

2022 – 2023 ASEE CAMPUS REPRESENTATIVE

OPERATING MANUAL

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FORWARD

Thank you for volunteering to represent ASEE on your campus! Much of ASEE's work is done by dedicated volunteers whose deepest concern is promoting quality engineering and engineering technology education. ASEE HQ cannot overemphasize that, as the local, grass-root liaison for the Society, the importance of the services you provide to your campus and ASEE. You are the direct link between your colleagues with questions, concerns, and comments about ASEE and the staff who can best respond. Your role is vital in getting information on membership opportunities and ASEE activities to potential members on your campus. The growth, stability, and effective operation of ASEE in its mission of promoting excellence in engineering education depends upon you and the other Campus Representatives across our nation.

As in any volunteer office, your ability to fulfill your responsibilities is related to commitment and available time. We encourage you to dedicate yourself to this position and actively take part in furthering ASEE's goals and beliefs. Although this office will require some valuable time, the personal and professional rewards you will gain as a Campus Representative are significant.

ASEE has put together this manual to maximize the usefulness of your time by supplying a sole source of helpful information about the duties and activities of a Campus Representative. These duties include encouraging membership in ASEE, organizing educational activities on campus, coordinating the nomination process for ASEE awards, and serving as an information resource about ASEE meetings and resources.

Please treat this manual as a guide only. You are the best judge of what will work on your campus, amplifying and changing the guidelines to suit your needs. If you have questions about your duties or suggestions for improving this manual, please get in touch with the Membership Department at ASEE Headquarters. The email address is membership@asee.org.

ASEE'S HISTORY

Founded as the Society for the Promotion of Engineering Education (SPEE) in 1893, the Society's creation was during significant growth in American higher education. In 1862, Congress passed the Morrill Land-Grant Act, which supplied money for states to set up public institutions of higher education. These institutions focused on supplying practical skills, especially "for the benefit of Agriculture and the Mechanic Arts." As a result of increasingly available higher education, more Americans started entering the workforce with advanced training in applied knowledge fields. However, they often lacked grounding in the science and engineering principles underlying this practical knowledge.

After a generation of students passed through these new public universities, engineering professors began questioning whether they should adopt a more rigorous approach to teaching their field's fundamentals. They concluded that engineering curricula should stress fundamental scientific and mathematical principles rather than hands-on apprenticeship experiences. They formed SPEE during the 1893 Chicago World's Fair to organize support for this engineering education approach. Known as the World's Columbian Exposition, this event heralded the promise of science and engineering by introducing many Americans, for example, to the wonders of electricity. Emerging out of the Fair's World Engineering Congress, SPEE members dedicated themselves to improving engineering education at the classroom level. Over its history, the Society has put out several reports on the subject, such as the Mann Report (1907), the Wickenden Study (the 1920s), and the Grinter Report (1955).

During World War II, the federal government started to emphasize research. This emphasis prompted SPEE to form the Engineering College Research Association (ECRA), which was more concerned with research than SPEE had ever been. The ECRA spoke for most engineering researchers, sought federal funds, and collected and published information on academic engineering research. After the war, a desire to integrate the less research-oriented SPEE with ECRA resulted in the SPEE disbanding and forming ASEE (American Society for Engineering Education) in 1946.

ASEE was a volunteer-run organization through the 1950s. In 1961, ASEE established a staffed headquarters in Washington, DC, and undertook a more activist posture. However, through the 1960s, the Vietnam War and social unrest generally made the mood on many campuses anti-technology, anti-business, and anti-establishment. In the 1960s and 1970s, ASEE presidents Merritt Williamson and George Hawkins reorganized ASEE and returned its focus to teaching to represent its members better. As a result of this new focus, ASEE began to administer several teaching-related government contracts,

including NASA's summer faculty fellowships and the Defense Department's Civil Defense Summer Institutes and Fellowships. ASEE administers over ten government contracts, including the National Science Foundation's Graduate Research Fellowship Program.

