



2009

FISCAL YEAR



AS&E

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 an honor and pleasure to serve as the president of the American Society for Engineering Education during this past year. 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, both institutional and individual membership in the society continue to be strong. 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 2007 and into the summer 2009 to include the broader 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 which is scheduled to be issued in 2010. 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 society has taken very seriously its vision to "facilitate international cooperation in

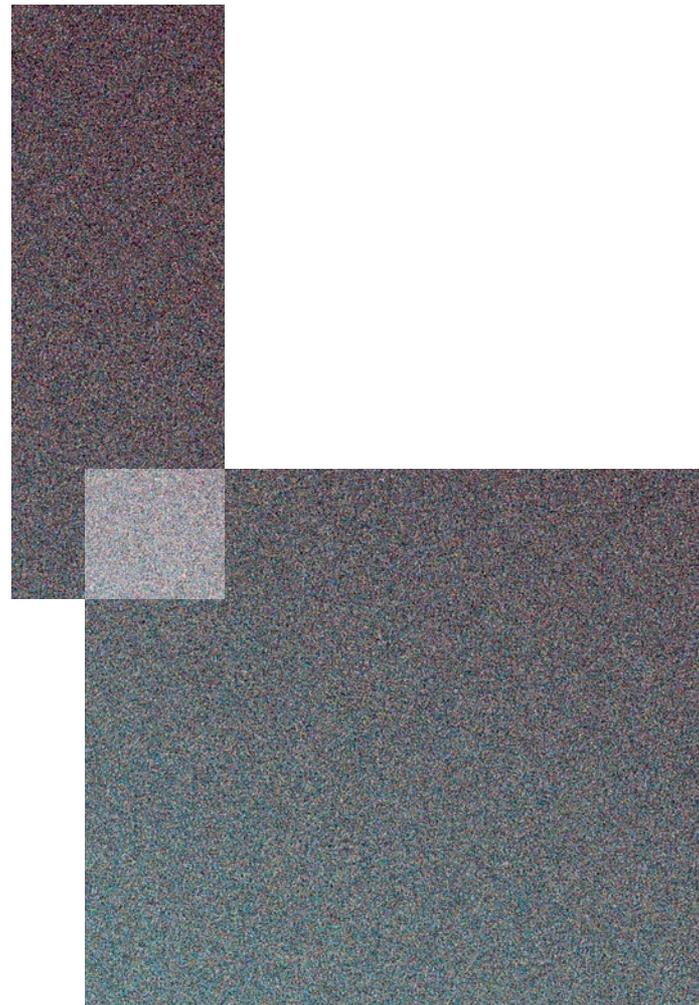
PRESIDENT'S MESSAGE

matters pertaining to engineering education." ASEE hosted its eighth Global Colloquium on Engineering Education in Budapest, Hungary in 2009; the ninth will be 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 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. 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.

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



EXECUTIVE DIRECTOR'S MESSAGE



With the national economic downturn, it has been a worrisome time for all. Education has certainly suffered its share of budget cuts necessitating belt tightening, furloughs and layoffs. ASEE, too, has had its share of challenges -- maintaining membership while improving membership benefits, encouraging travel and participation in the Annual Conference, and developing new projects – to name a few. Despite these difficult times, ASEE's membership actually gained, overall, and we approached a new high of 14,000 members. The Austin Annual Conference drew a total of 3,300 attendees, not an all time high, but quite respectable. Prism Magazine won a record 18 awards. A multifaceted EGFI was launched, and is doing very well. ASEE's global presence continued to advance with the Global Colloquium and IFEEs activities. We increased our portfolio of government projects, which with IT enhancements, ran smoothly. While, like the rest of the world, ASEE finances felt the impact of the stock market decline, we have also experienced a tentative rebound.

