PRISM MAGAZINE**

*Prism* magazine received a total of 17 awards for art, design, and articles published during the 2010 fiscal year, including a Distinguished Achievement Award for cover design from the Association of Educational Publishers and a Grand Award for writing from Awards for Publication Excellence. The magazine underwent a substantial redesign resulting in a modern, stylish look. A revamped Teaching

section presented features more concisely. As further improvements were made to the online edition of *Prism*, efforts continued to trim costs of the printed edition without sacrificing quality.

## **K-12 ACTIVITIES**

ASEE continued to distribute and promote the 4th edition of the eGFI – Engineering Go For It magazine (published in the fall of 2009). The eGFI magazine is designed to attract middle and high school students, particularly minorities and young women to engineering and engineering technology careers. Published bi-annually by ASEE, eGFI has reached over 1.7 million K-12 readers. The 5th edition of eGFI is currently being produced and will be published in the fall of 2011. Along with the magazine, ASEE designed and produced a creative pack of educational cards for late elementary classrooms and a fun rhyming book for young children entitled "If I Were an Engineer." ASEE also publishes an interactive website ([www.egfi-k-12.org](http://www.egfi-k-12.org)), weekly newsletters for K-12 teachers and students, and has established an active social media presence. ASEE has also presented at and participated in many events to promote ASEE's K-12 outreach efforts and resources. The Workshop on K-12 Engineering Education, held annually in association with the ASEE Annual Conference, had a record 332 registrants this year.

## **INTERNATIONAL**

In 2010, ASEE hosted the Global Colloquium in Singapore. This was the most complex Global Colloquium ever

# REPORT FROM HEADQUARTERS

held. The World Engineering Forum brought together five engineering education communities in one location. Our host, the University of Singapore, was a strong partner in making this a highly successful event.

In the last year, the ASEE International Department explored opportunities in K-12 in an international context. It has maintained strong relationships with the Japanese Society for Engineering Education (JSEE), the Korean Society for Engineering Education (KSEE), and the European Society for Engineering Education (SEFI) in creating new and innovative ways of collaboration.

## **INTERNATIONAL FEDERATION OF ENGINEERING EDUCATION SOCIETIES (IFEES)**

### **GLOBAL ENGINEERING DEANS COUNCIL (GEDC)**

Membership continues to grow for these two organizations for which ASEE acts as the Secretariat. This growth is in alignment with the increased recognition of the need for global networks in engineering education in order to foster international partnerships, sharing best practices and collaborations. IFEES continues to be a catalyst for engineering education initiatives, facilitating the survey made by the ASEE Corporate Member Council, awarding the first Global Award for Excellence in Engineering Education, and acting as a connector between different global stakeholders. The GEDC recently underwent its first Strategic Planning process and is in the stage of implementing the agreed upon strategies.



# CONSOLIDATED STATEMENTS OF ACTIVITIES

(EXCLUDING PASS-THROUGH FUNDS FOR FEDERAL AWARDS)

For the Fiscal Years Ended September 30

## REVENUE

	FY 2010	FY 2009
Membership	\$1,239,883	\$1,260,708
Publications	1,204,177	1,712,454
Contract Fee on Programs	457,807	302,254
Field Units Operation and Other	581,459	533,785
Convention and Seminar Corporation	2,858,255	2,381,325
IACEE	13,714	5,920
Tau Alpha Pi	25,597	20,827
Government Programs	4,714,870	4,149,452
Non-Government Programs	142,157	-
<b>TOTAL</b>	<b>\$11,237,919</b>	<b>\$10,366,725</b>