Another result of the renewed emphasis on teaching was ASEE's initiative for recruiting minorities and women into engineering. ASEE created the Black Engineering College Development program, which used industry funding to upgrade engineering faculty in traditionally Black colleges and develop public information on these schools. ASEE also received several grants in the 1970s to research women and Native Americans' status and developed programs to attract more of these students to enter engineering. Since then, ASEE has continued to release studies on the subject in its Journal of Engineering Education and has created divisions devoted explicitly to developing programs and research in this area.

With the rise of Silicon Valley in the 1990s and the prospect of significant off-shoring of high-tech companies' activities, engineering education's importance to America's continued success had finally made headlines. As a result, ASEE saw a rise in membership and recognition over recent years as a clearinghouse of information about engineering education and an essential tool in shaping its future.

ASEE'S MISSION

ASEE advances innovation, excellence, and access at all levels of education for the engineering profession.

ASEE'S VISION

Excellent and broadly accessible education empowering students and engineering professionals to create a better world.

ASEE'S VALUES

Excellence, engagement, innovation, integrity, diversity, and inclusion

ASEE'S GOALS

ASEE recognizes the term "engineering education" to encompass the entire academic spectrum of instruction, research, scholarship, practice, and service. ASEE also has an enduring commitment to continuous improvement.

In the context of the above two statements, ASEE pursues the following goals:

- **Innovation** - ASEE will advance the development of innovative approaches and solutions to engineering education.
- **Excellence** - ASEE will advance excellence in all aspects of engineering education while continuously improving the member experience.
- **Access** - ASEE will advocate for equal access to engineering educational opportunities for all.
- **Advocacy and Public Policy** - ASEE will be the leading advocate for advancing the broad interests of engineering education.
- **Communities** - ASEE will cultivate an inclusive community that engages all members and values the contributions of all stakeholders.
- **Communication** - ASEE will implement a robust and transparent communication strategy, effectively linking all stakeholders.
- **Diversity and Inclusion** - ASEE will promote diversity, broadly defined, by modeling equity and inclusion through its policies and practices.
- **Internal Organization** - ASEE will be a strategic and dynamic organization with a knowledgeable and responsive staff that enhances stakeholder engagement.

SOCIETY ORGANIZATION

A system of thirteen councils conducts the activities of the Society. There are three types of councils: institutional councils, professional interest councils (PICs), and geographic councils (Sections and Zones). The thirteen Council Chairs sit on the Board of Directors, representing all Councils and institutional, corporate, and individual members.

The ASEE Board of Directors is the governing, policymaking, and legally responsible body that oversees and coordinates all Society activities. It comprises the President, President-elect, Immediate Past President, Vice President of Finance, the Chairs of the thirteen Society Councils, the Vice President for External Relations, the Vice President of Member Affairs, and the Executive Director.

The individual members of the Society elect the President-elect, Vice President of Finance, Vice President for External Relations, Vice President of Member Affairs, and the Chairs of the four Professional Interest Councils. The President-elect automatically succeeds to the office of the President, then Past-President. The Board appoints the Executive Director. You will find current Board members' names and contact information on the ASEE website.

ASEE SECTIONS AND ZONES

ASEE divides its U.S. and Canadian members geographically into twelve Sections. ASEE has grouped the three Sections into four Zones. On the next page, you will find a map showing the Section and Zone boundaries.

Through the Zone Executive Board, the Zone Chair coordinates the activities of the three Sections within each zone. The Zone Executive Board consists of the Zone Chair, the Chair-Elect or Immediate Past Chair as appropriate, and the Section Chair, Chair-Elect, and Section Campus Representative of each Section. Bylaws govern each section. Section leadership periodically updates these bylaws. A set of bylaws also governs the four Zones. Zone Bylaws cover Zone Executive Board composition, administration, meetings, and procedures. These are also valuable documents for Campus Representatives. You can find them and other information about the Society's structure and activities on the ASEE website.