MEMBERSHIP

It was a mixed year for Membership, but overall, we experienced modest gains. Total individual membership was up 1.2% to 13,990 – this increase despite professional membership dropping by 1.6% to just under 10,000, due to reduc-

tion in new members acquired. All other categories of individual membership, except for life members, however, posted increases, and finished at all-time highs. On the institutional side, highs were achieved for total institutional members (623), with US Engineering Colleges, Canadian Engineering Colleges, Non-US/Canadian Engineering Colleges, Technology Colleges, and Engineering Research Council membership ending with record highs. Membership worked with IT staff to add additional resources for Campus Representatives, the Academy of Fellows, the Corporate Member Council, and the Board of Directors. The department continued to work with Zone and Section leaders to establish a distinctly Canadian presence within ASEE. Membership and IT staff are working on the design and development of a new membership database, which is now nearing completion.

ANNUAL CONFERENCE

This year's Annual Conference was in Austin, TX, and there were 3,300 total attendees, 2,000 of whom were prime. Gu Binglin, President of China's Tsinghua University, and Carl B. Mack, Executive Director of the National Society of Black Engineers, were keynote speakers for the Main Plenary session. Main Plenary II was new this year, and the session focused on the ASEE report, "Creating a Cultural for Scholarly and Systemic Innovation in Engineering Education." The Distinguished Lecture Series and the Focus on Exhibits events continue as popular conference activities. In 2010, the Annual Conference will be in Louisville, KY, which is the adopted hometown of ASEE's current President, J.P. Mohsen.

EXECUTIVE DIRECTOR'S MESSAGE

PRISM MAGAZINE

Prism magazine received a total of 18 awards last year, both for editorial content and design. These included being named as a finalist for the American Association of University Professors' Iris Molotsky Award. Four prizes cited the entire magazine. Prism worked to make greater economical use of space and paper without sacrificing its overall excellent quality.

K-12

ASEE published the 4th edition of Engineering, Go For It!, the magazine designed to attract middle and high school students, particularly minorities and young women, and their parents, teachers and counselors to engineering and engineering technology careers. Published bi-annually by ASEE, EGFI has reached almost 1.6 million K-12 readers. Along with the magazine, ASEE launched its new EGFI web site, and a newsletter for teachers with the EGFI brand was sent to 12,000 teachers engaged in engineering in middle and high schools across the country. The ASEE Workshop on K-12 Engineering Education held annually in association with the ASEE Annual Conference, this year had a record 250 attendees.

INTERNATIONAL ACTIVITIES

ASEE worked closely with the Indo/US Collaborative on Engineering Education (IUCEE) initiative and completed a successful second Summer Leadership Training Institute on the Infosys Mysore, India campus. The workshops

have been videotaped and converted to digital format for workshops in India and at future ASEE and IFEEES events. The Global Colloquium in Budapest in October was a comprehensive international effort with a number of interconnected events. These included the Global Colloquium, an IFEEES Program meeting, the Global Student Forum on Engineering Education, and the Global Engineering Deans Council leadership workshop. Keynote speakers were from China and Hungary, and there was a session focusing on the socio-economic-political context of Hungary and Central/Eastern Europe.

IFEEES AND THE GEDC

The Third IFEEES Summit was held in St. Petersburg, Russia with the Russian Association for Engineering Education. The IFEEES Secretariat, housed at ASEE, worked with volunteer leaders globally to prepare for the ISTE/IFEEES Asia/Pacific Conference in India in December. The membership of IFEEES is now 54. An IFEEES Summit in Singapore in 2010 will be part of the week of the World Engineering Education Forum, which will include the ASEE Global Colloquium, the IACEE/WCCEE, GEDC and the GSF.

PUBLIC AFFAIRS

Nearly one hundred deans of engineering from universities across the nation attended the Engineering Deans Council's 2009 Public Policy Colloquium, held in Washington, DC at the National Academies Building, and on Capitol Hill. Keynote speakers included Tom Peterson, NSF Assistant Director for Engineering and former Dean of Engineering at the University of Arizona, and William Reese, the Department of Defense former Under Secretary for Laboratories and Basic Sciences. The Engineering Dean Institute, held in Boston, Massachusetts, in March, had Jim Duderstadt, President Emeritus

of the University of Michigan, as the plenary keynote speaker. ASEE's Engineering Deans Council is currently composed of 354 members.

