



**ASEE**  
FISCAL YEAR 2007

# 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



It has been a pleasure to serve as the President of the American Society for Engineering Education during this past year. I have been impressed by the commitment of both the staff and volunteers of this organization. It has been an exciting year with much progress.

The fiscal status of the Society continues to be very strong. The financial success of the annual conference and the projects program has made it possible to maintain ASEE dues at the same level since 2000 with no increase planned for the near future. The staff and volunteers who have organized and run these activities are to be commended for their excellent work. Both institutional and individual membership in the Society continues to grow; the current professional membership of approximately 10,000 is the highest of any quarter for which we have reliable records. Support by our corporate members continues to be critical to the success of our varied activities.

As part of the community of stakeholders concerned about the capacity of U.S. engineering education to prepare graduates for the challenges of the 21st century global economy, ASEE launched a major initiative at its annual convention in June 2006 entitled "Advancing the Scholarship of Engineering Education." The initiative began with a "Year of Dialogue" in which broad-based discussions

were held within ASEE on the role and importance of educational scholarship as a principal means to transform engineering education and to assure its long-term viability. The Society wishes to leverage those discussions as well as the input from other concerned organizations and communities, as evidenced by a number of recent reports and meetings on the future of engineering education. To accomplish this, ASEE is undertaking a project, with partial National Science Foundation support, to prepare a report by June 2009 that provides a blueprint for the transformation of engineering education through educational scholarship to better prepare graduates for the 21st century, and to initiate and report on substantive actions to advance the recommendations of the report by June 2010. Thus, the goal of the project is both a blueprint for and initiation of actions to rapidly transform engineering education.

The effort is intended 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 Society has taken very seriously its vision to "facilitate international cooperation in matters pertaining to engineering education." ASEE held its sixth Global Colloquium on Engineering Education in Istanbul in 2007; the seventh will be held in Cape Town, South Africa. The Istanbul meeting was also the location of the first International Federation of Engineering Education

# PRESIDENT'S MESSAGE

Societies (IFEES) summit and second meeting of IFEES membership (see [www.ifees.net](http://www.ifees.net) for further details). During this year, ASEE partnered with the Indo-U.S. Collaboration for Engineering Education (see [www.iucee.org](http://www.iucee.org) for details) to “improve the quality and global relevance of engineering education in India and in the United States by fostering collaborations.” An exciting summer program of short courses is planned for 2008.

The Society continues to place great emphasis on the goal of improving the image of engineering. 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 Constituent Group continues to grow and to offer strong programming. The third edition of the *Engineering Go for It!* publication will bring the total number of copies of this publication to over one million. The K-12 workshop preceding the annual meeting in Honolulu was, once again, a great success. It is anticipated that future section meetings will include scaled-down versions of this activity.

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



**JAMES L. MELSA**  
A S E E P R E S I D E N T

# EXECUTIVE DIRECTOR'S MESSAGE



## DEAR MEMBERS,

I am pleased to report that last year was a good year at ASEE. Membership increased, the annual conference in Hawaii was well attended, and our Projects work grew and was smoothly accomplished. ASEE's Publications stylishly provided members with key information and current trends in engineering, technology and education. International activities expanded with meetings in India and Istanbul. Our important bedrock programs—Public Affairs, the Awards Program, Finance, and IT—all provided ASEE members with the quality services and benefits they've come to expect. Staff and volunteers continued in a productive and satisfying partnership.

### \* **MEMBERSHIP**

Membership continued its steady climb with new highs in institutional membership (564), professional members (9,658), and individual members (13,237). There was significant growth in academic professional, academic contact, corporate/government/association contact, and student members. On the institutional side, there were increases in U.S. engineering, Canadian engineering, Non-U.S./Canadian engineering, college affiliate, corporate/government/association, and Engineering Research Council members. Membership

worked proactively with member groups to establish new constituent committees for student members and for members in Canada.

### \* **ANNUAL CONFERENCE**

Our 2007 annual conference in Honolulu was successful, with 3,401 attendees. The Distinguished Lecture Series, now in its fifth year, and the Focus on Exhibits events in the hall, in its second year, have proved to be popular additions. In 2008, the annual conference will be in Pittsburgh, in a convention center built on the principles of a suspension bridge, which will be of interest to our engineer attendees.

### \* **PRISM MAGAZINE**

*Prism* magazine received 12 awards in 2007, for both editorial content and design. In September, *Prism* debuted its new Briefings section, which opens with a colorful two-page graphic element illustrating a current news item of interest. *Prism* and the *Journal of Engineering Education* joined forces with the new column "JEE Selects" to provide JEE research to ASEE members. *Prism* also increased its international coverage.

