



ASEEL

ANNUAL REPORT
FISCAL YEAR **2008**

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. Due to the outstanding commitment of both the staff and volunteers, we have made significant progress on many fronts.

In spite of the difficult financial times our country faces, the fiscal status of the Society continues to be very strong. The financial success of the annual conference, the projects program, and the ASEE publications has made it possible to maintain ASEE 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. Both institutional and individual membership in the Society continue to grow. The institutional membership reached a new high at 588 and professional membership exceeded 10,000 for the first time, including 1,000 international individual members. The support from our corporate members continues to be strong and is critical to the success of our many activities. *PRISM* magazine had its highest revenue-producing year and received 13 awards both for editorial content and design.

Two years ago at our annual conference,

ASEE launched a major initiative focused on advancing the scholarship of engineering education. The Socratic dialogue we held during the plenary session set the stage for a year of broad-based discussions within our sections and zones on the role and importance of educational scholarship as a key means for transforming engineering education. 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. The project is entitled "Engineering Education for the Global Economy," with leadership provided by co-chairs Leah Jamieson, dean of Engineering at Purdue University, and Jack Lohmann, vice provost at Georgia Institute of Technology. This year, six working groups have developed draft recommendations and plans for converting these recommendations into actions. Public distribution of the draft report began in November with a summit for key stakeholders, and broad dissemination began early in 2009.

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; advance and sustain research in engineering education; foster

PRESIDENT'S

MESSAGE

collaborations between scholars and practitioners in engineering and engineering education; and broadly disseminate proven, innovative practices in engineering education.

The Society has taken very seriously its vision to “facilitate international cooperation in matters pertaining to engineering education.” ASEE hosted a very successful seventh Global Colloquium on Engineering Education in Cape Town, South Africa in 2008; the eighth will be held in Budapest, Hungary. The Cape Town meeting was also the location of the second International Federation of Engineering Education Societies (IFEES) summit and the second meeting of IFEES’ membership (see www.ifees.net for further details). During this year, ASEE partnered with the Indo-U.S. Collaboration for Engineering Education (see www.iucee.org for details) to “improve the quality and global relevance of engineering education in India and in the United States by fostering collaborations.” For six weeks in June and July 2008, the first Engineering Faculty Leadership Institute was held. Using a train-the-trainer model, 23 U.S. faculty conducted one-week workshops for 585 Indian participants, who were selected for their potential to be trainers in their own colleges and regions. Since July, significant follow-up in the form of regional workshops has taken place, deans from a number of Indian universities have visited universities in the United States, and plans are underway for the 2009 Engineering Faculty Leadership Institute.

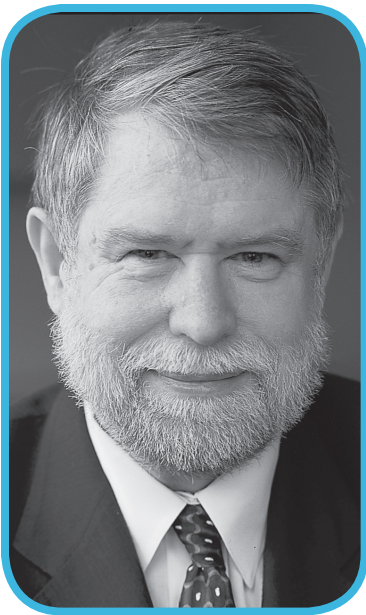
The Society continues to place great emphasis on the goals of broadening participation and improving the image of engineering. We have established a Diversity Task Force to develop a strategic plan that will reinforce our commitment and develop priorities for future initiatives. The Women in Engineering 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, reaching over 1.2 million readers. Publication of the 4th edition is scheduled for 2009, along with a new K-12 website and newsletter. The K-12 Workshop preceding the annual meeting in Pittsburgh was, once again, a great success.

I extend my thanks and deepest appreciation to all of the people, both staff and volunteers, who have contributed to the success of ASEE during this past year.