PROJECTS

ASEE has administered education-related programs for the federal government since 1963, and last year, these federal programs generated over \$3 million in revenue, plus over \$55 million in pass-through funds, enabling enhanced services for ASEE members. Last year the Projects staff renewed and/or began new programs for DOD (SMART, Indian Head Postdoctoral, China Lake Postdoctoral, NREIP/SEAP); NSF (Corporate Research Postdoctoral Fellowship Program, CCLI); and Argonne's Eco Car. We submitted a proposal for a five-year renewal of the NSF GRFP management activity, our most important project, in July. It was an anxious and stressful five months before we finally learned the good news that we'd won the award.

ASEE administers the following activities:

- National Defense Science and Engineering Graduate (NDSEG) Fellowship Program
- NSF East Asia and Pacific Institutes Program
- National Science Foundation Graduate Research Fellowship Program (GRFP)
- Naval Research Laboratory - ASEE Postdoctoral Fellowship Program
- Indian Head Postdoctoral Fellowship Program
- China Lake Postdoctoral Fellowship Program
- Air Force Summer Faculty Fellowship Program
- DoD - Science Math and Research for Transformation Program (SMART)
- NASA Aeronautics Scholarship Program
- ONR-ASEE Summer Faculty Research Program and Sabbatical

- Leave Program
- ECO Car and IEA/AMF
- ONR Science and Engineering Apprenticeship Program (SEAP)
- ONR Naval Research Enterprise Intern Program (NREIP)
- NSF U of MN, CCLI, EEGE
- WEPAN
- Family Engineering

DATA COLLECTION

Three hundred forty-one US and nine Canadian engineering colleges submitted information, which brought in over \$200,000 in revenue from participation fees. The survey program and data mining tool were both redesigned this year enabling easier data retrieval. The ASEE faculty salary survey completed its third cycle. One hundred and nineteen engineering colleges participated, and results were released in April. ASEE developed guidelines for a retention survey and time-to-graduation survey using an award from the Sloan Foundation. Developed in cooperation with representatives from various universities, these guidelines will be used in a pilot study in 2010. ASEE worked with WEPAN (Women in Engineering Proactive Network) as part of an NSF grant to provide content and exposure for the WEPAN Knowledge Center.

IT

The IT department had a productive year. For the first time, all 226 NSF GRFP panelists had their own laptop

EXECUTIVE DIRECTOR'S MESSAGE

computers to enter scores and comments. The panelist rooms were networked to the operations room servers and software was modified to process and store the data. The same system was used for the NDSEG panel. This year, our major infrastructure applications are being rewritten into an integrated system. The systems being integrated are membership, conference registration and conference paper management. The new system will become operational in 2010.

ADMINISTRATIVE SERVICES AND AWARDS

Administrative Services Department managed headquarters core services and several major activities. This included managing ASEE's Awards Program, ASEE's national elections, and subscription services. The department helped establish the new National Engineering Economy Teaching Excellence Award, which is being offered for presentation in June 2010. The award carries a \$10,000 honorarium, the highest among all ASEE national awards. The department provided support for the ASEE Lifetime Achievement Award initiative. ASEE life members have collectively donated approximately \$31,000 toward the \$50,000 goal.

HUMAN RESOURCES

ASEE's department of Human Resources completed the second year of in-house administration of the annual employee satisfaction survey. Quarterly meetings were held to facilitate information sharing and to welcome new employees. Employee Training and Development

"by employees for employees" was launched with a six week brown-bag summer Spanish class, taught by a native Spanish speaking employee. Other brown bag trainings included Excel, and pivot tables. HR continued to support recruitment and hiring processes, conduct exit interviews and recommend retention strategies. An online New Employee Welcome is being piloted with new employees. Policy or procedure updates were written and communicated to staff.