### \* **ADVANCES IN ENGINEERING EDUCATION**

The inaugural issue of *Advances in Engineering Education* (AEE), ASEE's new online journal, was published in September 2007 under the editorship of Dean Larry Shuman of the University of Pittsburgh. AEE's mission is to disseminate significant, proven innovations in engineering education practice, particularly those best

# EXECUTIVE MESSAGE

presented through the creative use of multimedia. By focusing on educational developments and practice, AEE complements the *Journal of Engineering Education*, which concentrates on rigorous engineering education research.

## \* **K-12**

ASEE's popular magazine *Engineering Go For It!* continued to inform the K-12 audience of the rewards of study and work in engineering. In September, we published a third edition and hit a total of more than one million copies of all editions in circulation. ASEE members received a copy with their October 2007 issue of *Prism*. *US News & World Report* and many of our corporate partners promote *Engineering Go For It!* on their web sites.

The fourth annual ASEE workshop on K-12 engineering education, held in Honolulu, attracted 175 attendees, half from K-12 communities and half from higher education, non-profit, and industry groups.

## \* **INTERNATIONAL PROGRAMS**

ASEE helped implement two successful meetings, one in Mysore, India, and a follow-up at the National Academy of Engineering in Washington, D.C. For these meetings, we supported the efforts of the Indo-U.S. Collaborative for Engineering Education, the University of Massachusetts Lowell, Infosys, the Despande Foundation and key engineering and science-oriented institutions in India. ASEE's volunteer leaders were active in planning and implementing the ASEE Sixth Global Colloquium held in Istanbul in October 2007. Plans for the 2008 ASEE Global Colloquium in Cape Town are already underway, and a

planning meeting with representatives from South Africa, Nigeria, Tanzania, Sierra Leone, Ghana, Libya, Hungary, and the Netherlands has been held.

## \* **IFEES**

The first International Federation of Engineering Education Societies Summit was held in Istanbul in October prior to ASEE's Global Colloquium, and a president-elect and members of the executive committee were elected from engineering education leaders from Africa, Europe and Central Asia. Summit participants included representatives from the World Bank and the European Union, as well as leaders in engineering and technology education from throughout the world. Three key strategic directions are at the core of IFEES: a global engineering deans council, student participation and life long learning.

## \* **PUBLIC AFFAIRS**

In February, the Engineering Deans Council held its 2007 Public Policy Colloquium "Engineering Colleges: Critical for America's Future," at the National Academy of Engineering in Washington, D.C. Major topics for the colloquium were the university responses to a new Congress, U.S. national security needs and engineering education's role in meeting global challenges. The colloquium drew 110 deans from 39 states and Puerto Rico. Speakers included Rep. Bart Gordon (D-Tenn.); Sen. Thad Cochran (R-Miss.); NAE President William A. Wulf; National Science Foundation Director Arden Bement; and John J. Young Jr., Director of Defense Research and Engineering at the Pentagon.

The Engineering Deans Institute was held in April in San Juan, Puerto Rico, drawing over 110 deans from the United States, a handful of deans from Latin America and one from Singapore. The EDI program focused on engineering education diversity.

# DIRECTOR'S

## **\* PROJECTS**

ASEE has administered education-related programs for the federal government since 1963. Last year, these federal programs generated over \$1.8 million in revenue, allowing enhanced services for ASEE members. ASEE administered the following projects:

- \* National Defense Science and Engineering Graduate (NDSEG) Fellowship Program
- \* NSF Graduate Research Fellowship Program
- \* Naval Research Laboratory–ASEE Postdoctoral Fellowship Program
- \* Office of Naval Research (ONR)–ASEE Summer Faculty Research Program and Sabbatical Leave Program
- \* Challenge X
- \* Air Force Summer Faculty Fellowship Program
- \* ONR Science and Engineering Apprenticeship Program (SEAP)
- \* ONR Naval Research Enterprise Intern Program (NREIP)
- \* SMART Defense Scholarship for Service Program
- \* NSF Rigorous Research in Engineering Education with Colorado School of Mines and University of Minnesota

## **\* DATA COLLECTION**

Three hundred thirty-eight U.S. and eight Canadian engineering colleges participated in the annual ASEE survey of engineering colleges. The ASEE data publications are used increasingly by other non-profits, the media, universities, students and corporate partners. An upgrade of the survey programming enabled easier retrieval of data.

