

American Society for Engineering Education

Campus Representative Operating Guide

A practical guide to recruiting,
communicating, and supporting ASEE
engagement on your campus

2026 Edition

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membership@asee.org

PART I: OPERATING GUIDE

How to Use This Guide

This guide is designed to help Campus Representatives get started quickly and focus on the actions that matter most: recruiting members, communicating opportunities, supporting participation, and submitting the annual report. Detailed templates and reference materials appear later in the document so you can find them when needed without slowing down the main guide.

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Overview

As an ASEE Campus Representative, you are the local point of contact for ASEE on your campus. Your job is to help faculty, students, and administrators understand the value of ASEE, connect them with opportunities, and encourage participation in the Society.

This guide focuses on the essential actions that make the role effective: building visibility, recruiting and retaining members, promoting events and awards, and completing the annual report. Use the templates and reference sections later in the document when you need more detail.

Focus on these priorities first:

- Make sure people know who you are and how to reach you.
- Recruit new members and encourage lapsed members to return.
- Promote ASEE programs, meetings, awards, and resources.
- Work with your dean or campus leadership to expand participation.
- Submit the annual activity report on time.

The role should be adapted to your campus culture and capacity. You do not need to do everything at once; consistency and visibility matter more than volume.

Your Core Responsibilities

- **Communicate clearly.** Share practical information about membership, events, awards, and resources in ways colleagues will actually read.

- **Build relationships.** Stay in contact with your dean, new faculty, current members, and recently lapsed members.
- **Promote participation.** Encourage people to attend meetings, submit papers, join divisions, and nominate colleagues for awards.
- **Keep good records.** Track outreach, events, nominations, and participation so your annual report is easy to complete.
- **Use campus-specific judgment.** Choose the outreach methods and activities that fit your institution.

First 30 Days

If you are new to the role, start with a short setup phase rather than trying to launch a full program immediately.

- Introduce yourself to your dean or academic leader and confirm expectations.
- Review your campus member and non-member rosters.
- Identify new faculty, current members, grace-period members, and recently lapsed members.
- Send one short introductory message telling colleagues how you can help.
- Choose one or two recruitment priorities for the semester.
- Set reminders for major deadlines, especially recruitment windows and the annual report.

A simple, steady approach works best: one welcome message, one renewal push, one meeting or announcement cycle, and one annual report completed well can make the role highly effective.

Who to Contact

The most important people to stay in touch with are the ones who can expand awareness and participation on your campus.

- **Your dean or academic leader:** for visibility, support, and sponsored recruitment efforts.
- **New faculty:** they are often strong prospects for membership and involvement.
- **Current members:** thank them, keep them informed, and invite them to participate more actively.
- **Grace-period and lapsed members:** they are often the easiest people to re-engage.
- **Students:** especially when there is interest in student membership or a student chapter.
- **ASEE Membership staff:** when you need help with rosters, programs, or questions about joining.

Detailed information about ASEE sections, zones, websites, and sample materials appears later in this document as reference material.

Why Join ASEE

- Professional development through conferences, workshops, divisions, and teaching-focused programming.
- Connections with a national community of engineering and technology educators.
- Access to publications, research, and other member resources.
- Recognition opportunities through awards, presentations, and leadership roles.
- Discounted pricing for ASEE events and activities.

How to Recruit Members

- Start with personal outreach rather than broad announcements whenever possible.
- Focus on new faculty, recently lapsed members, and people already engaged in teaching improvement or educational leadership.
- Use a short message that explains why ASEE matters and what the next step is.
- Follow up once; many people join after a reminder.
- Ask recruits to affiliate with your organization during signup so you receive recruitment credit when applicable.

Recruitment Programs

- **Dean's Program:** Eligible new members and some returning members can join with support from the dean. The current guide

uses promo code **DEAN27** for the 2026–2027 cycle.

- **Spread the Word Program:** Use promo code **STW27** when someone is joining without dean sponsorship and you want recruitment credit.
- **Industrial Advisory Board Program:** Eligible advisory board members can use promo code **IAB27** for the 2026–2027 cycle.

