

AMERICAN SOCIETY FOR ENGINEERING EDUCATION

# ASEE

FISCAL YEAR 2004

A SUPPLEMENT TO THE APRIL 2005 ISSUE OF PRISM

# 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



The ASEE story of 2004 is one of abundant successes. Remarkably, at a time of universal fiscal challenges, ASEE is prosperous and flourishing. Our membership, our spheres of influence, and our range of activities are all expanding.

It has been both an honor and a privilege to serve as your president this past year. The year has gone by rapidly. At the mid-point of my term as ASEE president, I wonder how I got here so fast. I remember saying in a *Prism* article that you have to do a lot of learning as president-elect, so you can arrive in context. If you leave that learning until the president's year, by the time you're prepared to be president, you're the past president. I did my best to prepare, but the job is even bigger than I anticipated. The president's year goes even more quickly than other years.

Like the admirable ASEE presidents who served before me, I came with hopes that the organization would advance. My goals for ASEE were to expand partnerships with industry and government; increase our presence as a global leader in engineering education; build enthusiasm for engineering and

engineering technology careers among K-12 students; and increase opportunities for minorities and women to pursue engineering. I am happy to confirm that ASEE has made considerable strides in all these and, indeed, many other areas.

As president, I have been encouraged by the high level of interest in ASEE and its membership. There are more requests for participating in and contributing to other organizations than it is possible to accept. Without question, we are fortunate to have a fine ASEE headquarters staff, ably led by Frank Huband, our executive director. The staff does an exceptional job of staying abreast of current issues and facilitating the contributions of our membership.

In September, I was honored to represent ASEE at the Third International Colloquium on Engineering Education in Beijing. ASEE arranged an unprecedented meeting of educational leaders, and a special ASEE delegation met with China's vice premier of education and other local officials. This is but one example of how ASEE's global efforts have been carefully orchestrated and beneficial to the Society. Our global membership has grown significantly. As president, I also attended an engineering education summit in Switzerland—co-sponsored by ASEE, IEEE, IGIP, and SEFI—where for the first time ever, the leaders of these four societies devoted to improving engineering education came together to speak about common goals. Later this year, ASEE will co-sponsor a meeting in Sydney with the Australian Association for Engineering Education. The first five ASEE International Colloquia on Engineering Education will have covered five continents. As Antarctica is an unlikely venue in the near future, our present plans provide connections to regions home to the vast majority of our colleagues around the world.

This year, ASEE's involvement in the K-12 realm has

# PRESIDENT'S MESSAGE

accelerated. Efforts include ASEE's K-12 workshop at the annual conference, the expanded K-12 website, and ASEE's K-12 magazine, *Engineering, Go For It!* A second edition of this popular magazine is now in the works. Our K-12 division was launched, demonstrating one of the strongest "grass roots" interests in ASEE history. Through these successes, we can help prepare our youth to solve the complex problems that affect society. And we need to start them young because there's much to learn. An early sense of the opportunities that an engineering education affords will help attract the best and brightest to our profession.

This year, ASEE also established an affirmative action program. This move to encourage a diverse engineering workforce is worthy of our support. In today's world, finding ways to accelerate excellence can be tantamount to survival. A diversity of ideas and people is necessary to move forward with strength.

ASEE has petitioned to serve as an ABET Lead Society. In this role, ASEE would represent and evaluate programs in general engineering, engineering technology, engineering science, and engineering physics. We are still in negotiations with ABET regarding this proposal, but we have high hopes for its acceptance and look forward to the opportunity to serve as advocate for these broad-ranging programs.

It has already been a distinct pleasure to work with ASEE's dedicated Board of Directors, other ASEE members, and our excellent HQ staff. Together we have initiated and continued several significant projects—a new strategic planning exercise; a coordination of our international activities; a clarification of the roles, responsibilities and service requirements of our board offices; and a series of data-driven actions designed to strengthen ASEE's organizational health. I can only imagine the fun to come before this year ends at our 2005 Annual Conference and Exposition in Portland this coming June.