SARAH A. RAJALA
ASEE PRESIDENT

EXECUTIVE DIRECTOR'S

MESSAGE



Dear Members,

These are sobering economic times, and I am thus pleased to report that it has been a good year at ASEE. Membership maintained its steady ascent and, indeed, hit new highs, surpassing 10,000 professional members for the first time. There was a successful turnout for the Annual Conference in Pittsburgh with 3,430 attendees, and an excellent Public Affairs Colloquium that drew 100 engineering deans to Washington. Our Projects department won further contracts to amplify our growing partnership with the federal government. ASEE's popular *Prism* magazine won another dozen awards for both editorial and art. Our international activities, with the Global Colloquium and IFEEES Summit, enhanced ASEE's presence abroad. ASEE's Awards Program ran smoothly, and nine new section and division awards were processed. ASEE's finances remain stable despite the unsteady economy, although endowed award accounts have felt the impact of the stock market decline.

MEMBERSHIP

Membership had an historic year, passing the 10,000 professional members landmark

and achieving new highs of 1,000 international individual members and 1,000 institutional contact members. Individual membership finished the year with record highs in professional (10,071), institutional contact (1,055), and student (663). Cornell University set a record all of its own by sponsoring 219 new members under the Deans Program. Institutional members reached a high of 588.

ANNUAL CONFERENCE

ASEE's 2008 Annual Conference in Pittsburgh was successful, with 3,430 attendees, 2,230 of whom were prime attendees. Charles M. Vest, president of the National Academy of Engineering, was an excellent main plenary speaker. The Distinguished Lecture Series, now in its sixth year, and the Focus on Exhibits events, in its third year, have proved popular additions. In 2009, the Annual Conference will be in Austin, Texas. For the 2009 Annual Conference, the ASEE Board of Directors initiated a policy of "Publish to Present." Under this new directive, most conference presentations undergo peer review in order to be presented at the conference and published in the conference proceedings.

PRISM MAGAZINE

Prism magazine received 13 awards last year, for both editorial content and design. In September, *Prism* added "Up Close," a one-page profile, revised the Teaching section to make it more useful to educators, and further enlarged the eye-catching Briefings section. Advertis-

EXECUTIVE DIRECTOR'S

MESSAGE

ing in *Prism*, a strong revenue source, was exceptionally good and produced the highest revenue thus far for the magazine.

K-12

ASEE's popular *Engineering, Go For It!* (EGFI), is a colorful magazine designed to attract middle school and high school students to engineering and engineering technology careers. *EGFI* is published bi-annually, and ASEE will publish the 4th edition in 2009. The magazine has reached over 1.2 million K-12 readers over the past four years. With receipt of several grants, ASEE expanded efforts in promoting EGFI to girls and to minority and underrepresented audiences.

INTERNATIONAL PROGRAMS

ASEE worked closely with the Indo-U.S. Collaborative on Engineering Education (IUCEE) initiative, which presented a first Summer Leadership Training Institute on the Infosys Mysore, India, campus. Based on its success, funding has been obtained for a second leadership institute in June/July of 2009, where U.S. faculty will present workshops for Indian faculty. The 7th Global Colloquium in Cape Town, South Africa, drew approximately 380 participants from the United States and 55 other countries. Plans for the 2009 Global Colloquium in Budapest, Hungary, and for the 2010 Global Colloquium in Singapore are underway.

IFEES

ASEE is the secretariat for the International Federation of Engineering Education Societies (IFEES), a growing global network that promotes international interconnectivity between U.S. and international engineering education societies. The IFEES Summit is a primary initiative of the federation. Last year's IFEES Summit was in Cape Town, South Africa, and the 2009 summit will be held in St. Petersburg, Russia. ASEE and IFEES also provide the infrastructure for the Global Engineering Deans/Rectors Council (GEDC). The GEDC executive committee met in May 2008 and signed the inaugural GEDC statement of cooperation.

PUBLIC AFFAIRS

Close to 100 deans of engineering from universities nationwide attended the 2008 Engineering Deans Council Public Policy Meeting in Washington, D.C. Keynote speakers included NAE President Charles M. Vest and Raymond Orbach, under secretary for science at the Department of Energy. Meeting topics included the federal budget, interacting with Congress, energy, university-industry collaboration, and K-12 engineering. ASEE's Engineering Deans Council is currently composed of 348 members.

PROJECTS

ASEE's Projects department won two new programs – a new program for NASA and the NSF East Asia and Pacific Institutes Program – increasing the number of programs ASEE administers for the federal government. Last year, these federal programs generated over \$3 million in revenue, plus over \$40 million in pass-through funds, enabling enhanced services for ASEE members. ASEE has administered

education-related programs for the federal government since 1963, and last year, administered the following projects:

- ◆ National Defense Science and Engineering Graduate (NDSEG) Fellowship Program
- ◆ NSF East Asia and Pacific Institutes Program
- ◆ National Science Foundation Graduate Research Fellowship Program
- ◆ 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
- ◆ Challenge X
- ◆ ONR Science and Engineering Apprenticeship Program (SEAP)
- ◆ ONR Naval Research Enterprise Intern Program (NREIP)
- ◆ NSF Rigorous Research in Engineering Education with the Colorado School of Mines and the University of Minnesota.