Using the Programs Well

- Work with your dean early if you plan to use sponsored recruitment.
- Send simple instructions rather than long process explanations.
- Keep a list of who you invited and who joined so follow-up is easy.
- Use the sample enrollment and welcome messages later in this document as templates.

Awards and Recognition

- ASEE recognizes Campus Representatives who recruit strongly and help grow membership on their campuses.
- Recognition may be based on total recruits or the percentage of faculty who are members.
- Student recruitment is also recognized.
- Keep your own records throughout the year so you can document your work and report it accurately.

Annual Report

- Submitting the annual Campus Representative report is one of the most important responsibilities in the role.
- The report documents what you did on campus and can support recognition at the section and zone levels.
- The manual states the annual deadline is **October 31**.
- Keep notes during the year so the report is quick to complete.

Tools and Templates

Use ASEE's tools to make the role easier, not heavier. The most useful resources for most Campus Representatives are:

- Your member and non-member rosters
- Sample welcome, renewal, and enrollment messages
- Membership program details and promo codes
- Lists of ASEE events, awards, divisions, and publications
- The annual report questions and examples

High-Impact Activities

If you only have time for a few things each year, start here:

- Welcome new members.
- Reach out to recently lapsed or grace-period members.
- Promote one major ASEE event or opportunity each term.
- Nominate or encourage at least one colleague for an ASEE opportunity, award, or presentation.
- Host or support one campus conversation about engineering education.

The templates, website list, and sample report later in this document are there to support these activities when you need them.

PART II: TEMPLATES AND REFERENCE

Reference Material

The remaining sections provide detailed program instructions, examples, websites, and report samples. Use them as needed rather than reading them all at once.

Reference: Member Recruitment Programs

Dean's Program

The [Dean's Program](#) helps deans sponsor eligible new members. The dean covers the first year, ASEE waives the second year, and the member receives two years of membership. Eligible participants include first-time members and some former members whose memberships expired more than five years ago.

For the 2026–2027 cycle, members should use promo code **DEAN27** when selecting the Dean's Program membership product. The code is valid from **April 1, 2026, to March 31, 2027**.

Eligibility and Process

- **Eligible participants:** first-time members, former professional members who have been away more than five years, and former student members who never upgraded to professional membership.
- **Recruitment credit:** ask recruits to affiliate with your organization during signup so you receive credit when their organization matches yours.

How to use the DEAN27 promo code to join ASEE

1. Log in to an existing ASEE profile or [create](#) one.
2. Choose the **Dean's Program Member** product.
3. Enter promo code **DEAN27**.

4. At checkout, choose **Bill Me**, enter the payer's email, and submit the order.

Tip: Use the sample Dean's Program email template later in this guide for outreach.

Payment Processing

Payment can be completed through the [Quick Pay](#) link in the order email or by entering the order number and applicant email on the Quick Pay page.

Spread the Word Program

Use the **STW27** promo code when someone is joining outside the Dean's Program and you still want recruitment credit. It can be used with student and professional membership products. To receive credit, the enrollee should affiliate with your organization during signup.

How to use STW27

1. Log in to an existing ASEE profile or [create](#) one.
2. Choose a student or professional membership product.
3. Enter promo code **STW27**.
4. Proceed to payment and complete checkout.

Industrial Advisory Board Program

The [Industrial Advisory Board Program](#) allows a dean to sponsor eligible first-time industrial advisory board members. As with the Dean's Program, the first year is paid and ASEE waives the second year, creating two years of membership.

For the 2026–2027 cycle, members should use promo code **IAB27** when selecting the Industrial Advisory Board Program product. The code is valid from **April 1, 2026, to March 31, 2027**.

Recruitment credit: because advisory board members may not be affiliated with your organization, notify ASEE staff at membership@asee.org so your recruitment is recorded.

How to use IAB27

1. Log in to an existing ASEE profile or [create](#) one.
2. Choose the **Industrial Advisory Board Program Member** product.
3. Enter promo code **IAB27**.
4. At checkout, choose **Bill Me**, enter the payer's email, and submit the order.

Tip: Use the recruitment templates later in this guide when inviting eligible participants.