At the request of the Engineering Deans Council, the EDC Data Collection Committee and ASEE developed a faculty salary survey. One hundred ten engineering colleges participated, and results were

released in March. This survey is the successor to the Big Ten Plus faculty salary survey.

## **\* IT**

IT undertook a broad spectrum of assignments last year. The new *Advances in Engineering Education* online publication debuted, and a new web site was created for IFEES. The engineering K-12 web site was revamped, and the *Prism* online web site was redesigned. Our telephone system was redeployed to new hardware, improving customer support and adding new features. The academic survey system was rewritten to correct problems with the database structure and improve user interface. For Projects, IT rewrote the panel scoring system for the NSF Graduate Research Fellowship Program, NDSEG and SMART projects panel meetings.

## **\* AWARDS PROGRAM**

The highlight of the annual conference in Hawaii was ASEE's awards banquet honoring distinguished ASEE members. Twelve national and society awards were presented. Last year, seven new award proposals were processed for approval by the Awards Policy Committee. The ASEE Awards Contact Committee launched a campaign to fund and establish a national endowed award to recognize the outstanding achievements of ASEE life members. The first campaign brought in approximately \$10,000, and a broader campaign began in October 2007.

## **\* HUMAN RESOURCES**

As recommended by ASEE's Oversight Committee,

# EXECUTIVE DIRECTOR'S MESSAGE

headquarters established the Department of Human Resources in February 2007 to accommodate the needs of an increasing headquarters staff. HR began standardization of the hiring process and is developing a comprehensive set of policies, practices and procedures to guide ASEE staff.

## \* **FINANCES**

ASEE's finances are in fine shape. Over the past dozen years, we have increased ASEE's reserves by adding more than \$2.5 million to ASEE's net assets. In the past year, ASEE substantially increased its commitments in the international and K-12 arenas and added the new online journal, with strong Board support.

In preparation of ASEE's budget and supporting materials for the Finance Committee and Board meetings, ASEE's Accounting Department meticulously applied internal governance practices to ensure fiscal accountability to the Finance Committee, Board of Directors, and ASEE's membership. The Accounting Department prepared annual reports for each corporation and worked with ASEE's auditors to successfully complete two audits with no notable exceptions. In accordance with the Sarbanes-Oxley Act, which sets strict standards for financial accounting, we adopted suggestions offered by ASEE's independent auditor.

## \* **CLOSE**

It is, of course, a pleasure to be able to report on ASEE's continued success. The above are only highlights of the many activities and programs that were both launched and continued in 2007. All have been undertaken with the strong support and suggestion of ASEE's Board of Directors, volunteers and members. In this, my 18th year, allow me to say it continues to be an honor to serve you as ASEE's Executive Director.



**FRANK L. HUBAND**  
ASEE EXECUTIVE DIRECTOR



# CONSOLIDATED STATEMENTS OF ACTIVITIES

(EXCLUDING PASS-THROUGH FUNDS FOR FEDERAL AWARDS)  
For the Fiscal Years Ended September 30

## REVENUE

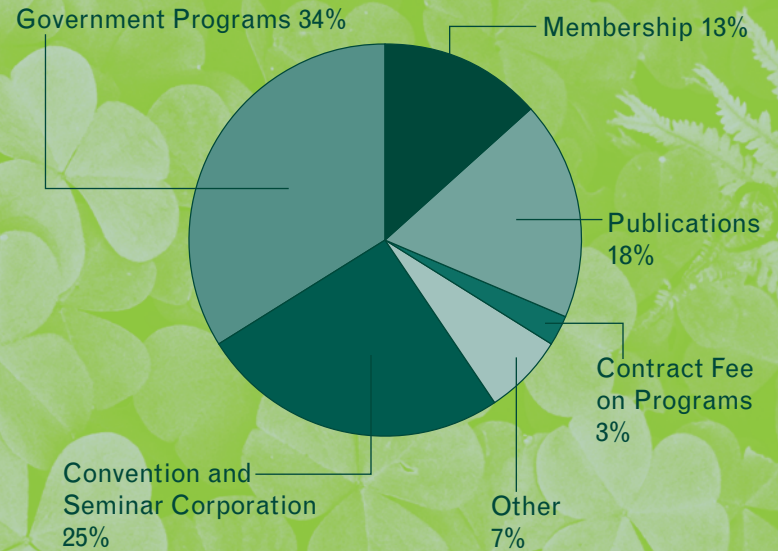
	FY 2007	FY 2006
Membership	\$1,215,983	\$1,204,853
Publications	1,601,009	1,013,483
Contract Fee on Programs	247,022	227,718
Other	600,713	463,643
Convention and Seminar Corporation	2,279,437	2,060,292
Tau Alpha Pi	22,256	18,532
Government Programs (less participant support)	3,034,758	2,623,061
<b>TOTAL</b>	<b>\$9,001,178</b>	<b>\$7,611,582</b>