TAU ALPHA PI

Tau Alpha Pi, the Engineering Technology Honor Society had a successful year with over 450 new inductees and 89 active chapters. The TAP job opportunity job site continues to grow as more members take advantage of the many areas of interest. Tau Alpha Pi will introduce their third chapter competition with the final to be held in June 2010 at the ASEE Annual Conference in Louisville, KY.

EXECUTIVE OFFICE

The Executive Office department produced various communications including the Board Brief, ASEE Action, ASEE staff newsletter, report on achievements of ASEE headquarters for the Oversight Committee, Prism editorials, and the ASEE Annual Report. Staff provided administrative support for the ASEE Board of Directors, producing the Minutes for Board, Executive Committee and Finance Committee meetings. This year, staff assumed liaison responsibility with the ASEE Accreditation Committee and ABET and provides administrative support for ASEE ABET evaluators.

FINANCE

Over the past dozen years, we have increased ASEE's reserves by

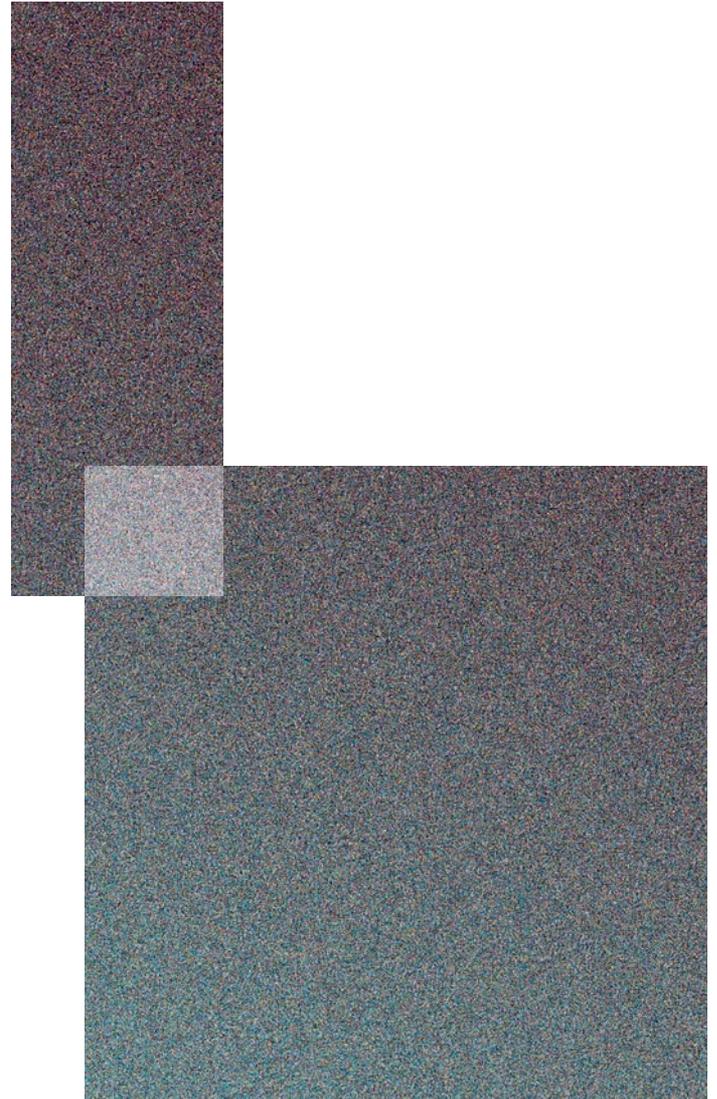
adding more than \$2 million to ASEE's net assets. The decline in the stock market led to a noticeable loss in our endowed award accounts for FY2008, but the per share price made a rebound to approximately the same amount recorded on 9/30/09 as it was on 9/30/08.

ASEE's Accounting Department meticulously applied internal governance practices to ensure fiscal accountability to the Finance Committee, Board of Directors, and ASEE's membership, in preparation of ASEE's Budget and supporting materials for the Finance Committee and Board meetings. The Accounting Department prepared annual reports for each corporation and worked with ASEE's auditors to successfully complete two successful audits.