DATA COLLECTION

Three hundred forty-one U.S. and 9 Canadian engineering colleges, as well as 91 four-year engineering technology schools, submitted information for the annual ASEE survey. ASEE data publications are used increasingly by the media, universities, students, corporate partners,

and other non-profits. One hundred seventeen engineering colleges participated in the ASEE faculty salary survey, and results were released in March. This survey is the successor to the Big Ten Plus faculty salary survey.

IT

IT undertook a number of successful assignments last year. Core engine software was created putting fellowship programs on an equal footing by providing applicant and administration applications to all the programs. Ongoing efforts include major updates of ASEE's membership system and of the SmoothPaper conference paper submission system.

AWARDS PROGRAM

The highlight of the Annual Conference in Pittsburgh was ASEE's Awards Banquet honoring distinguished ASEE members with national and society awards. Nine new award proposals were processed for approval by the Awards Policy Committee and the ASEE Board of Directors. ASEE continued efforts to create the ASEE Lifetime Achievement Award, an endowed award to recognize the outstanding achievements of ASEE life members. Lyle Feisel, a former ASEE president, is chair of the ASEE Lifetime Achievement Award Committee, which is responsible for soliciting donations to fund the award and for establishing award criteria. To date, over 80 life members have responded with donations in excess of \$24,000 toward the \$50,000 goal.

EXECUTIVE DIRECTOR'S

MESSAGE

HUMAN RESOURCES

The department of Human Resources put into practice quarterly all-staff meetings to facilitate organizational development, communication, and employee recognition. HR developed or revised policies for maternity/paternity, family medical leave, conflict of interest, and fraternization. Recruitment, background checks, and exit interview procedures were established.

TAU ALPHA PI

Tau Alpha Pi, the Engineering Technology Honor Society managed by ASEE, continued strong growth with 521 new inductees last year. TAP now has 103 chapters. In December, a Tau Alpha Pi job opportunity site was established for chapter members.

FINANCE

ASEE is in good financial health. Over the past dozen years, we have increased ASEE's reserves by adding more than \$2.5 million to ASEE's net assets. Nevertheless, this year's decline in the stock market has led to a significant loss in our endowed award accounts. ASEE's Accounting Department meticulously applied internal governance practices to ensure fiscal accounting 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 audits. In accordance with the Sarbanes-Oxley Act, which sets strict standards for financial accounting, we adopted suggestions offered by ASEE's independent auditor. The department is updating ASEE's accounting system and adding web-based timesheets.

CLOSE

I am pleased to report on the activities of ASEE. While those mentioned above are only highlights of selected programs, I hope the information conveys the strength of our bedrock programs, the launch of new initiatives, and the successful advance of ASEE. In this, my 19th year at ASEE, it is an honor to serve as your executive director, and to serve an organization committed to the worthy goal of furthering education in engineering and engineering technology.

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 2008	FY 2007
Membership	\$1,249,355	\$1,215,983
Publications	1,554,315	1,601,009
Contract Fee on Programs	391,280	247,022
Other	145,321	600,713
Convention and Seminar Corporation	2,611,392	2,269,162
IACEE	20,971	10,275
Tau Alpha Pi	43,460	22,256
Government Programs (less participant support)	3,562,904	3,034,758
TOTAL	\$9,578,998	\$9,001,178