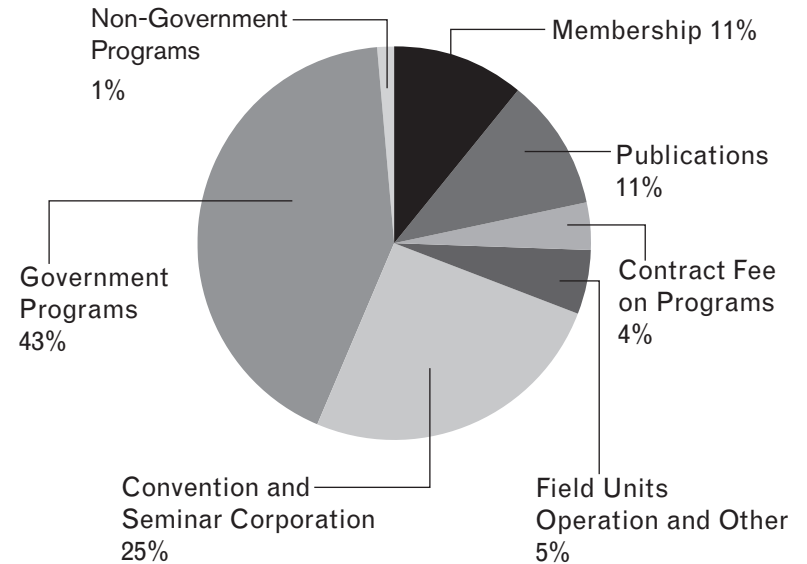
## EXPENSES

Membership	\$505,845	\$556,012
Publications	2,202,856	2,479,743
Field Units Operation and Other	661,933	638,576
Convention and Seminar Corporation	3,056,086	2,750,918
IACEE	16,634	15,011
Tau Alpha Pi	12,296	43,073
Government Programs (Administrative)	4,714,870	4,149,452
Non-Government Programs	142,157	-
<b>TOTAL</b>	<b>\$11,312,677</b>	<b>\$10,632,785</b>

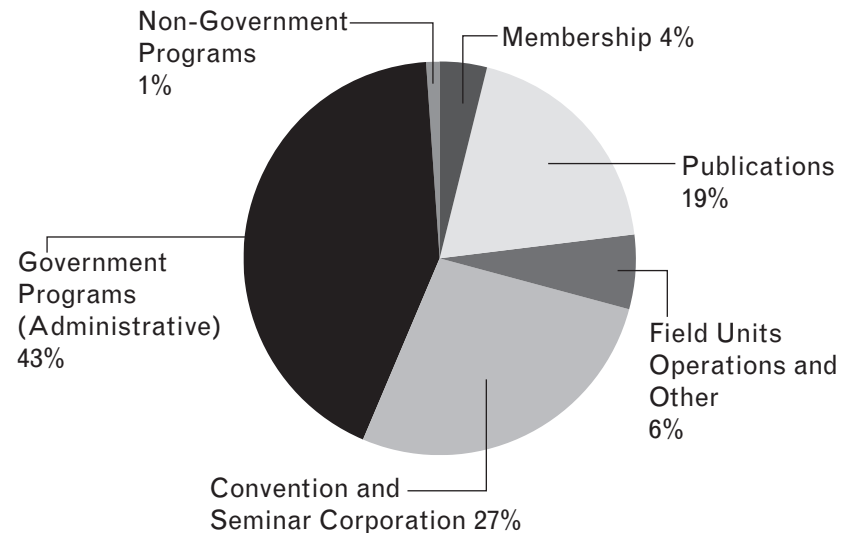
## CHANGE IN NET ASSETS

Net Assets - Beginning of Year	\$3,121,274	\$3,387,334
<b>NET ASSETS - END OF YEAR</b>	<b>\$3,046,516</b>	<b>\$3,121,274</b>