CLOSE

It is a pleasure and an honor to serve as ASEE's executive director. This is my 20th year, and it has been highly satisfying to see our association grow its membership, expand services and meet new challenges. The ASEE staff and I look forward to the coming year, to serving the membership, and, as always, to supporting the worthy goal of furthering engineering and engineering technology. Thank you for this fine opportunity.

FRANK L. HUBAND
Executive Director



CONSOLIDATED STATEMENTS OF ACTIVITIES

(EXCLUDING PASS-THROUGH FUNDS FOR FEDERAL AWARDS)

For the Fiscal Years Ended September 30

REVENUE

| | FY 2009 | FY 2008 |
|---|---------------------|--------------------|
| Membership | \$1,260,708 | \$1,249,355 |
| Publications | 1,712,454 | 1,554,315 |
| Contract Fee on Programs | 302,254 | 391,280 |
| Other | 533,785 | 145,321 |
| Convention and Seminar Corporation | 2,381,325 | 2,611,392 |
| IACEE | 5,920 | 20,971 |
| Tau Alpha Pi | 20,827 | 43,460 |
| Government Programs (less participant support) | 4,149,452 | 3,562,904 |
| TOTAL | \$10,366,725 | \$9,578,998 |

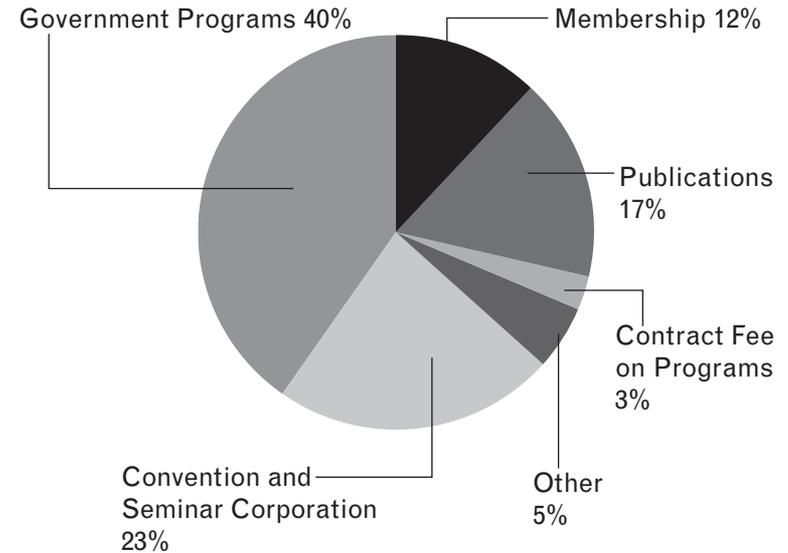
EXPENSES

| | | |
|------------------------------------|----------------------|--------------------|
| Membership | \$ 556,012 | \$570,645 |
| Publications | 2,479,743 | 2,247,440 |
| Field Operations and Other | 638,576 | 594,644 |
| Convention and Seminar Corporation | 2,750,918 | 2,712,277 |
| IACEE | 15,011 | 21,122 |
| Tau Alpha Pi | 43,073 | 27,469 |
| Government Indirect Costs | 1,332,062 | 1,234,169 |
| Government Administrative | 2,817,390 | 2,328,735 |
| TOTAL | \$ 10,632,785 | \$9,736,500 |