Payment Processing

Payment can be completed through the [Quick Pay](#) link in the order email or by entering the order number and applicant email on the Quick Pay page.

Reference: Recruitment Awards

ASEE's annual recruitment awards recognize Campus Representatives who help grow membership during the April 1 to March 31 recruitment year.

Awards

Recognition is based on two main measures for professional-member recruitment, with separate recognition for student-member recruitment.

- 1) In each section, the Campus Representative who recruits the most members is recognized at the annual Campus Representative reception during the ASEE Annual Conference and Exposition.
- 2) In each section, the Campus Representative with the highest percentage of on-campus engineering and technology faculty membership is also recognized.

How to Participate

- Recruit broadly, including new faculty, lapsed members, related-discipline faculty, and students.
- Share the appropriate promo code and ask recruits to affiliate with your organization during signup.
- Work with your dean on sponsored recruitment through the Dean's Program when appropriate.
- Continue recruiting throughout the year, but note that joins completed by April 1 count toward that year's awards.

Recruiting Professional and Professional Online Members

Professional-member recruitment awards are evaluated in two categories:

- 1) **Total number recruited** — recruit at least three new or returning professional members to qualify.
- 2) **Percentage of engineering and technology faculty who are members** — recruit at least three members to be eligible.

Section and Zone Recruitment Awards

The top recruiter in each category from ASEE's sections receives a plaque identifying their name, school, and section.

Society-Wide Recruitment Awards

Among the section winners, ASEE also recognizes one society-wide winner in each professional recruitment category.

- An engraved plaque
- Complimentary registration for the ASEE Annual Conference and a \$200 travel reimbursement
- A five-year ASEE membership option if the winner does not attend the conference

Note: A minimum recruitment of three professional members is necessary to qualify for Society-wide awards.

Recruiting Student and Student Online Members

Student-member recruitment is recognized separately. One award is given per zone to the Campus Representative who recruits the most new student members.

Note: A minimum recruitment of three student members is necessary to qualify for student recruitment awards.

Recognition and Celebration

Award recipients are recognized at a Campus Representative reception during the ASEE Annual Conference.

Reference: Annual Report and Outstanding Campus Representative Awards

As a Campus Representative, you must submit an annual report of your activities online. ASEE shares the reporting link through the Campus Representative listserv.

Submission deadline: the report is due by October 31 each year. Mark your calendar so you do not miss it.

Purpose of the Report

This report highlights ASEE activities on your campus and gives ASEE headquarters and your Section Campus Representative a clearer picture of local engagement.

ASEE Headquarters may highlight successful Campus Representative activities in *ASEE PRISM*, newsletters, and the ASEE website.

Your Section Campus Representative uses this report to assess candidates for the Section Outstanding Campus Representative Award.

Outstanding Campus Representative Awards

ASEE recognizes outstanding Campus Representatives through two award levels:

- 1) Outstanding Campus Representative Awards in each section
- 2) Outstanding Campus Representative Awards in each zone.

These awards recognize outstanding Campus Representatives from ASEE's 12 sections and, ultimately, from its four geographic zones.

Award Selection Process

- **Section Awards:** The Section Campus Representative selects winners based on the activities reported in the Campus Representative Activity Report. Awards are presented at annual section meetings.
- **Zone Awards:** Section award winners advance to the Zone Outstanding Campus Representative Awards, selected by the Zone Chair and presented at the awards luncheon during the ASEE Annual Conference.

Criteria for Recognition

Recipients are evaluated on the following contributions:

- Enhancing engineering education by achieving excellence in on-campus ASEE programming.
- Promoting ASEE membership by growing individual participation in the Society.
- Encouraging faculty participation in national, division, and section meetings.
- Recognizing excellence by submitting ASEE award nominations and supporting the New Engineering Educators program.

- Supporting publications by encouraging faculty to submit articles to ASEE outlets.
- Promoting research contributions by encouraging faculty to submit papers for section and national meetings.

Award Presentation

Winners of the Zone Outstanding Campus Representative Award are recognized at the ASEE Annual Conference awards luncheon alongside other national award recipients from the ASEE Awards Program.