ZONE I

Northeast

Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, and Canada (postal codes beginning with A, B, C, and E)

St. Lawrence

New York (except those zip code prefixes listed under the Middle Atlantic Section) and Canada (postal codes beginning with G, H, J, K, L, M, and N)

Middle Atlantic

Delaware, Maryland, New Jersey, New York (zip code prefixes 005, 090, through 119, and 124 through 127), Pennsylvania (except those zip code prefixes listed under the North Central Section), and Washington, DC

ZONE II

Southeastern

Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, and Virginia

North Central

Michigan, except the Upper Peninsula, Ohio, Pennsylvania (zip code prefixes 150 through 154, 156, 160 through 165) and West Virginia

Illinois-Indiana

Illinois and Indiana

ZONE III

Midwest

Arkansas, Kansas, Missouri, Nebraska, Oklahoma

North Midwest

Iowa, Michigan Upper Peninsula, Minnesota, North Dakota, South Dakota (zip code prefixes 570 through 574), Wisconsin, and Canada (all of Manitoba plus Ontario postal codes beginning with P and R)

Gulf Southwest

Louisiana, New Mexico, and Texas

ZONE IV

Pacific Northwest

Alaska, Idaho, Montana, Oregon,
Washington and Canada (Alberta, British

Columbia and Saskatchewan)

Pacific Southwest

Arizona, California, Hawaii, and Nevada

Rocky Mountain

Colorado, South Dakota (zip code prefixes
575 through 577), Utah and Wyoming

CHARGE TO CAMPUS REPRESENTATIVES

Campus Representatives are the principal representatives of ASEE HQ on campus. Through their leadership, members stay as participating and active members of ASEE. Without adequate and dynamic guidance, the members may become inactive and lose interest in the Society. Therefore, Campus Representatives' responsibilities should extend beyond merely conducting and participating in the annual Section meetings. All Campus Representatives must be members in good standing of ASEE. Upon accepting an office, a campus representative agrees with an accomplishment charge.

- Campus Representatives have a working--not honorary--position. Accepting office implies the willingness to serve, attend meetings, contribute ideas, and conduct the work accepted or assigned.
- Campus Representatives manage the planning, continuity of effort, orderly turnover to successors, and Society goals achievement.
- Officers handle maintaining effective communications with members, fellow Campus Representatives, and ASEE Headquarters.
- Campus Representatives must represent the membership appropriately and develop activities to attract membership and involvement in the Society.
- Campus Representatives adhere to deadlines, particularly those that affect the Society's successful functioning, including awards and annual reports.
- Campus Representatives should be instrumental in promoting the Society among faculty members, individuals in industry and government, students, and the public.
- Campus Representatives should keep ASEE Headquarters informed of on-campus activities by sending a copy of all minutes, newsletters, program or meeting notices, correspondence of a business nature, and an annual report.

WHAT YOU SHOULD DO AS AN ASEE CAMPUS REPRESENTATIVE...

- Let everyone on your campus know you are their ASEE Campus Representative, and will be happy to help them get the most out of their membership.
- Work closely with your dean to create a positive image of ASEE on your campus and publicize your dean's support of ASEE.
- Recruit new members and follow up to encourage renewal.
- Publicize ASEE activities through your school's public relations office, campus newspapers, bulletin boards, email announcements, and other prominent and appropriate places on campus.
- Promote attendance at the Section level and national ASEE meetings and encourage innovative instructors to present their ideas at ASEE meetings.