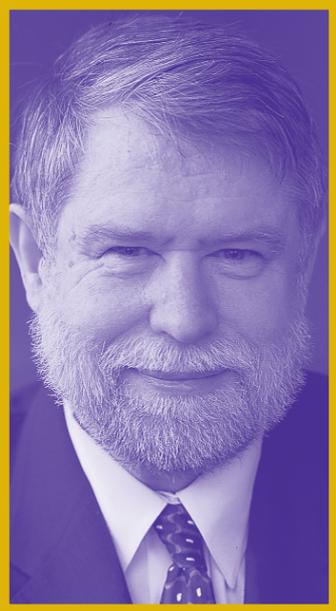
I have found that the work of ASEE requires clear and frequent communication with our membership, careful coordination of volunteer and headquarters staff efforts, and, most importantly, a clear vision of future direction for the organization. These elements are now in place. The

organization has never been healthier or provided so strong a voice for strengthening engineering education.

As you review this annual report and read the highlighted accomplishments that follow in Frank Huband's report, you will see evidence of the many successes of our organization. We hope you feel a sense of pride in these achievements. ASEE is now providing unprecedented opportunities for members to benefit from the diverse initiatives that further the goals and enhance the quality of engineering and technology education.

**SHERRA E. KERNS**  
ASEE PRESIDENT

# EXECUTIVE DIRECTOR'S MESSAGE



Dear Members,

It is my pleasure to tell you that ASEE is thriving. In the past year, we have continued to develop new products and programs to better serve ASEE's membership. We have kept in mind ASEE's mission and vision and worked to meet the goals of our strategic plan. We have stayed within budget and partnered with the ASEE Board of Directors, other ASEE leaders, and members to enhance ASEE's effectiveness and impact. Financially, we have increased ASEE's reserves for the 12th year in a row. I will mention a few of last year's highlights.

## **ANNUAL CONFERENCE**

The 2004 annual conference held in Salt Lake City was our most successful annual meeting to date. We had a total of 3,200 attendees, and registration ran smoothly with no lines. MIT Professor Woodie Flowers spoke at the main plenary, the distinguished Lecture Series was a popular addition to the program, and a record 1,430 papers were published. The culmination of ASEE's 2004 awards program took place at the annual awards banquet where 20 national society awards were presented. The awards program also recognized board members, outstanding zone campus representatives, ASEE Fellow Members, and winners of the best annual conference paper awards.

## **MEMBERSHIP**

Overall ASEE membership increased. Academic institutional membership rose in both engineering and engineering technology—each gaining four schools. ERC membership boomed from 199 to 241. Professional individual membership stayed steady at 9,000 and at present is at 9,070. Last year, student membership continued its strong growth, nearly doubling in the past four years. Global online membership jumped from 370 to 542. The Campus Rep campaign, Deans Program, and Industrial Advisory Board Program were all successful programs.

## **PRISM MAGAZINE**

As I have noted before, *Prism* is our members' favorite benefit. It's a lively, informative magazine that has won dozens of awards over the years. Last year, *Prism* confirmed its award-winning reputation by taking 13 national awards for design and writing excellence. The design of *Prism* was further refined, and we

# EXECUTIVE DIRECTOR MESSAGE

added new writers, new features, and enhanced art and graphics. Corporate commercial advertising was up by 7 percent from the previous year.

## **K-12**

ASEE's K-12 magazine, "*Engineering Go For It!*" continues as an ASEE best seller. We distributed and sold 325,000 copies and secured foundation grants to enable distribution of the magazine to under-represented student groups. The magazine won a Gold Award in the Special Publications category in the 2004 SNAP EXCEL Awards competition. Our K-12 Leadership Workshop held in Salt Lake City brought together 140 leaders from K-12, higher education, government, and industry, seven of whom served as corporate sponsors. ASEE's K12 web site, [www.engineeringk12.org](http://www.engineeringk12.org), continued to receive rave reviews.

## **INTERNATIONAL**

ASEE held its third International Colloquium in Beijing with Tsinghua University, drawing 300 participants from 34 countries. China has a keen interest in engineering education, and there was an excellent exchange of East/West ideas on engineering education and accreditation. A key group of attendees met with Chen Zhili, the State Councilor in charge of the Ministries of Health, Education, Science, and Technology, and discussed issues of common interest. The ASEE International Colloquium is a relatively new program. The first colloquium was held in Berlin with SEFI in 2002, the second in 2003 was in Nashville with The World Federation of Engineering Organization World Congress. In September, we will be meeting in Sydney with the Australian Association for Engineering Education. This international meeting contributes one of ASEE's vision goals, to "facilitate international cooperation in matters pertaining to engineering education."