Reference: Campus Representative Tools

- A promotional poster for membership opportunities¹
- Current and recently lapsed ASEE members at your institution: As a Campus Representative, you can access and download a roster by logging into your ASEE account and clicking the green button on the right side of the landing page. (If your browser's zoom level is low, you may need to increase it to make the button visible.)
- ASEE non-members from your institution. If individuals are no longer affiliated with your organization, you can remove them from your list by clicking "Manage" next to your organization's name on the "Organization" tab of your profile, then selecting "Roster," and finally clicking "Remove" next to the person's name. Removing their name from your non-member roster will take an overnight system refresh.
- A complete list of all Campus Representatives.
- All ASEE Institutional Members are categorized by Section.
- A comprehensive inventory of all ASEE Institutional Members.
- Ideas for structuring a section meeting

Reference: Suggested Campus Representative Activities

- Target Tenured Faculty
- Remind members that a decade of ASEE membership qualifies them for nomination as a Fellow.
- Maintain a record of papers, presentations, and other forms of ASEE member involvement in regional (section and zone) and national meetings.
- Keep track of ASEE and other education-related awards received by fellow ASEE members at your institution within the year.
- Maintain a list of faculty and staff who serve as ASEE section or division officers.
- Compile a roster of faculty and staff participating in ASEE section meetings.
- Promote ASEE membership through email outreach to all faculty.
- Distribute flyers inviting non-member faculty to join ASEE.
- Post announcements and promotional materials on bulletin boards in faculty lounges.

^[1] See Reference: Useful Websites > Campus Representative Tools

- Send a campus newsletter encouraging faculty to contact you for more information about ASEE membership.
- Share a letter from your Section Chair to promote ASEE membership.
- Deliver a memorandum from the Dean or Administrative Head to non-member and past-due member faculty, urging them to consider or reconsider membership.
- Highlight the benefits of ASEE membership for graduate students.
- Visit new faculty and send them personalized letters.
- Engage with non-member and lapsed member faculty.
- Contact current members to express gratitude for their membership.
- Have your department cover the dues for student members for their first year.
- Discuss ASEE membership benefits during unrelated meetings.
- Make personal connections with current members, non-members, and lapsed members.
- Place ASEE publications in student lounges and waiting areas within engineering buildings.
- Distribute announcements for the ASEE Call for Papers.
- Encourage Deans, Directors, or Department Chairs to cover registration fees and travel costs for participants at ASEE meetings.
- Advocate for paying membership fees for anyone presenting papers at Section or national meetings.
- Participate in live video conferences.
- Urge the College, school, or department to contribute to the fund supporting the Section's Excellence in Engineering Education Award.
- Send memos and emails to all faculty about ASEE and regional and national meetings to promote attendance and paper submissions.
- Include ASEE in the Dean's meetings with Chairs or the faculty agenda.
- Publish information related to regional and national conferences.
- Share campus newsletter updates on section and annual meeting announcements.
- Host luncheon meetings to discuss engineering education topics like university/industry cooperative initiatives.
- Organize seminars or workshops for engineering faculty to exchange teaching methods.
- Share articles from ASEE publications with non-member faculty.
- Distribute information about ASEE fellowship opportunities to faculty.
- Arrange informal meetings before and after each regional and national conference.
- Establish a student chapter.
- Create and manage a section webpage.
- Develop a local ASEE homepage for the School of Engineering.
- Set up an email listserv for engineering faculty communication.
- Invite faculty to exchange teaching ideas at student chapter meetings.
- Inform Department Chairs about ASEE award programs and assist them in identifying potential candidates.

Email Templates: Welcome Messages

Use these email templates to welcome new members. Replace the placeholders and send as-is or adapt the tone for your campus.

Email Template: Welcome Message (Extended)

Subject: Welcome to ASEE

Dear [new member name],

Welcome to ASEE. I'm the Campus Representative for [school name], and I'm glad you've joined.

ASEE is a strong community for engineering and technology educators, with opportunities to connect, learn, present, and contribute to the field.

A good way to get started is to explore a division or interest group, watch for conference and call-for-papers announcements, and connect with colleagues on campus who are already involved.

If you'd like, I'd be happy to help you find a good first step, whether that is attending an event, joining a division, or learning more about ASEE opportunities.