- Publicize ASEE's awards program and make nominations. Outstanding teaching and research activities on your campus should be recognized. You are encouraged to nominate those educators worthy of an ASEE award. Criteria for ASEE awards are published online as the Awards Nomination Guidelines. The following are suggestions for increasing the effectiveness of your awards program.
 - Increase the awareness of your faculty by prominently advertising the ASEE awards program.
 - Volunteer to chair or serve on your institution's awards committee. If there is no awards committee, offer to create one. Faculty deserve recognition for their excellent work.
 - Please remind the dean of your engineering college and the department chairs of this awards program well before the nomination deadline.
- Promote active participation in ASEE's divisions and councils, both at the regional and national levels.
- Organize on-campus activities and simple get-togethers to allow the faculty to exchange ideas and discuss pedagogical-related issues. Such topics could include new faculty orientation, TA development, tutoring workshop, teaching effectiveness committee/workshop, course/instructor evaluation and peer review, innovative technology delivery system, technical writing assistance, curriculum development, preparing scholarly publications, or a proposal writing workshop.
- Promote fellowships administered by ASEE.
- Welcome new members and let them know that you are their Campus Representative (see sample letters)
- Discounted rates at the many ASEE-sponsored conferences
- Review and update the roster of ASEE members at your institution. Please send any updates to membership@asee.org.

WHOM TO CONTACT

- Contact your dean; their support and endorsement will prove invaluable.
- Contact non-members – no one may have ever invited them to join. Find out. If your dean takes part in the Dean's Program, these are the persons to recommend to your dean for sponsorship under the program.
- Contact all new engineering or engineering technology faculty to encourage their active involvement in ASEE.
- Contact lapsed members and encourage them to reactivate their memberships. If they do not want to reactivate, if they give you a reason, please send it to HQ so ASEE can use the information when assessing member benefits.
- Contact those members found on your roster with end dates between the expiration date and the expiration + grace and encourage them to renew before their three-month grace period expires.
- Meet with undergraduate and graduate students and brief them on ASEE's student membership. If you want to start a chapter at your school, please get in touch with ASEE's Membership Department for information and help.
- Establish a working group of people interested in engineering and engineering technology education. Ideally, you might have a representative from each engineering department who can be your contact point.

SUGGESTED ACTIVITIES

- Remind members that ten years of ASEE membership makes them eligible to be nominated for Fellow status.
- Keep a list of papers, presentations, and other kinds of involvement of ASEE members in regional (section and zone) and national meetings.
- Keep a list of ASEE or other education-related awards fellow ASEE members received during the year at your institution.
- Keep a list of faculty/staff members who are ASEE section/division officers.
- Keep a list of faculty/staff members participating in ASEE section meetings.
- Promote ASEE membership through emails to every faculty member.
- Distribute flyers inviting non-members faculty to join ASEE.
- Post announcements and promotion forms on bulletin boards in faculty lounges.
- Send a campus newsletter inviting faculty to contact you for information on ASEE membership.
- Distribute a letter promoting ASEE membership from your Section Chair.
- Send a memorandum from the Dean/Administrative Head of the college to non-member and past-due member faculty, encouraging them to consider/reconsider membership.

- Promote the benefits of ASEE membership to graduate students.
- Personally visit new faculty and send them a personal letter.
- Personally visit non-member and lapsed member faculty.
- Personally contact current members and thank them for their membership.
- Have your department sponsor dues for student members for the first year.
- Discuss the benefits of ASEE membership during a non-ASEE-related meeting.
- Attempt personal contact with current members, non-members, and lapsed members.
- Keep ASEE publications in student lounges and waiting areas in the engineering buildings.
- Distribute ASEE Call for Papers announcements.
- Encourage Dean/Director/Department chair to pay participants' registration fees and travel expenses for ASEE meetings.
- Encourage Dean/Director/Department chair to pay for membership on anyone presenting papers at the section or national meetings.
- Participate in live video conferences.
- Encourage the College/school/department to contribute to the fund supporting the section's Excellence in Engineering Education Award.
- Send memos and emails to all faculty regarding ASEE, regional and national meetings to encourage attendance and submission of papers.
- Has ASEE put on the agenda for the dean's meeting with Chairs and faculty?
- Publish material relating to regional and national meetings.
- Publish in the campus newsletter section and annual meeting announcements.
- Host luncheon meetings to discuss engineering education issues, such as university/industrial cooperative efforts.
- Organize seminars/workshops for engineering faculty members to discuss their teaching methods.
- Distribute articles from ASEE publications among non-members.
- Distribute information to faculty about ASEE fellowship opportunities.
- Organize Informal meetings before and after each regional and national meeting.
- Start a student chapter.
- Create and host a section web page.
- Establish a local ASEE home page for the School of Engineering.
- Establish an email listserv for engineering faculty.
- Invite faculty to share teaching ideas, etc., at student chapter meetings.
- Inform Department Chairs of ASEE awards programs and help them identify candidates.