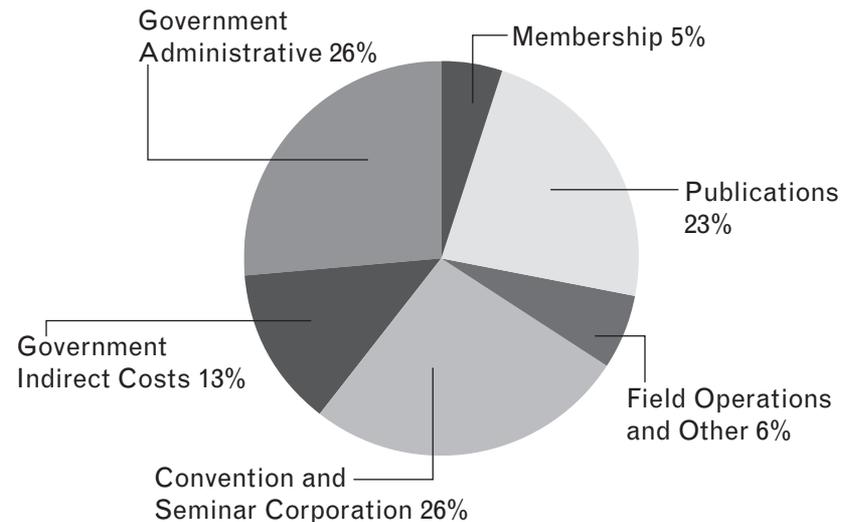
CHANGE IN NET ASSETS

(\$266,060) **(\$157,503)**

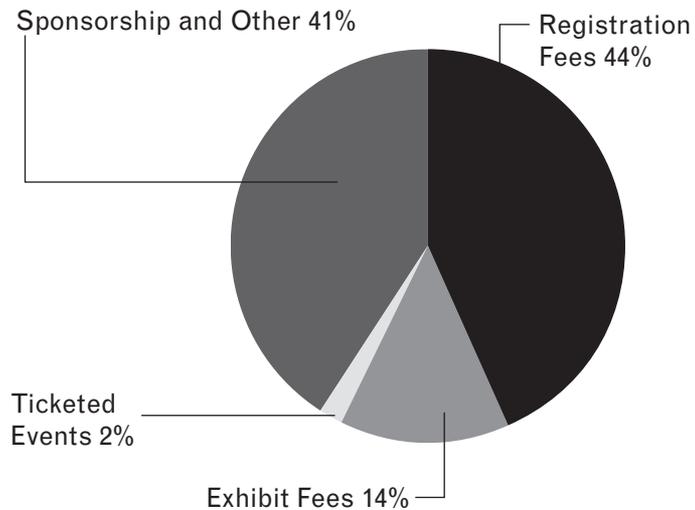
REVENUE



EXPENSES



REVENUE



ASEE CONVENTION & SEMINAR CORPORATION

For the Fiscal Years Ended September 30

REVENUE

| |
|-----------------------|
| Registration Fees |
| Exhibit Fees |
| Ticketed Events |
| Sponsorship and Other |
| TOTAL |

FY 2009

FY 2008

| | |
|--------------------|--------------------|
| \$1,038,948 | \$1,110,128 |
| 324,933 | 299,776 |
| 36,165 | 81,572 |
| 981,280 | 1,119,916 |
| \$2,381,325 | \$2,611,392 |

EXPENSES

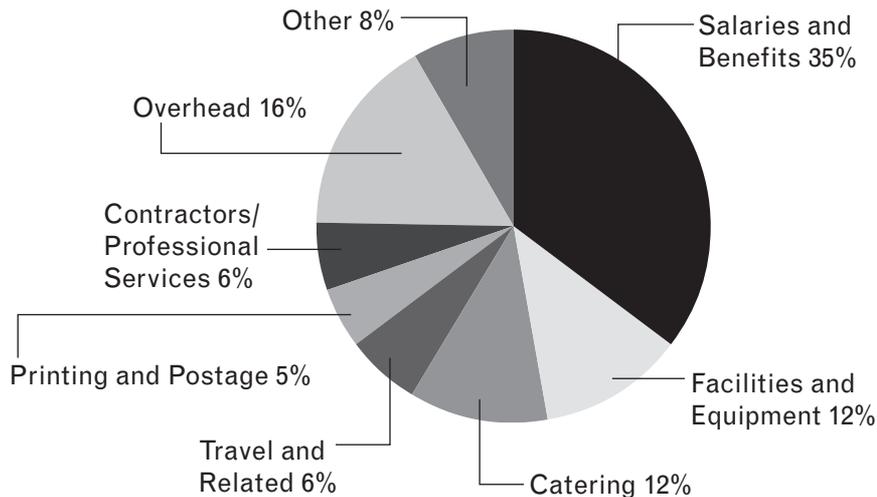
| |
|-----------------------------------|
| Salaries and Benefits |
| Facilities and Equipment |
| Catering |
| Travel and Related |
| Printing and Postage |
| Contractors/Professional Services |
| Overhead |
| Other |
| TOTAL |