Please feel free to contact me at [phone] or [e-mail] if I can help. For membership questions, ASEE staff can also help at membership@asee.org.

I look forward to meeting you soon.

Best regards,

[Campus Representative Name]

Campus Representative, [School Name]

[Email Address] | [Phone Number]

Email Template: Welcome Message (Short)

Subject: Welcome to ASEE

Dear [new member name],

Welcome to ASEE. I'm the Campus Representative for [school name], and I'm glad you've joined.

I hope you'll find ASEE useful for connecting with colleagues, finding opportunities, and staying engaged in engineering education.

If I can help you get started, please reach out. I'd be glad to connect.

Best regards,

[Campus Representative Name]

Campus Representative, [School Name]

[Email Address] | [Phone Number]

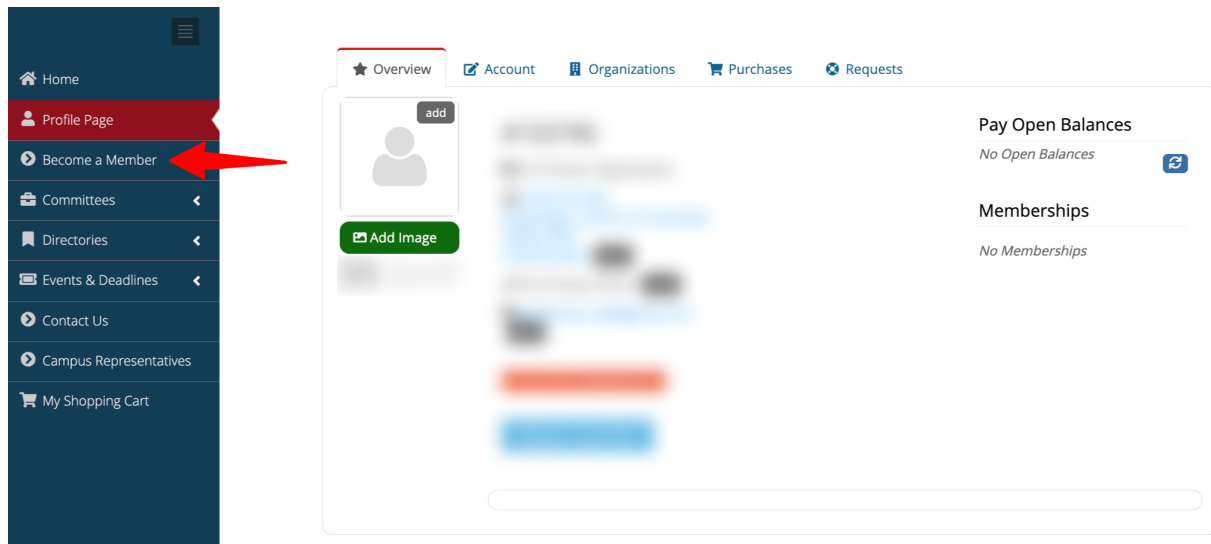
Email Template: Renewal Message

Use this email template to encourage recently lapsed members to reactivate. You can send it as written or shorten it further for a quick reminder.

Subject: Renew Your ASEE Membership

Dear [Member Name],

I noticed your ASEE membership has lapsed, and I hope you'll consider reactivating it by logging into your [account](#) and clicking **Become a Member** on the left side of your profile page (see screenshot below).



ASEE can be a valuable way to stay connected to colleagues, conferences, publications, and professional opportunities in engineering education.

- Access to ASEE publications and member resources
- Discounted registration for conferences and events
- Connections through divisions, sections, and professional networks
- Opportunities to present, publish, and participate

If you'd like to renew and have questions, I'd be happy to help.