## EXPENSES

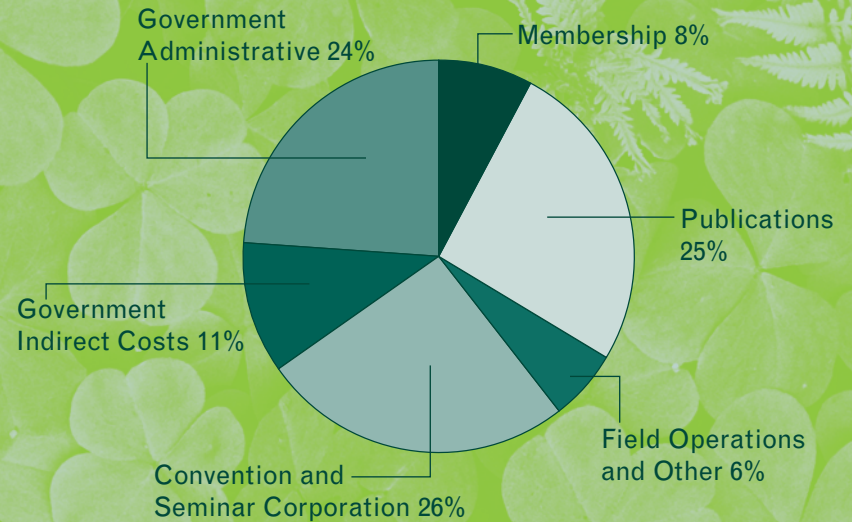
Membership	\$660,876	\$503,918
Publications	2,230,041	1,788,359
Field Operations and Other	495,588	555,574
Convention and Seminar Corporation	2,218,652	2,056,093
Tau Alpha Pi	15,133	15,575
Government Indirect Costs	959,190	943,631
Government Administrative	2,075,568	1,679,430
<b>TOTAL</b>	<b>\$8,655,048</b>	<b>\$7,542,580</b>

**CHANGE IN NET ASSETS** **\$346,130** **\$69,002**

## REVENUE



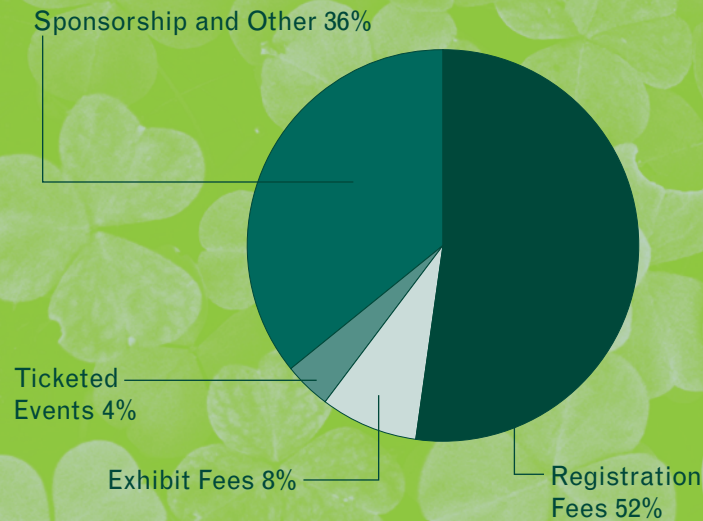
## EXPENSES



# ASEE CONVENTION & SEMINAR CORPORATION

For the Fiscal Years Ended September 30

## REVENUE



## REVENUE

Registration Fees	\$1,212,580	\$1,075,843
Exhibit Fees	173,160	300,608
Ticketed Events	83,576	91,456
Sponsorship and Other	810,120	592,385
<b>TOTAL</b>	<b>\$2,279,437</b>	<b>\$2,060,292</b>

