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ASEE Annual Report - 2003

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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, New Mexico

President's Message - Full Steam Ahead

ASEE PRESIDENT DUANE L. ABATA

Like a great ship, gracefully yet powerfully moving through the water, ASEE is moving majestically full steam ahead into the future with a strong vision, sound economic health, and a prestigious profile that beckons adventure and boasts success.

I am pleased to report to the membership of ASEE that, at the close of this last 2003 fiscal year, the organization is in excellent fiscal condition. All the forecasting signs are good and this next year should be better than the last. Membership is stable, events are well attended, services to the membership continue to expand, and publications are excellent. Most recently, ASEE has been awarded a multimillion-dollar contract from the National Science Foundation to administer the NSF Fellowship Program, which complements ASEE's administration of the NASA and DoD fellowship programs. This NSF award not only improves the fiscal condition of ASEE, but also brings an increased profile and prestige to the organization.



One might say that our success has been due largely to luck. Absolutely not so, in my opinion. Our success has been due to the leadership abilities of our director, Frank Huband, and his excellent staff. Frank Huband and his staff have brought and continue to bring good fortune to ASEE at a time when other major professional organizations are coming precariously close to fiscal collapse. The United States economy is slowly recovering from recession, a consequence of rapid and almost illogical growth of the high-tech Wall Street market in the 1990's. At the beginning of the new millennium, this roller coaster growth collapsed into a steep recession. Industrial production and employment throughout all sectors suffered during this period and almost all professional organizations felt the pinch. ASEE was not immune; long-term investments suffered. However, through good fiscal planning and good leadership, all entries in ASEE's financial books are written in black ink. The ASEE board, too, has played an important role in this fiscal success. Our vice president for finance, Arthur Murphy, has and continues to glean over the fiscal spreadsheets with a watchful eye and careful, well thought out advice.

Gain is not forthcoming without risk. Our annual conference in Nashville was very well attended. Few realize, though, that a considerable sum of money is placed up front with convention centers, hotels, bus services, and other amenities based upon a predicted attendance. This is how these things are done. The membership of ASEE has not let the organization down. Attendance at all events continues to grow primarily due to the professional commitment of the constituency. Each year, an increasing number of professional papers are submitted and presented. Our publications have taken a leap forward too, again with a risk that has and continues to pay off. A few years ago, with assistance from NSF, ASEE launched its Journal for Engineering Education. Now, this journal continues on its own healthy way. Last year, ASEE staff, again challenged the odds with Engineering: Go For It, our first magazine directed to high school juniors and seniors, explaining to them in their own pictures and words, what engineering is all about. Copies of this publication are almost all gone; Go For It is now being used by engineering colleges across the country as an effective information and recruitment tool.

I began my year as president of ASEE with several goals in mind. These goals are congruent, as they should be, with that of my predecessor, Immediate past president Eugene DeLoatch and his predecessor past president Gerald Jakubowski. These goals are:

- » 1) to strengthen the perception of value of engineering education in our society,
- » 2) to develop an increased awareness of the role that K-12 education plays in our university-level science, engineering, and technology programs,
- » 3) to institute a broadened view of what academic achievement is within the profession and redefine in a philosophical sense, the criteria for tenure, promotion, and success in the academic environment,
- » 4) to broaden the global reach of ASEE through interaction with similar societies in Europe, Asia, South America, and Africa, and
- » 5) to further the development of collaboration and interaction with the industrial and service sector of our nation's economy.

These goals are slowly, yet powerfully, being realized. Our Engineering Deans Council, EDC, continues to have significant impact "on the Hill." The EDC is now a recognized body comprised of deans of almost every engineering school in the country. Our K-12 outreach continues to grow with the ASEE EngineeringK12 Center and associated website, the recent success of Engineering Go For It, and the successful establishment of a K-12 constituency committee, soon to become a division of considerable strength. Our international task force, which I appointed at the beginning of my presidential appointment, continues to examine ways we can improve the international component of ASEE and extend our society to global dimensions. Our task force on reorganization is currently examining the structure of ASEE to ensure an efficient and effective future. Lastly, our visibility with industry continues to improve through ASEE's Conference for Industry and Education Collaboration (CIEC), the annual conference, and our continuing education outreach website Learnon.org. It is a bright future. ASEE staff is extremely productive. Operational costs are being offset by successful grantsmanship. Cash flow is healthy. The organization is on solid footing and growing. And all this, without an increase in dues!