Best regards,

[Campus Representative Name]

Campus Representative, [School Name]

[Email Address] | [Phone Number]

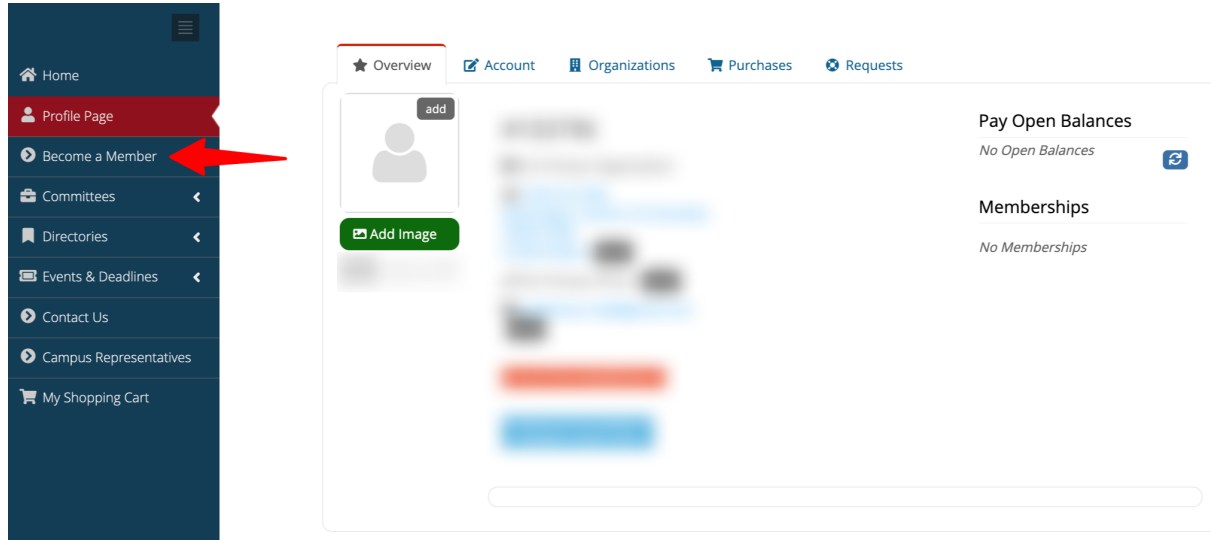
Email Template: Dean's Program Enrollment Message

Subject: How to Join ASEE Through the Dean's Program

Hello,

Our dean is sponsoring eligible ASEE memberships through the Dean’s Program. If you qualify, you can receive two years of membership using the Dean’s Program option and promo code **DEAN27**.

First, create an ASEE account if you do not already have one, then go to your account and click **Become a Member** on the left side of your profile page (see screenshot below).



Then follow these steps:

1. Choose the Dean’s Program Member membership product.
2. Enter promo code DEAN27 and apply it.
3. Proceed to checkout and select Bill Me under Payment Options.
4. Enter <your email address> as the confirmation or payer email, then submit the order.

Please make sure your full mailing address is included in your profile.

If you have questions, please contact membership@asee.org or reply to this message.

Best regards,

[Campus Representative Name]

Campus Representative, [School Name]

[Email Address] | [Phone Number]