WHY JOIN ASEE

The quality of our future engineers affects the quality of our lives. The ever-increasing influence and rapid advance of technology demand a skilled, highly educated technical workforce. From defense to infrastructure to telecommunications to consumer gadgetry, our engineers' quality affects the quality of our lives.

MEMBERSHIP BENEFITS

When encouraging potential first-time members to join or those who've let their memberships lapse to rejoin, they may ask, 'What are the benefits of an ASEE membership?': This question is a perfect opportunity for you to share how being a part of ASEE has benefitted your career and experience as an educator. Here are some of the extensive benefits members can expect to receive.

- **PUBLICATIONS** - ASEE provides its diverse membership, including faculty, students, administrators, and industry professionals, with various publications. Individual membership includes a subscription to *Prism*, an award-winning magazine that features timely articles, innovative technology, research breakthroughs, and significant trends in engineering education. Members can also subscribe to the *Journal of Engineering Education* and other publications.
- **CONFERENCES** - Members receive substantial savings when attending the ASEE Annual Conference and Exposition and other ASEE-sponsored events and meetings. Our conferences are committed to fostering publication by exchanging ideas and information while enhancing teaching methods and curricula and providing prime networking opportunities. As an added benefit, Student members receive FREE registration, while Life and Retired members receive discounts at the ASEE Annual Conference and Exposition.
- **LOCAL WORKSHOPS** - ASEE allows members to connect, interact, and engage with their peers nearby. Section and Zone activities and meetings allow you to take part in professional activities at the local level and offer a chance for members to form regional networks of colleagues with shared interests and goals.
- **DIVISIONS (PROFESSIONAL INTEREST GROUPS)** - ASEE members can choose from over fifty professional interest groups. These Divisions are the pulse of ASEE and provide members with professional development and networking opportunities within their area of interest or expertise. You are sure to find one that suits your needs.
- **RESOURCES AND TOOLS** - ASEE members can access Member-Only resources, tools, and content. Search the electronic membership directory, search for papers, review faculty openings or fellowship opportunities, or read the latest publications.

- AWARDS - ASEE annually recognizes the outstanding accomplishments of engineering and engineering technology educators through the ASEE awards program.
- SECTIONS - Membership in one of ASEE's geographic sections at no added cost. Section activities and meetings allow individuals to take part in professional activities at the local level and offer members a chance to form regional networks of colleagues with shared interests and goals.
- VOLUNTEER OPPORTUNITIES - Unique opportunities to make valuable contacts and make contributions to the field by taking part in ASEE Volunteer Leadership activities
- PROFESSIONAL GAIN - Enhancing professional credibility with a corresponding increase in job opportunities, salary, and promotions. Also, ASEE can provide networking opportunities with other individuals interested in engineering education.
- SOCIETY'S IMAGE - National leadership posture and ability to represent member interests
- PUBLISHING OPPORTUNITIES - Many forums to publish and present papers (including annual and section meetings, the *Journal of Engineering Education*, and ASEE *PRISM*).
- FELLOWSHIPS - Postdoctoral fellowships and Summer Faculty Programs administered by ASEE.