DUANE L. ABATA
ASEE PRESIDENT

Duane Abata is the president of ASEE and dean of the College of Engineering and Technology at Northern Arizona University.

Executive Director's Message: Challenges Overcome

ASEE EXECUTIVE DIRECTOR FRANK L. HUBAND

It is always a pleasure to share good news with ASEE members. I am pleased to report that 2003 was a good year for ASEE. There were challenges—not the least of which was a rocky national economy—but ASEE did well last year and is poised to face the potential and promise of 2004. In summary, ASEE's finances continue to be strong, ASEE's established programs continue to flourish, and ASEE's new initiatives are promising and timely. The year's highlights:



Annual Conference

ASEE's Annual Conference is the largest yearly gathering of engineering educators. Last year, we met in Nashville, and the meeting was a resounding success. The quality of the annual conference has continued to improve, and attendance has grown in response. In Nashville, our total attendees exceeded 3,200 and 1,300 papers were published. Registration ran smoothly and without lines, thanks to our newly developed registration program tailored to ASEE's special requirements. The Annual Meeting Program Committee and staff developed the "Distinguished Lecture" sessions, a popular addition to our fine technical program. Even the annual opening picnic got rave reviews. In 2004, ASEE's conference will be in Salt Lake City, and I hope to see you there.

Membership

As the national economy struggled to regain footing, state budgets were tightened. ASEE's Membership Department competed for the fewer dollars while working to provide added value. The Engineering Deans and the Campus Reps, as well as many other ASEE volunteers, worked to boost membership rolls. Our professional membership held steady at approximately 9,000; we gained in institutional membership; and student membership rose to a new high. In 2004 we will undertake targeted membership promotion programs and aggressive retention efforts.

Prism Magazine

Year after year, Prism Magazine wins numerous awards. Not content to rest on past laurels, Prism's staff works to refine and improve this popular member benefit. In 2003, the magazine took 10 awards for design and editorial content. The magazine has struck a winning balance between stories of timely importance and stories of educational significance. Last year, Prism had compelling stories about how engineering combats terrorism. But the article that drew the most attention from members appeared in the May/June issue. Entitled "The Graduate," this article examined the changes that might need to be incorporated into technical curriculum to graduate the multifaceted engineer today's business world seeks.

We published "Engineering: Go For It!" as part of ASEE's K-12 initiative. This guidebook encourages students to consider engineering as a career. The publication was an immediate hit with academia, government, and industry. We have distributed 275,000 copies, mostly through the engineering deans, and plan to place an additional 125,000 into the hands of high school students around the nation.

In 2003, ASEE's Engineering K-12 Center's Web site, www.engineeringK12.org, drew approximately 4,500 visits a month and was mentioned in Newsweek Magazine. We developed a quarterly newsletter for K-12 teachers, providing pre-college engineering education resources, that launched early in 2004. We have planned a workshop for high school teachers in Salt Lake City prior to the 2004 annual conference.

Government programs

Last year ASEE submitted a proposal to the National Science Foundation to administer their Graduate Research Fellowship Program. This NSF program seeks to ensure the vitality of the human resource base of science and engineering in the United States and reinforce its diversity. It was exciting news when we learned that ASEE had won the award, for \$14 million. We will receive fees for administering this program that will enable enhanced services for ASEE members. ASEE has administered education-related programs for the federal government for the past 40 years. In 2003 ASEE received over \$1.2 million in administrative fees and overhead recovery for administration of federal grants and contracts.