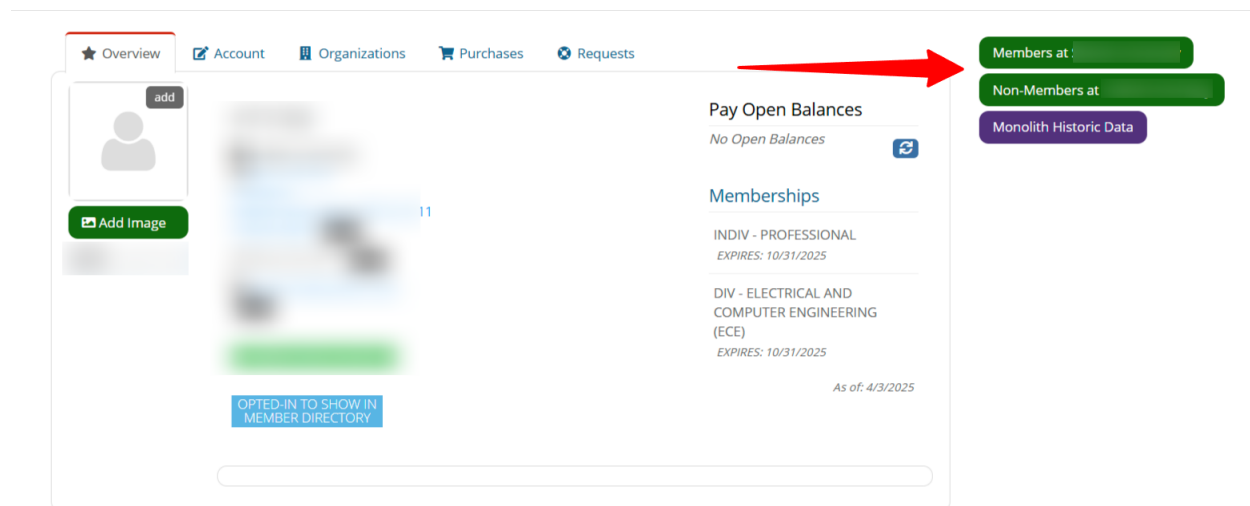
Reference: Useful Websites

Membership and Account Tools

- [Join ASEE](#)
- [Renew individual membership](#)
- [Reactivate a lapsed individual membership](#)
- [Edit electronic communication preferences](#)
- [Update mailing address and email address](#)
- [Reset password](#)

- On-campus member and non-member rosters — log into your [account](#) and click either the member or non-member roster button on the right side of the landing page.

See the following screenshot of your [profile](#) showing where to access your roster of on-campus members.



Publications and Learning Resources

- [Prism Magazine](#)
- [The Journal of Engineering Education \(JEE\)](#)
- [Advances in Engineering Education \(AEE\)](#)
- [ASEE Division Journals](#)
- [E-newsletters](#)
- [ASEE Webinars](#)
- [ASEE PEER](#)
- [ASEE Fellowships](#)
- [ASEE Job Listings](#)

Communities, Recognition, and Participation

- [Campus Representative Tools](#) (password protected; click “Login” in the webpage’s upper right corner to view the materials)
- [ASEE Divisions](#)
- [ASEE Institutional Councils](#)
- [ASEE Sections and Zones](#)
- [ASEE Awards](#)
- [ASEE Member Directories](#)
- [User leadership roles](#)
- [User division memberships](#)
- [ASEE member benefits information](#)

Governance and Events

- [ASEE Articles of Incorporation](#)
- [ASEE Governing Documents](#)
- [ASEE Policy Statements](#)
- [ASEE Events](#)
- [ASEE Council Events](#)
- [Section and Zone meetings](#)

Reference: Sample Activity Report

Below is a condensed preview of the kinds of questions asked in the Annual Campus Representative Report. Use it as a planning aid during the year, but complete the official report through the online link ASEE sends when reporting opens.

Campus Representative Activities

The report asks you to indicate which ASEE-related activities you completed during the academic year. Common examples include:

Recruitment and Retention

- Welcomed new members and followed up with recently lapsed members.
- Shared membership information with faculty, graduate students, or department leaders.
- Worked with the dean or department chairs on sponsored membership efforts.
- Promoted student membership or explored a student chapter.

Conferences and Publications

- Shared information about ASEE section or national conferences.
- Promoted calls for abstracts or papers.
- Encouraged or supported travel, registration, presenting, or publishing.

Pedagogical Activities

- Hosted a luncheon, workshop, seminar, brown bag, journal club, or guest speaker event.
- Created opportunities for faculty to exchange teaching ideas or discuss engineering education topics.

The report may also ask for a short description of any additional ASEE-related activities you initiated or continued during the year.

Dean / Administrative Head Activities

You will also be asked which actions your dean or administrative head took to support ASEE. Common examples include:

- Maintained ASEE membership or attended ASEE section or national meetings.
- Presented, moderated, or supported participation in conferences or workshops.
- Sponsored the Dean's Program, renewals, or membership-related expenses.

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- Helped cover travel, registration, or other costs tied to ASEE participation.
- Supported recognition efforts such as section awards or related programming.

There is usually space to add a brief note about any other ASEE-related support your dean or administrative head provided during the year.

Additional Comments

Finally, the report may invite additional comments or suggestions about ASEE activities, programs, or the reporting process. You do not need to list every paper submitted from your institution unless the form specifically asks for it.