## **THE INTERNATIONAL ASSOCIATION FOR CONTINUING ENGINEERING EDUCATION (IACEE)**

ASEE serves as the headquarters for IACEE, a non-profit association established to enhance lifelong technical education. We redesigned both the

IACEE web site and the electronic IACEE newsletter. In May, IACEE's ninth World Conference for Engineering Education was held in Tokyo, Japan. In 2006 the IACEE meeting will be held in Vienna, and in 2008 the meeting will be held in Atlanta.

## **NEWSLETTERS**

ASEE produces several regular newsletters for a variety of constituencies. ASEE Action, our membership newsletter, sends information on happenings of interest to our members, as does ASEE Action International for our global online members. ASEE reaches out to engineering educators who are not part of the ASEE community with Connections and ASEE's International Engineering Education Digest. Capitol Circuit and Capitol Shorts provide commentary and background material on current engineering and engineering news relating to the Federal Government, academia, or the workforce. Capitol Circuit is sent out monthly to the engineering deans at member institutions, while Capitol Shorts is sent out weekly to the engineering deans and government relations people. Go Engineering! is sent to K-12 educators, reaching into America's classrooms to promote the importance of engineering and technology education and explore the many ways that engineering and technology can help teachers meet the challenge of making mathematics and science come alive for students. ASEE newsletters reach close to 100,000 people.

## **LEARNON.ORG**

Last year we created a premier provider status for our academic Learnon course providers to give extra exposure to ABET-accredited schools. There are 5,600 courses in the Learnon web site with 100 course providers, and there were 20,000 course searches last year in Learnon's database. We secured Learnon's

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inclusion in the engineering search engine, Globalspec.com, which gives Learnon greater visibility with practicing engineers.

## **DATA COLLECTION**

The data collection staff completed another cycle of successful data collection and published the data in web and printed formats. School participation was strong, with 322 of 349 of ABET-accredited engineering colleges participating. Survey changes were undertaken to permit better tracking of longitudinal data. For the first time, we allowed advertisements in the Profiles of Engineering College book, and drew in revenue to help offset publication and shipping costs.

## **PROJECTS**

We have administered education-related programs for the Federal Government since 1963, with ASEE receiving salary support, administrative fees and overhead recovery. Last year, these Federal programs generated about \$1.8 million in revenue for ASEE, which enhanced services for ASEE members. In 2004, the Projects Department submitted seven proposals, five of which were awarded to ASEE. This year, ASEE's Projects Department began implementing the \$14 million award (over five years) from the National Science Foundation to administer their Graduate Research Fellowship Program. The goal of the program is to ensure the vitality of the human resource base of science and engineering in the United States and to reinforce its diversity. Last year, preparation for the administration of this substantial activity included securing office space, hiring and training employees, and managing the transfer of substantial materials from the previous program administrator.

One of the major programs the Projects Department managed was the National Defense Science and Engineering

Graduate Fellowship Program. The three-year graduate fellowships are part of DOD's effort to increase the number of U.S. citizens trained in science and engineering. ASEE coordinated the meeting of 100 panelists and assisted in the review process of 2,500 applications that resulted in the award of 170 fellowships.

## **ENGINEERING DEANS COUNCIL**

The Public Affairs Department held a successful EDC Public Policy Colloquium at the National Academies Building and on Capitol Hill. The meeting was attended by 113 deans from 37 states. NAE President Bill Wulf gave the welcome, and the keynote speaker was Rep. Bart Gordon (D-Tenn.), the Ranking Minority Member on the House of Representatives' Science Committee.

ASEE's Engineering Deans Institute was held in New Orleans and drew 134 deans. The EDI Program focused on the changing dimensions of engineering. Arden Bement, Jr., NSF director, and John Brighton, NSF assistant director of engineering were program speakers.

The ERC Workshop, Summit and Forum, held in Washington, drew a total of 150 participants who heard from Federal research funding and policy leaders from NSF, NIH, DOE, DOD, Congress, and AAAS.

## **INFORMATION TECHNOLOGY (IT)**

Last year, ASEE's IT Department greatly improved communication with our membership and the public with the installation of a new e-mail system and a state-of-the-art VOIP telephone system at headquarters. The latter replaced an aging Centrex phone system and resulted in improved service and decreased costs.

## **ASEE'S WEB SITE**

This year, we redesigned our web site, and now visitors can choose different views of our web site and establish a customized "My ASEE" home page that suits their needs. ASEE continued to manage a number of related web sites,

# EXECUTIVE DIRECTOR'S MESSAGE

including *Prism* magazine; Learnon; IACEE; Engineering12; Tau Alpha Pi; the National Medals Foundation; Tech-Interns; and ET education.