International

ASEE's 2nd International Colloquium was held in Nashville prior to the annual conference. The ASEE international meeting is a relatively new initiative, but over 200 registrants from 37 countries attended. And there is already considerable interest in ASEE's 3rd international meeting, to be held in Beijing, China, at Tsinghua University in September 2004.

Last year the ASEE Board of Directors approved the establishment of ASEE as the headquarters for the International Association for Continuing Engineering Education (IACEE), a non-profit association established to enhance lifelong technical education. We established an IACEE Web site, www.iacee.org, and launched an electronic IACEE newsletter. The next IACEE conference will be held in Tokyo in May 2004.

ASEE currently has 370 global members, and this number has increased steadily. We have strengthened communication with engineering educators worldwide through ASEE's International Engineering Education Digest, which goes to 30,000 non-U.S. engineering educators. The Digest contains the latest news in engineering education and serves to introduce ASEE to international engineering faculty.

ASEE Web Site

Our Web site is the locus of ASEE activity. At 4,000+ pages, the site contains a wide array of contents for ASEE members as well as the general public. Our MIS department added and improved online features designed to aid ASEE members with conference registration, payment and order systems, and the submission of application and references for fellowships and awards. This past year, ASEE took over management of the ETeducation site, with the Engineering Technology Council Board having jurisdiction. ASEE now manages seven related web sites: Learnon, IACEE, K-12, Tau Alpha Pi, Tech-Interns, National Medals Foundation, and ETeducation, in addition to ASEE.org. During 2003 we continued work on a major redesign of our web site. Scheduled to launch in this spring, our newly redesigned site will allow departments at ASEE to make their own timely updates, and ASEE members will be able to select different "views" of the ASEE web site, a capability similar to that of "My Yahoo."

Corporate

ASEE's Corporate Development Program includes implementation of a three-year strategic plan for expanding ASEE corporate membership and activities. Last year, there were visits with potential corporate partners and foundations interested in technical education. We concluded an agreement with Microsoft, which provides us with sponsorship, program software, and licenses. In return, we provide Prism advertising, exhibit space, and conference registrations. I serve on Microsoft's faculty advisory board and participated in their professional developers conference.

ASEE Finances

ASEE's finances are in excellent and meticulous order. I am pleased to report that last year we generated a surplus of over \$250,000 and, for the eleventh year in a row, increased ASEE's reserves.

Cognizant of concerns raised by national coverage of corporate malfeasance, we increased our own financial vigilance. The managing partner of Langan & Associates, ASEE's independent auditor, attended the January 2003 ASEE Finance Committee meeting. The auditor closely reviewed ASEE's finances with the Finance Committee and reported that ASEE's audit had gone smoothly and required no adjustments.

In Closing

The above are a few highlights of ASEE's 2003 activities. Numerous other efforts—concerning public policy, awards, data collection, and directories—also took place. Successful continuing activities included the Engineering Research Forum and Workshop, the Journal of Engineering Education, ASEE Action, Learnon.org, and Tau Alpha Pi.

The ASEE staff worked hard last year and was fully supported by a core of dedicated volunteers. I am proud to report that by working together we achieved significant success in a challenging year.

Frank L. Huband

Executive Director

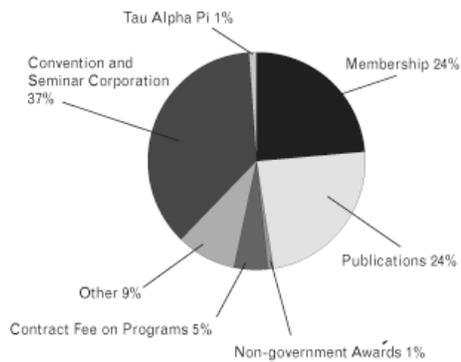
Consolidated Statements of Activities Excluding Federal Awards