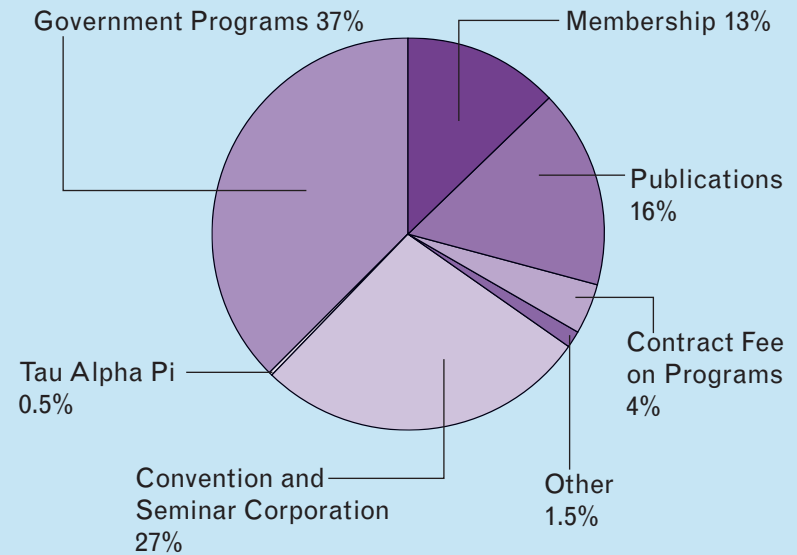
EXPENSES

Membership	\$570,645	\$660,876
Publications	2,247,440	2,230,041
Field Operations and Other	594,644	495,588
Convention and Seminar Corporation	2,712,277	2,212,303
IACEE	21,122	6,348
Tau Alpha Pi	27,469	15,133
Government Indirect Costs	1,234,169	959,190
Government Administrative	2,328,735	2,075,568
TOTAL	\$9,736,500	\$8,655,047