## **AFFIRMATIVE ACTION PROGRAM**

ASEE established an affirmative action program as required by regulations of the Department of Labor. This requirement took effect in April 2004, when ASEE passed the 50 employee mark with the hiring of new employees to staff the NSF Graduate Research Fellowship Program. DOL regulations require that Federal Government contractors who handle contracts of at least 50,000 and have at least 50 employees establish an affirmative action program. ASEE staff worked with a consultant and developed an affirmative action plan, now in place. The Equal Employment Opportunity Commission registration requirements were fulfilled, and ASEE filed its first annual EEO-1 and VETS-100 Reports before the Sept. 30, 2004 deadline.

## **FINANCES**

I noted at the beginning of this report that FY2003-04 was a financially successful year, but I am happy to reiterate this good news. We increased ASEE's reserves for the 12th consecutive year. For FY2003-04, I am pleased to say we increased ASEE's reserves by more than \$250,000.

Cognizant of today's concerns, ASEE's Accounting Department redoubled efforts to scrupulously apply internal governance practices to assure fiscal accountability to the Finance Committee, the Board of Directors, and the membership. ASEE has successfully completed its last two audits with no significant exceptions. In accordance with the Sarbanes-Oxley Act, which sets strict standards for financial accounting, we adopted suggestions offered by ASEE's independent auditor. This included setting in place a whistleblower policy approved by the ASEE Board of Directors.

## **CLOSING**

The above are only highlights of programs, plans, and actions taking place at ASEE headquarters. Departments at headquarters can be generally divided

into service/ support, and outreach/products. I've mentioned activities from both groups – bedrock services and support plus the new activities that increased revenue or offered new services to our members. All, I believe, contributed to our successful year.

I am proud of ASEE's success, and I am pleased to have been part of ASEE's steady growth. I thank ASEE's fine volunteers and hard-working staff for their unflagging commitment and support to the organization's mission, vision, and goals.

**FRANK L. HUBAND**  
**ASEE EXECUTIVE DIRECTOR**

# CONSOLIDATED STATEMENTS OF ACTIVITIES

(EXCLUDING PASS-THROUGH FUNDS FOR FEDERAL AWARDS)

For the Fiscal Years Ended September 30

## REVENUE

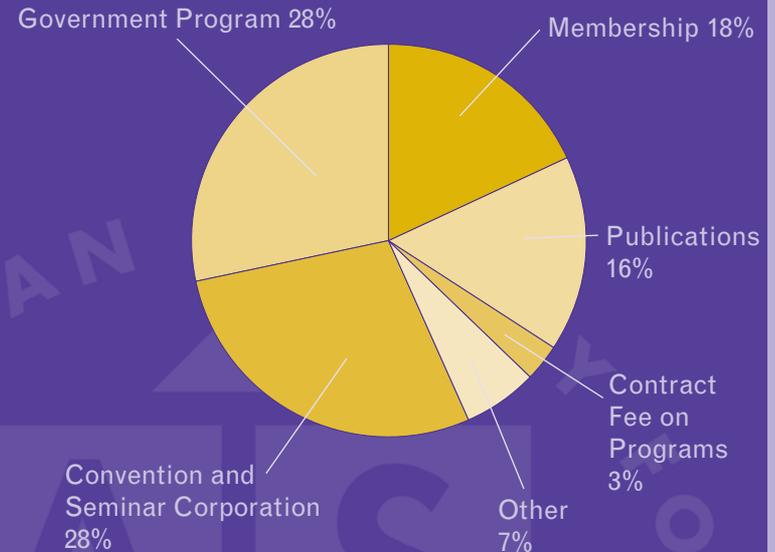
	FY 2004	FY 2003
Membership	\$ 1,137,134	\$1,117,574
Publications	1,043,544	1,144,217
Non-government Awards	12,949	33,965
Contract Fee on Programs	209,124	235,062
Other	371,520	409,256
Convention and Seminar Corporation	1,805,310	1,729,608
Tau Alpha Pi	25,990	35,834
Government Programs	1,799,933	1,214,339
<b>TOTAL</b>	<b>\$ 6,405,504</b>	<b>\$5,919,855</b>