ANNUAL ACTIVITY REPORT

As Campus Representative, you must file a report of your activities each year. You will complete the report online. Beginning in September and through the end of October, you can find a link to the report in the "Campus Representative ASEE HUB Group." The online web app will send copies of your report to your Section Chair and ASEE's Membership Department. **The report is due by October 31st of each year. Please mark this in your calendars.**

This report documents the ASEE activities at your campus. Thus, it provides ideas for promoting ASEE and engineering education to ASEE Headquarters and your fellow Campus Representatives. ASEE Headquarters will use the reports to highlight successful Campus Representative activities in ASEE PRISM, newsletters, and the ASEE website. Your Section Campus Representative uses this report to select the Section Outstanding Campus Representative for the section.

ASEE created the **Section Outstanding Campus Representative Awards** and **Zone Outstanding Campus Representative Awards** to honor individuals who have achieved excellence in their roles as active supporters of ASEE. These awards recognize the outstanding Campus Representatives for each of the twelve Sections and the four geographic Zones. The Section Chair chooses the Outstanding Campus Representative from their section based on the Annual Campus Representative Activity Report. Section leadership will present the Section Outstanding Campus Representative Award at the section's annual meeting. The Zone Chair selects the Zone Outstanding Campus Representative Award recipient from these Section winners. The criteria for both awards include the following:

- Improvement of engineering education through excellence in on-campus programming of ASEE activities
- Promotion of individual membership in the Society
- Encouragement of faculty attendance at National, Division, and Section meetings

ASEE HQ will honor Zone Outstanding Campus Representatives and the Society's other national award winners during the awards functions at the ASEE Annual Conference.

SAMPLE ANNUAL ACTIVITY REPORT

All Campus Representatives must complete the Annual Campus Representative Activity Report. ASEE HQ will compile the reports' results and share those with all Campus Representatives.

Section and Zone leadership use the reports to determine each Section and Zone's Outstanding Campus Representative. Abiding by Section bylaws and based on material submitted in the annual report, the Section Chair (or Section Campus Representative) will select an Outstanding Section Campus Representative. ASEE will forward the selectee's report to their respective Zone Chair to determine the Outstanding Zone Campus Representative. These Outstanding Zone Campus Representatives will be honored the following year at the awards ceremony held during ASEE's Annual Conference. The section will honor their Section Outstanding Campus Representatives at their respective Section Meetings.

Once you submit your activity report, the online application will forward copies to your dean (or administrative head), Section Campus Representative, and ASEE's Membership Department. You will also receive the formatted version of your report for your records and future activity planning.

Campus Representative Activities

From the following list of ASEE-related items, select the ones you accomplished at your institution during the past academic year.

Recruitment and Retention

- Solicited membership via email to all new engineering (or related field) faculty.
- Solicited renewal of membership (via email, phone, or personal contact)
- Posted (or sent) information related to ASEE (programs and benefits) to faculty
- Distributed promotional membership letter from Section Chair
- Contacted Dean or Department Chairs concerning funding ASEE memberships.
- Discussed ASEE at a College or Department faculty meeting
- Displayed ASEE materials in communal areas (lounges, waiting areas, etc.)

Conferences and Publications

- Posted (or sent) information related to ASEE conferences (National and Section) to members.
- Contacted Dean or Department Chairs concerning funding ASEE travel/registration expenses for members
- Distributed 'Call for Abstracts / Papers' for the National or Section conferences

Pedagogical Activities

- Sponsored a luncheon/seminar/workshop.

Please describe any additional ASEE-related activities (e.g., brown bags, guest speakers, journal club) you have started or continued at your institution during the past academic year.

Dean / Administrative Head Activities

Select your dean's (or administrative head's) actions to promote and support ASEE.