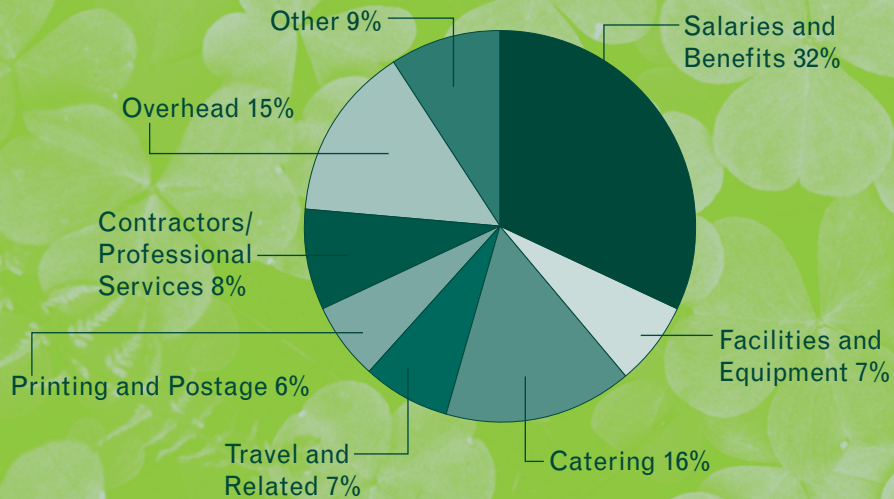
## FY 2007

## FY 2006

## EXPENSES

Salaries and Benefits	\$713,694	\$598,723
Facilities and Equipment	150,075	185,436
Catering	344,243	441,601
Travel and Related	162,408	83,321
Printing and Postage	139,590	162,393
Contractors/Professional Services	187,221	124,795
Overhead	320,636	283,318
Other	200,785	176,506
<b>TOTAL</b>	<b>\$2,218,651</b>	<b>\$2,056,093</b>

## EXPENSES



## CHANGE IN NET ASSETS

**\$60,785**

**\$4,199**

# FEDERAL AWARDS AND NON-GOVERNMENTAL PROGRAMS

For the Fiscal Years Ended September 30

## REVENUE

Department of Defense  
National Science Foundation  
National Aeronautics and Space Administration

### TOTAL

	FY 2007	FY 2006
Department of Defense	\$41,503,350	\$30,987,843
National Science Foundation	1,931,558	1,802,893
National Aeronautics and Space Administration	158,615	588,926
<b>TOTAL</b>	<b>\$43,593,523</b>	<b>\$33,379,662</b>

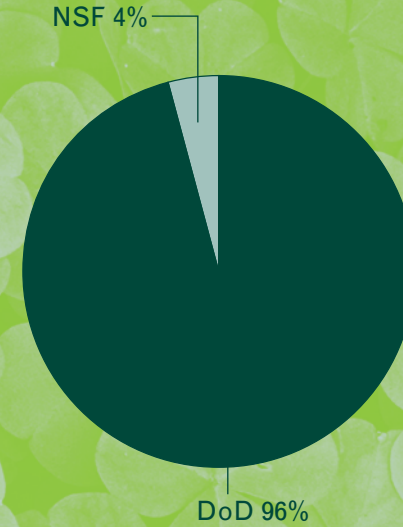
## EXPENSES

Participant support  
Indirect costs  
Administrative

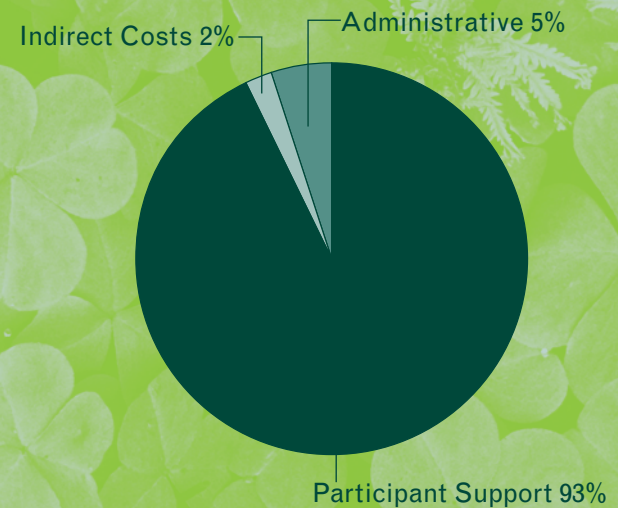
### TOTAL

Participant support	\$40,558,765	\$30,756,601
Indirect costs	959,190	943,631
Administrative	2,075,571	1,679,430
<b>TOTAL</b>	<b>\$43,593,526</b>	<b>\$33,379,662</b>

## REVENUE



## EXPENSES



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JUNE 2007—JUNE 2008

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Executive Director

# ASEE

**AMERICAN SOCIETY FOR ENGINEERING EDUCATION**

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