## EXPENSES

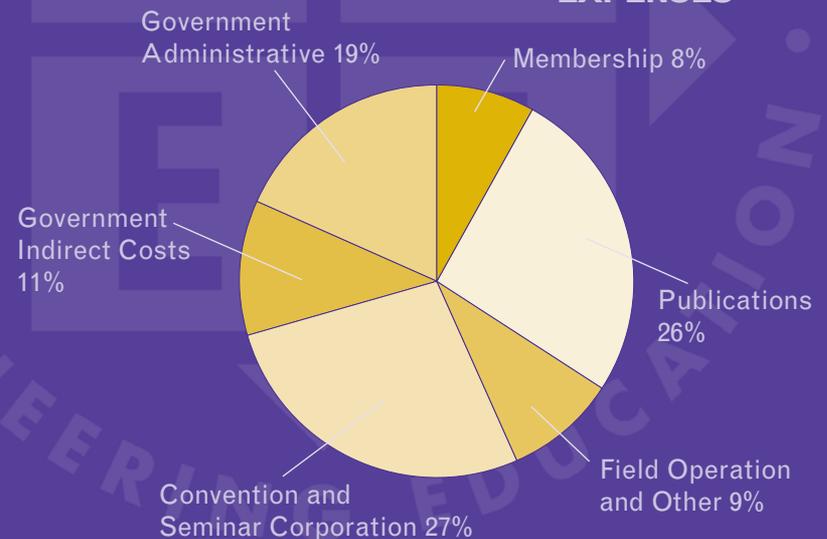
Membership	\$ 474,309	\$395,456
Publications	1,599,563	1,864,659
Non-government Programs	12,949	33,965
Field Operations and Other	573,444	521,170
Convention and Seminar Corporation	1,646,986	1,601,786
Tau Alpha Pi	19,755	34,752
Government Indirect Costs	670,048	478,339
Government Administrative	1,129,885	736,093
<b>TOTAL</b>	<b>\$ 6,126,939</b>	<b>\$5,666,220</b>