- Are they current members of ASEE?
- Attended the ASEE Section Conference
- Attended the ASEE National Conference
- Presented a paper or moderated a session at the ASEE Section Conference
- Presented a paper or moderated a session at the ASEE National Conference
- Sponsored the Dean's Program during the previous academic year.
- Sponsored participation in the NETI workshop
- Paid for membership renewals.
- Paid (in whole or in part) for Campus Representative expenses related to the ASEE National or Section Conferences
- Paid (in whole or in part) for ASEE member expenses related to the ASEE National or Section Conferences
- Contributed to the Section Outstanding Teacher (or Best Paper) Award

Please describe any additional ASEE-related activities your dean (or administrative head) sponsored during the past academic year.

Additional Comments

Please provide additional comments or suggestions related to this report or ASEE activities and programs. Campus Representatives can list papers submitted by individuals from your institution to ASEE's Annual Conference.

SAMPLE WELCOME LETTER, LONG VERSION

Dear [new member name]:

ASEE Headquarters recently informed me that you had joined ASEE. On behalf of the [unit name] of the American Society for Engineering Education, I want to welcome you as a new member.

Founded in 1893, ASEE is one of the oldest educational and professional organizations. Through the years, it has striven to improve and expand the educational process that produces technically competent and broadly educated engineers and technologists. ASEE's efforts contribute significantly to engineering education quality at colleges and universities throughout the United States and Canada. International universities are also influenced and interested in the activities of ASEE.

Now that you have joined ASEE, I encourage you to participate in the Society. Here are a few suggestions to help you get involved in ASEE and grow professionally with others in engineering and engineering technology education.

- Commit to being an active participant in any way you can. Please become familiar with the Society and its members.
- Attend the ASEE Annual Conference. It, too, provides an excellent opportunity to interact with educators and industry representatives from all over the country. This year, ASEE will host the conference in [location] on [dates].

Please feel free to call or write me if I can help. My telephone number is [phone]. My email address is [email].

You can also call or write ASEE Headquarters if you need information or guidance on any matter or membership question. The email address is membership@asee.org.

One of the most critical services the Society can give its members is to organize activities to enhance the entire engineering education process and then publish this information to everyone concerned with the process and the outcome. We invite you to participate in the Society's activities and share the newest techniques and methods for efficient, effective engineering education. You can help ASEE become a better Society by sharing your talent and knowledge.

I hope to meet you soon.

Sincerely,

[Campus Representative name]

Campus Representative, [school name]

SAMPLE WELCOME LETTER, SHORT VERSION

Dear [new member name]:

As ASEE's Campus Representative at [school name], I warmly welcome you as you begin your ASEE membership. Over the more than [number] years that I have belonged to ASEE and have participated in Society activities, I have found membership professionally rewarding and stimulating, and I hope you will. I am looking forward to meeting you and working with you in ASEE.

Information about the ASEE Annual Conference, held this year in [location], will reach you through *ASEE PRISM*, the magazine for all ASEE members. I hope you can attend.

Congratulations on becoming a member of ASEE. I hope you will be an active participant in ASEE activities.

Sincerely yours,

[Campus Representative name]

Campus Representative, [school name]

ANNUAL SPREAD THE WORD RECRUITMENT CAMPAIGN

SPREAD THE WORD is the membership promotion program that ASEE conducts each academic year, offering awards and incentives to the Campus Representatives from each section who are most effective in recruiting and keeping members. The program begins each August and runs through April 1st. ASEE HQ will distribute program-specific membership applications in the weeks leading up to the start of the campaign.

THE GOAL of the program is to increase the number of ASEE members.

TO PARTICIPATE:

- Invite all your colleagues to join ASEE, including those who have never been ASEE members and lapsed members. Look for new engineering and technology faculty— and contact faculty in related disciplines, like Computer Science, Math, Physics, Chemistry, and Education.
- Tell graduate and undergraduate students about the benefits of ASEE membership. Students are the future of engineering, engineering education, and ASEE. Capturing their interest now is the best way to ensure the future! And now, we can offer students a student-led organization within ASEE — the Student Division.
- Supply membership applications for the persons you recruit.
- Talk to your dean about sponsoring new faculty members through the Dean's Program, in which the dean pays for the first year of membership, and ASEE picks up the tab for a second year at no cost to the new member. It is a great deal, and it is a terrific way to get younger faculty members involved in ASEE — and the Dean's Program members will count toward your recruitment total if your name appears on the application form.
- Remember that all new applications for the Dean's Program MUST use the Dean's Program Application form.
- Continue to recruit members throughout the year. ASEE Headquarters must receive all applications with payment by April 15th, so staff can tally the results and notify the award winners before the conference.