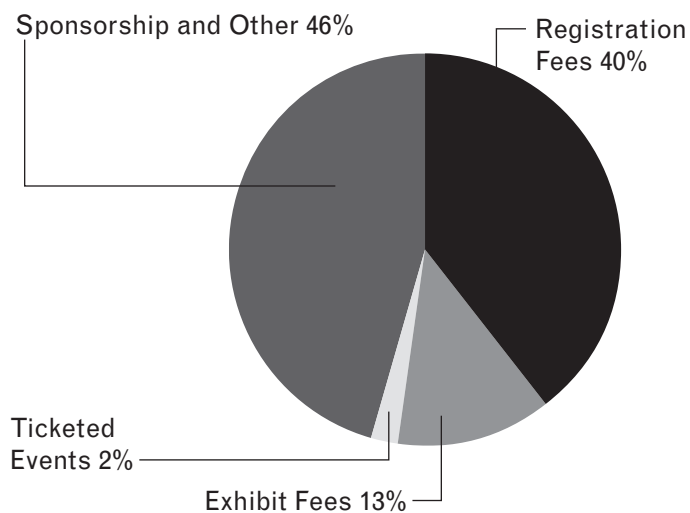
## REVENUE



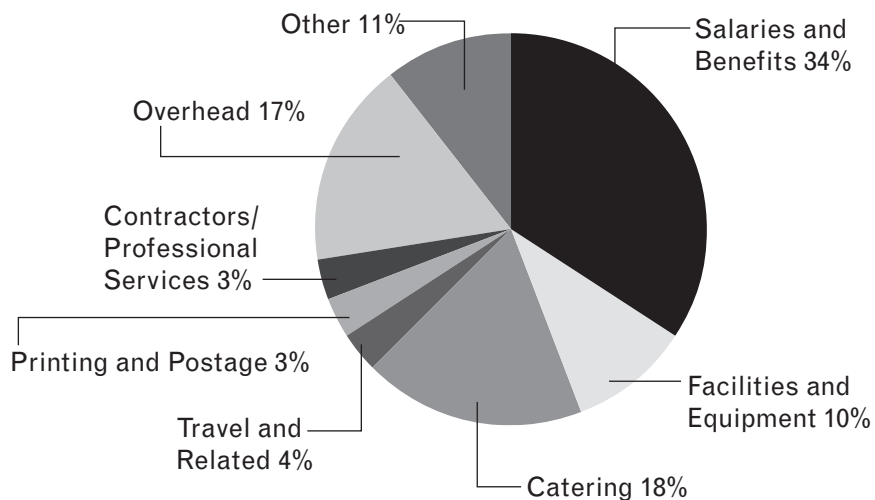
## EXPENSES



## REVENUE



## EXPENSES



# ASEE CONVENTION & SEMINAR CORPORATION

For the Fiscal Years Ended September 30

## REVENUE

Registration Fees	
Exhibit Fees	
Ticketed Events	
Sponsorship and Other	
<b>TOTAL</b>	

## FY 2010

\$1,132,441
368,188
54,114
1,303,513
<b>\$2,858,255</b>

## FY 2009

\$1,038,948
324,933
36,165
981,280
<b>\$2,381,325</b>

## EXPENSES

Salaries and Benefits	
Facilities and Equipment	
Catering	
Travel and Related	
Printing and Postage	
Contractors/Professional Services	
Overhead	
Other	
<b>TOTAL</b>	

\$1,050,221
304,281
558,549
107,303
97,495
102,751
515,994
319,492
<b>\$3,056,086</b>

\$972,007
329,921
312,850
173,684
134,444
149,998
448,335
229,679
<b>\$2,750,918</b>

## CHANGE IN NET ASSETS

**(\$197,831)**

**(\$369,592)**

# FEDERAL AWARDS AND NON-GOVERNMENTAL PROGRAMS

For the Fiscal Years Ended September 30

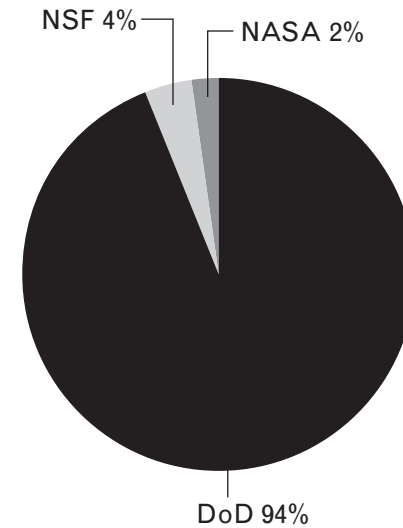
## REVENUE

	FY 2010	FY 2009
Department of Defense	\$69,805,435	\$58,069,410
NSF	3,319,744	2,272,675
NASA	1,629,397	812,814
Non-government Programs	142,157	-
<b>TOTAL</b>	<b>\$74,896,733</b>	<b>\$61,154,899</b>

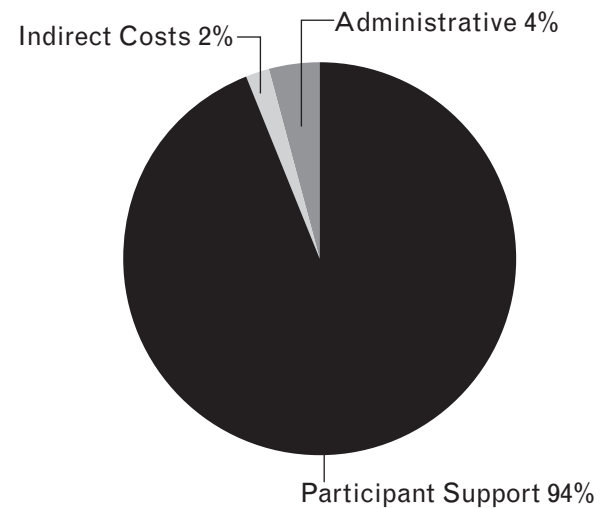
## EXPENSES

Participant support	\$70,181,237	\$57,005,447
Indirect Cost Recovery	1,710,081	1,332,062
Administrative	3,005,415	2,817,390
<b>TOTAL</b>	<b>\$74,896,733</b>	<b>\$61,154,899</b>

## REVENUE



## EXPENSES



# BOARD OF DIRECTORS

JUNE 2009 - JUNE 2010

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Renata S. Engel, ASEE President-Elect

Sarah A. Rajala, ASEE Immediate Past President

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Ray M. Haynes, Vice President, Finance

Sandra A. Yost, Vice President, Member Affairs

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John M. Mason Jr., Chair, Engineering Research Council

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Jenna P. Carpenter, Chair, Professional Interest Council III

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**AMERICAN SOCIETY FOR ENGINEERING EDUCATION**

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