**CHANGE IN NET ASSETS**                      **\$ 278,565**                      **\$253,728**

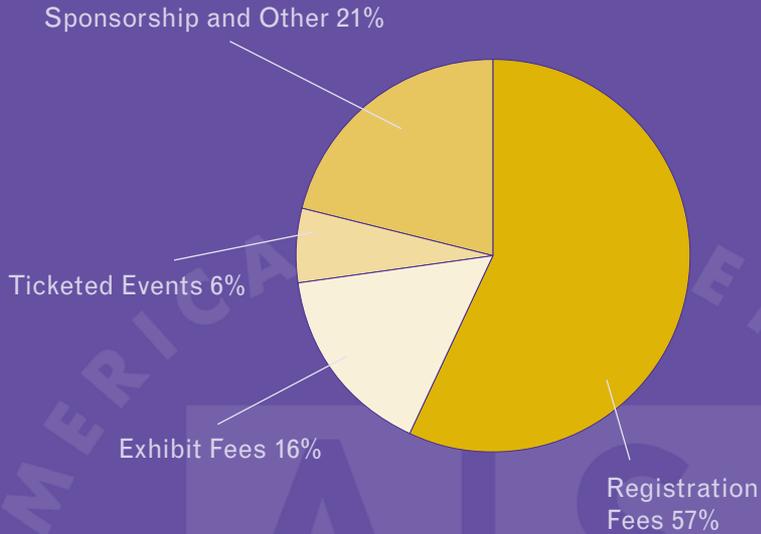
## REVENUE



## EXPENSES



## REVENUE



# ASEE CONVENTION AND SEMINAR CORPORATION

For the Fiscal Years Ended September 30

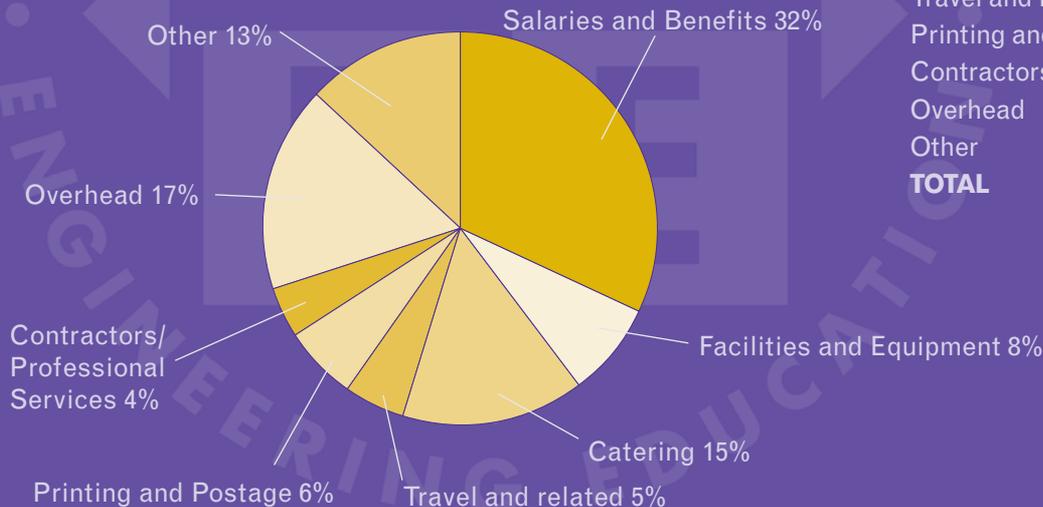
## REVENUE

	FY 2004	FY 2003
Registration Fees	\$ 1,038,041	\$1,016,911
Exhibit Fees	285,152	263,175
Ticketed Events	111,261	113,714
Sponsorship and Other	370,856	335,808
<b>TOTAL</b>	<b>\$ 1,805,310</b>	<b>\$1,729,608</b>

## EXPENSES

Salaries and Benefits	\$ 532,596	\$449,142
Facilities and Equipment	135,145	105,643
Catering	247,742	279,620
Travel and Related	75,303	55,017
Printing and Postage	94,637	113,124
Contractors/Professional Services	64,908	127,667
Overhead	276,716	233,936
Other	219,938	237,638
<b>TOTAL</b>	<b>\$ 1,646,986</b>	<b>\$1,601,787</b>

## EXPENSES



# FEDERAL AWARDS AND NON-GOVERNMENTAL PROGRAMS

For the Fiscal Years Ended September 30

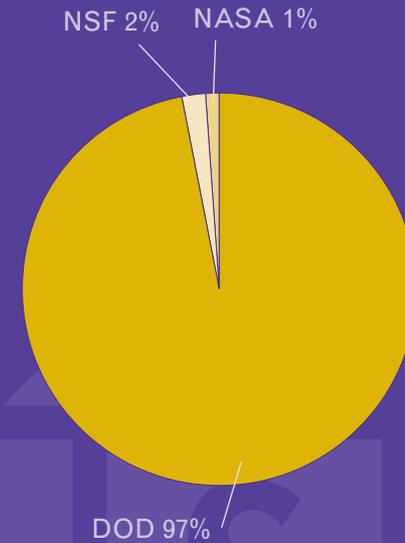
## REVENUE

### REVENUE

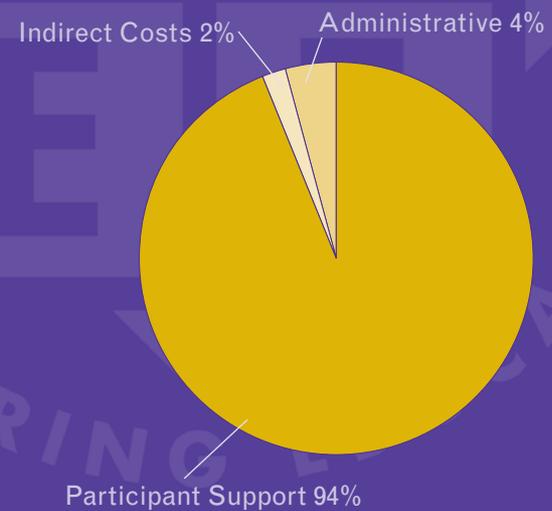
	FY 2004	FY 2003
Department of Defense	\$ 29,744,781	\$27,638,498
National Science Foundation	661,976	12,488
NASA	339,794	308,721
Non-governmental Program	12,949	34,058
<b>TOTAL</b>	<b>\$30,759,500</b>	<b>\$27,993,765</b>

### EXPENSES

Participant support	\$ 28,959,567	\$26,779,333
Indirect costs	670,048	478,339
Administrative	1,129,885	736,093
<b>TOTAL</b>	<b>\$30,759,500</b>	<b>\$27,993,765</b>



## EXPENSES





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JUNE 2004—JUNE 2005**

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