| | |
|--------------------|--------------------|
| \$972,007 | \$846,979 |
| 329,921 | 210,566 |
| 312,850 | 557,606 |
| 173,684 | 170,937 |
| 134,444 | 122,048 |
| 149,998 | 158,859 |
| 448,335 | 433,371 |
| 229,679 | 211,911 |
| \$2,750,918 | \$2,712,278 |

CHANGE IN NET ASSETS

| | |
|--------------------|--------------------|
| (\$369,592) | (\$100,886) |
|--------------------|--------------------|

EXPENSES



FEDERAL AWARDS AND NON-GOVERNMENTAL PROGRAMS

For the Fiscal Years Ended September 30

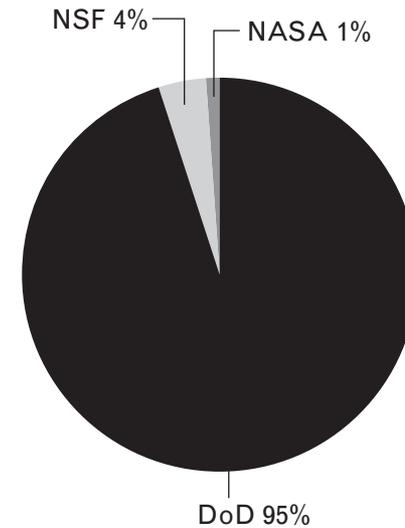
REVENUE

REVENUE

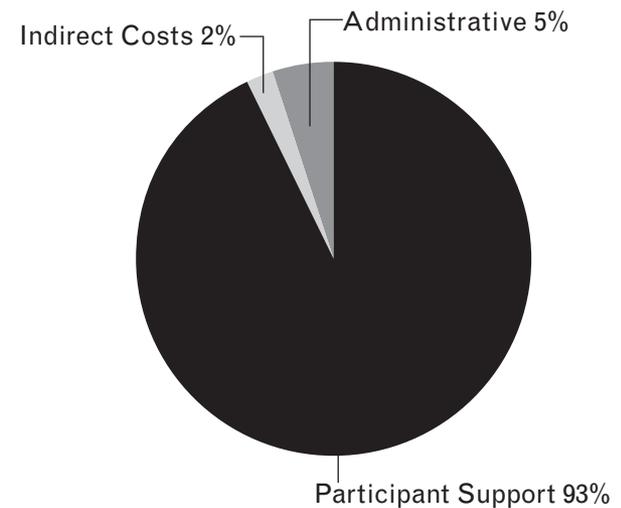
| | FY 2009 | FY 2008 |
|-------------------------|----------------------|---------------------|
| Department of Defense | \$58,069,410 | \$43,834,058 |
| NSF | 2,272,675 | 2,071,297 |
| DoE | - | - |
| NASA | 812,814 | 277,942 |
| Non-government Programs | - | - |
| TOTAL | \$ 61,154,899 | \$46,183,297 |

EXPENSES

| | | |
|---------------------|---------------------|---------------------|
| Participant support | \$57,005,447 | \$42,620,392 |
| Indirect costs | 1,332,062 | 1,234,169 |
| Administrative | 2,817,390 | 2,328,735 |
| TOTAL | \$61,154,899 | \$46,183,296 |



EXPENSES



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JUNE 2009—JUNE 2010

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