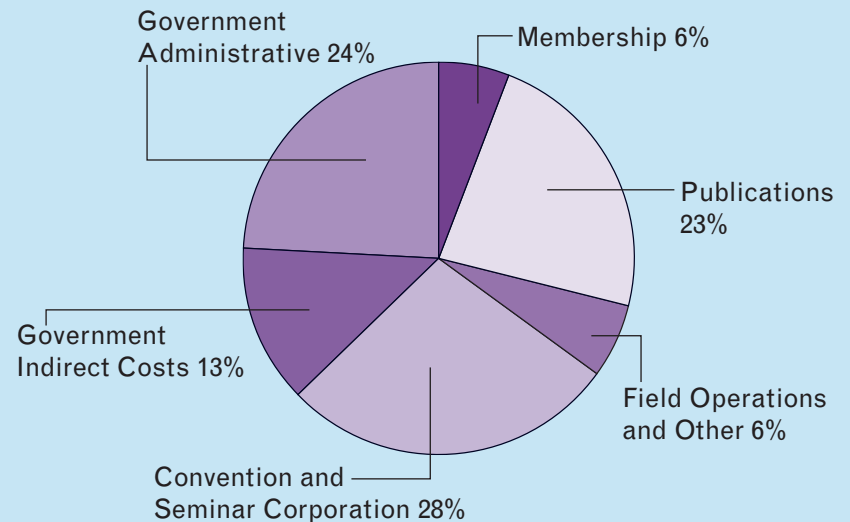
CHANGE IN NET ASSETS

(\$157,503) **\$346,131**

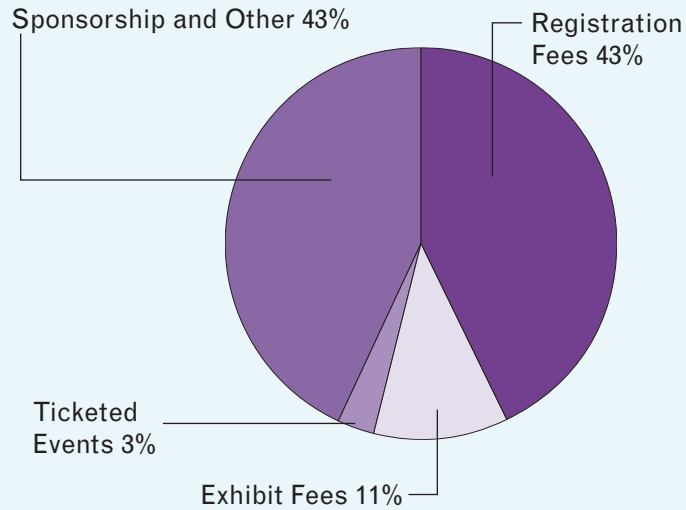
REVENUE



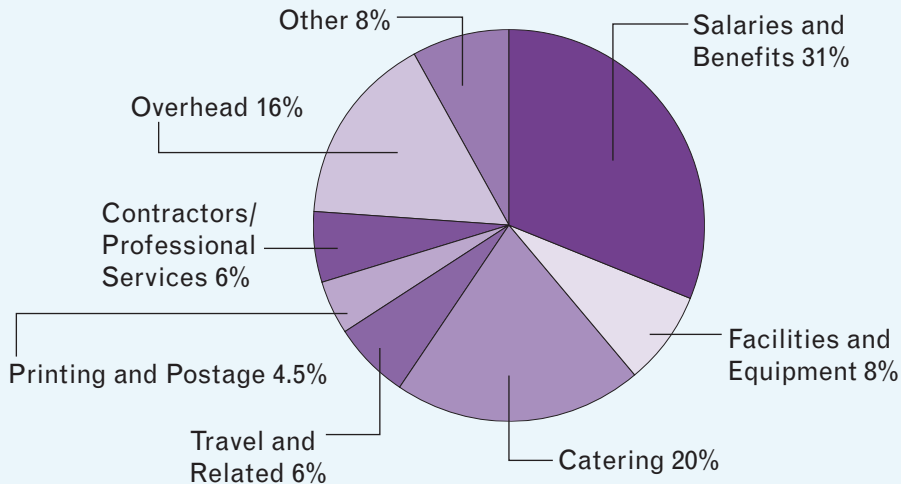
EXPENSES



REVENUE



EXPENSES



ASEE CONVENTION & SEMINAR CORPORATION

For the Fiscal Years Ended September 30

REVENUE

Registration Fees	
Exhibit Fees	
Ticketed Events	
Sponsorship and Other	
TOTAL	

FY 2008

\$1,110,128
299,776
81,572
1,119,916
\$2,611,392

FY 2007

\$1,212,580
173,160
83,576
810,120
\$2,279,437

EXPENSES

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

\$846,979
210,566
557,606
170,937
122,048
158,859
433,371
211,911
\$2,712,278

\$713,694
150,075
344,243
162,408
139,590
187,221
320,636
200,785
\$2,218,651

CHANGE IN NET ASSETS

(\$100,886)

\$60,785

FEDERAL AWARDS AND NON-GOVERNMENTAL PROGRAMS

For the Fiscal Years Ended September 30

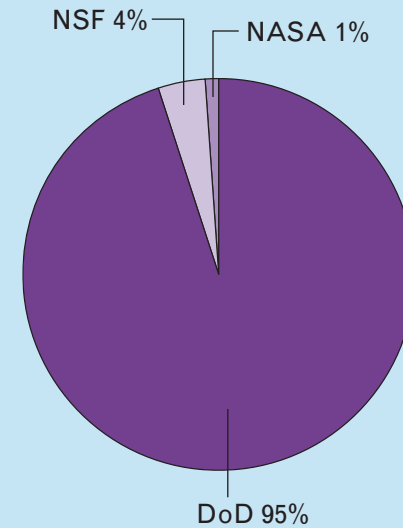
REVENUE

REVENUE

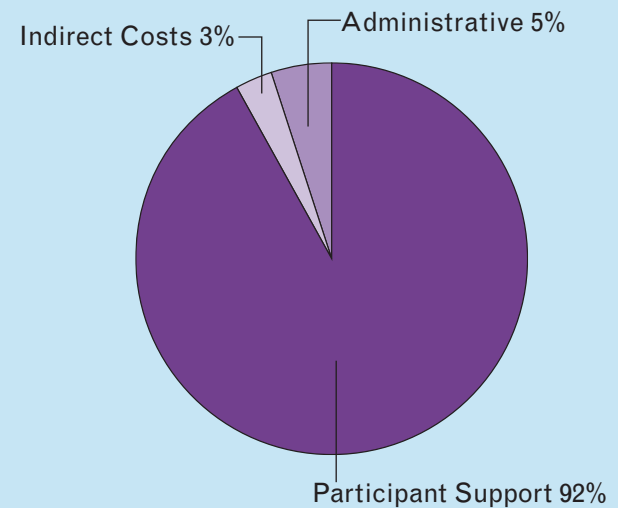
	FY 2008	FY 2007
Department of Defense	\$43,834,058	\$41,503,350
NSF	2,071,297	1,931,558
DoE	-	-
NASA	277,942	158,615
Non-government Programs	-	-
TOTAL	\$46,183,297	\$43,593,523

EXPENSES

Participant support	\$42,620,392	\$40,558,765
Indirect costs	1,234,169	959,190
Administrative	2,328,735	2,075,571
TOTAL	\$46,183,296	\$43,593,526



EXPENSES



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ASEE Executive Director

ASEE

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