For the Fiscal Years Ended September 30

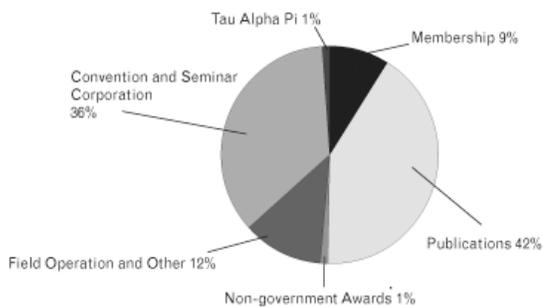
Revenue	FY2003	FY 2002
Membership	\$1,117,574	\$ 1,070,023
Publications	1,144,217	1,052,213

Nongovernment Awards	33,965	672,298
Contract Fee on Programs	235,062	225,246
Other	409,256	264,684
Convention and Seminar Corporation	1,729,608	1,827,867
Tau Alpha Pi	35,834	29,426
TOTAL:	\$4,705,516	\$ 5,141,757
Expenses		
Membership	\$395,456	\$ 457,644
Publications	1,864,659	1,696,959
Nongovernment Programs	33,965	672,499
Field Operations and Other	521,170	513,072
Convention and Seminar Corporation	1,601,786	1,705,649
Tau Alpha Pi	34,752	25,555
TOTAL:	\$4,451,788	\$5,071,378
Change in Net Assets:	\$253,728	\$ 70,379

Revenue



Expenses



ASEE Convention and Seminar Corporation

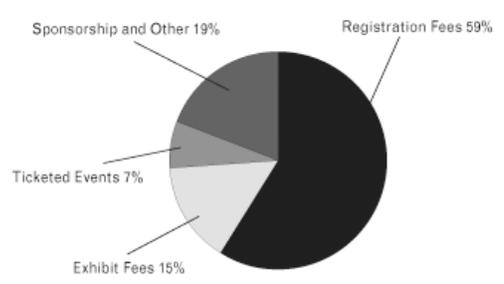
For the Fiscal Years Ended September 30

Revenue	FY2003	FY 2002
Registration Fees	\$1,016,911	\$ 1,092,147
Exhibit Fees	263,175	214,050
Ticketed Events	113,714	138,657

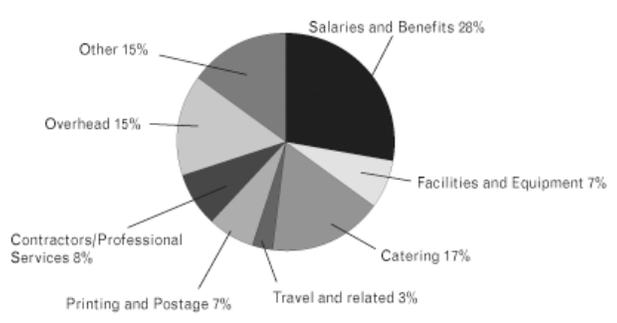
Sponsorship and Other	335,808	383,013
TOTAL:	\$1,729,608	\$ 1,827,867

Expenses		
Salaries and Benefits	\$449,142	\$ 403,242
Facilities and Equipment	105,643	103,460
Catering	279,620	270,412
Travel and Related	55,017	80,176
Printing and Postage	113,124	113,696
Contractors/Professional Services	127,667	215,750
Overhead	233,936	271,003
Other	237,638	247,911
TOTAL:	\$1,601,787	\$1,705,650

Revenue



Expenses



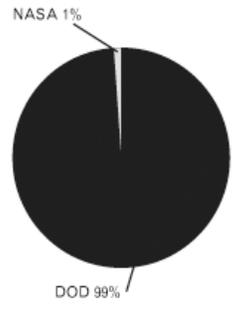
Federal Awards and Non-governmental Programs

For the Fiscal Years Ended September 30		
Revenue	FY2003	FY 2002
Department of Defense	\$27,638,498	\$ 27,956,109
National Science Foundation	12,488	212,524
NASA	308,721	208,125
Non-governmental Program	34,058	672,499
TOTAL:	\$27,993,765	\$ 29,049,257

Expenses		
Participant Support	\$26,779,333	\$ 27,958,467

Indirect Cost Recovery	478,339	430,479
Administrative	736,093	660,311
TOTAL:	\$27,993,765	\$ 29,049,257

Revenue



Expenses