RECRUITING PROFESSIONAL & PROFESSIONAL ONLINE MEMBERS

ASEE supplies two sets of awards for the recruitment of Professional or Professional Online Members (including faculty members from other disciplines, administrators, and non-academic engineering professionals):

1. The total number of Professional or Professional Online Members recruited (new and lapsed). You need to recruit a minimum of five members to be eligible.
2. The percentage of your engineering or/and technology faculty who are ASEE Professional or Professional Online Members. (Administrators and faculty from other departments count toward the percentage, but professional industry members do not.) You need to recruit at least five members to be eligible.

SECTION AWARDS

The most productive recruiter in each category from each of ASEE's twelve Sections will receive a plaque with their name, school name, and section, along with a token of the Society's appreciation.

SOCIETY-WIDE AWARDS

The top Campus Representative in each category among the Section winners will receive an engraved plaque with their name, school name, and section, complimentary registration to the upcoming annual conference, and a \$200 check toward travel expenses. **You must recruit at least five members to qualify for the Society-wide awards.**

RECRUITING STUDENT MEMBERS

The Spread the Word program also includes the recruitment of student members. ASEE awards one award per zone for recruiting the most student members. Each winner will receive a plaque with their name, school's name, section, and a token of the Society's appreciation.

Award recipients will receive their plaques and the personal thanks of ASEE board members and staff at a reception in honor of all Campus Representatives at the Annual Conference.

OUTSTANDING SECTION CAMPUS REPRESENTATIVE AWARD

The Campus Liaison Board of ASEE has started this award to recognize those ASEE Campus Representatives who have achieved excellence as the Society's representatives. The ASEE Campus Representative acts as a liaison to help determine member interests and reactions to Society programs and publications, stimulate interest among the faculty in section and national meetings, and promote individual membership and involvement. This award is bestowed annually upon those ASEE Campus Representatives who have proven staunch support for ASEE on their campuses.

The award consists of a certificate to the ASEE Campus Representative selected from each section and is presented at the section meeting.

Award Criteria: Nominees must have served ASEE significantly through active participation in the following areas:

- Recognition of outstanding teaching and research activities on their campus by submitting ASEE award nominations and support of the New Engineering Educators program
- Encouragement of faculty members to submit articles to ASEE publications.
- Encouraging faculty members to submit papers for presentation at section and national meetings.
- Promotion of individual membership in ASEE
- Encouragement of faculty attendance at section, division, and national ASEE meetings

Selection Criteria: Each ASEE Campus Representative should submit an annual report. The proper Section Campus Representative will select the award recipient based on the evidence that shows the consistent and outstanding promotion of ASEE on campus according to the above award criteria.

OUTSTANDING ZONE CAMPUS REPRESENTATIVE AWARD

Each Section Campus Representative will send the respective Zone Chair the name of the Section Campus Representative Award recipient and the proper documentation. The Zone Chairs will then select the Outstanding Zone Campus Representative Awards recipients.

The award is a plaque presented to the ASEE Campus Representative, selected by each Zone Chair, at the ASEE Annual Conference.

CAMPUS REPRESENTATIVE TOOLBOX

Please log on to the Campus Representative [Toolbox](#) to find the following:

- Membership Applications
- Spread the Word individual member recruitment membership applications.
- A downloadable Campus Representative door plaque
- A downloadable ASEE poster
- A list of all Campus Representatives
- A document to assist in planning a section meeting.