**Our structure**

ASEE is a global member-based not-for-profit professional association. It is governed according to Bylaws and a Constitution which may be amended only by membership ballot.

The governing body is a twenty-person Board of Directors which meets physically twice a year. The Executive Committee (consisting of the Immediate Past President, President, President-Elect, Vice President of Finance, Vice President of External Affairs, Vice President of Member Affairs, Vice President of Institutional Councils) and Finance Committee (consisting of the members of the Executive Committee and two external financial experts) meet physically four times a year.

- The non-officer members of the Board of Directors comprise representatives of our six Professional Interest Councils, four Geographic Zone Councils, and four Institutional Councils.
- The Professional Interest Council (PIC) Chairs provide leadership to the more than 50 individual member Divisions (which reflect both disciplinary and thematic interests) and convey Division concerns to the Board.
- The Council of Geographic Zone Chairs provide leadership to 12 geographic Sections (organized in to four Zones) each of which contains member academic institutions (colleges and universities).
- There are four Institutional Councils representing institutional members – Corporate Member Council, Engineering Deans Council, Engineering Research Council, and Engineering Technology Council.
- ASEE has three overseas Branches in Iraq, India, and Lebanon, each with a Branch Committee to provide leadership and direction to individual members in that Branch.

**Vision**

**The American Society for Engineering Education envisions a future with excellent and broadly accessible education empowering engineering professionals to create a better world.**

In pursuit of our vision, ASEE’s mission is to advance research, innovation, excellence, and access at all levels of education for the engineering profession. The ASEE Board of Directors has adopted a set of strategic priorities for the three Society Years 2021-2024. Following consultation across our diverse member groups, the ASEE Board of Directors adopted a detailed plan built around ten high-level strategic goals. We’ve identified a handful of core strategies for each goal. Through the combined efforts of our active members, leaders, and our staff we work to achieve specific outcomes for our stakeholders.

**Our Key Stakeholders**

This pamphlet introduces the key elements of our new strategic priorities to our key stakeholders – our members and our many volunteer office bearers; those across academia, industry, and government concerned with the quality and content of education for the engineering profession, as well as the robust health and vitality of the engineering research enterprise; and the broader community.

We need to engage directly with all these major stakeholders, and ensure we create tangible benefits for them.

**Our Commitment to Good Governance**

With membership over 8,000 and annual core budget of about $10 million, our Board of Directors has very diverse business challenges to meet and very diverse member interests to satisfy. We can only achieve our new vision by applying best contemporary governance and business practices, and by ensuring world-class professional development and other services for our members. We are confident our investment in new technology and our new strategic priorities will keep us on this path.

**Our Strategic Objectives**

**Communities & Communication**

ASEE will expand its membership base, promote member engagement, celebrate the rich diversity and breadth of our membership, gather member input, serve member needs, and connect members to each other and the broader communities of stakeholders. ASEE will make informed decisions and disseminate information in a transparent and open manner.

**Innovation & Excellence**

ASEE will strengthen our technological and programmatic infrastructure to advance innovation and excellence in teaching, scholarship, research, and service. ASEE will foster the highest level of ethical behavior by all members and staff.

**Advocacy & Public Policy**

ASEE will inform our members and society-at-large of engineering education issues affecting their lives, study, and work, supporting the Society’s advocacy and members’ engagement of policy makers at all levels.

**Access, Diversity & Inclusion**

ASEE will catalyze open and thoughtful dialogue to identify and acknowledge underserved constituencies and advocate for their enhanced participation, inclusivity and success. ASEE will promote promising practices of inclusiveness and model public accountability.

**Financial Sustainability & Internal Organization**

ASEE will continue to develop responsible fiscal policies and exercise the financial discipline and managerial excellence necessary to meet the needs of its members, now and in the future.
## WHAT WE DO

Founded in 1893, the American Society for Engineering Education is a not-for-profit organization of individuals and institutions committed to furthering education in engineering and engineering technology by:

- promoting excellence in instruction, research, public service, and practice;
- exercising worldwide leadership;
- fostering the technological education of society; and
- promoting quality products and services to members.

### ACCELERATING OUR GROWTH

Our members and stakeholders will see our philosophies and structures which allow us to pursue purposefully our vision and mission while growing as an organization:

#### STRATEGIC OBJECTIVES

We’ve selected the five objectives depicted on the front cover – and described on the back cover – with associated strategies to work toward those objectives.

#### STRUCTURE

ASEE Headquarters operates via six sectors to better serve our members and facilitate connections to external stakeholders.

#### OUTCOMES

We’ve aligned the capabilities and activities of our volunteer and staff activities with our goals and objectives. We’re committed to achieving measurable results over the next three years, and we’re building our ASEE Headquarters culture around team development for performance and member service.

#### MEMBER SERVICE

With our projected new online platform, we’ve transformed our ability to give members contemporary and personalized service.

#### FINANCIAL MODEL

Members need to see value from their investment in ASEE membership. We are striving to enhance non-dues revenue that brings additional value to our members at lower net cost.

#### GOVERNANCE

We are committed to implemented best practices in board governance and oversight as well as providing our members with maximum input and transparency.

## GOALS

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<th>COMMUNITIES &amp; COMMUNICATION</th>
<th>ASEE WILL</th>
<th>OBJECTIVES</th>
<th>HIGH PRIORITY CRITICAL SUCCESS FACTORS</th>
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<tr>
<td>• ASEE will advance the development of innovative approaches and solutions to engineering education.</td>
<td>• ASEE will be the leading advocate for advancing the broad interests of engineering education.</td>
<td>ASEE WILL</td>
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<td>• ASEE will advance excellence in all aspects of engineering education while continuously improving the member experience.</td>
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<td>• Engage and retain members.</td>
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### FINANCIAL STABILITY & INTERNAL ORGANIZATION

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<td>• ASEE must carefully balance opportunities for investments in activities and programs to meet future needs with our current responsibilities, developing and maintaining a robust cash reserve, and ensuring that expenditures align with the organization’s mission.</td>
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<td>Expand Membership Base</td>
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<td>• ASEE will be a strategic and dynamic organization, with a knowledgeable and responsive staff, that enhances stakeholder engagement.</td>
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<td>• Reach potential new members.</td>
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## STRATEGIC OBJECTIVES

- **COMMUNITIES & COMMUNICATION**
  - ASEE will advance the development of innovative approaches and solutions to engineering education.
  - ASEE will advance excellence in all aspects of engineering education while continuously improving the member experience.

- **INNOVATION & EXCELLENCE**
  - ASEE will be the leading advocate for advancing the broad interests of engineering education.

- **ADVOCACY & PUBLIC POLICY**
  - ASEE will advocate for equal access to engineering education.
  - ASEE will promote diversity, broadly defined, by modeling equity and inclusion in its policies and practices.

- **ACCESS, DIVERSITY & INCLUSION**
  - ASEE will advocate for equal access to engineering educational opportunities for all.
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