

**North Dakota State University**

---

**Enhancing the ASEE Campus  
Representative Program**

**A Section Chair's Perspective**

**Charles McIntyre**

**June 2008**

# Responsibilities of the Section Chair

---

**Section Chair must:**

- 1.) understand the responsibilities of a Campus Rep**
- 2.) become familiar with the resources that are available for Campus Reps**
- 3.) determine “Who are the Campus Reps?” within the Section**

# What are the Responsibilities of a Campus Rep?

---

There are two basic categories of Campus Rep responsibilities:

1.) “should do”

2.) “must do”

There are many “should do” items (as listed in the paper and on the ASEE website.)

# What are the Responsibilities of a Campus Rep?

---

**The only “must do” requirement of an ASEE Campus Rep is to:**

**File an annual report of your activities (i.e., the annual Campus Rep Report)**

**Are the Campus Reps performing their  
required duty?**

---

**Are the Campus Reps doing their jobs?**

**We need to look at the numbers.**

# Recent Campus Representative Reports Total Submission Statistics

---

<b>Year</b>	<b>No. of Reports Submitted</b>	<b>Percent Submitted</b>
<b>2004-5</b>	<b>26</b>	<b>8.4</b>
<b>2005-6</b>	<b>29</b>	<b>9.4</b>
<b>2006-7 *</b>	<b>79</b>	<b>25.6</b>

**\* Initiated On-Line Campus Rep Report**

# 2006-7 Campus Representative Reports

## Zone Submission Statistics

---

<b>Zone</b>	<b>Total Submitted</b>	<b>Institutions in Each Zone</b>	<b>Percent Submitted by Each Zone</b>
<b>I</b>	<b>14</b>	<b>81</b>	<b>17.3</b>
<b>II</b>	<b>28</b>	<b>100</b>	<b>28</b>
<b>III</b>	<b>24</b>	<b>64</b>	<b>37.5</b>
<b>IV</b>	<b>13</b>	<b>62</b>	<b>21</b>
<b>Kuwait</b>	<b>0</b>	<b>1</b>	<b>0</b>
<b>Totals</b>	<b>79</b>	<b>308</b>	<b>25.6</b>

# 2006-7 Campus Representative Reports

## Section Submission Statistics

Section (Zone)	Online	Paper	Total Submitted	Institutions in Section	Percent Submitted
New England (I)	3	0	3	28	10.7
St. Lawrence (I)	5	1	6	16	37.5
Middle Atlantic (I)	4	1	5	37	13.5
Southeast (II)	6	2	8	50	16
North Central (II)	3	12	15	34	44.1
Illinois-Indiana (II)	4	1	5	16	31.3
North Midwest (III)	9	2	11	19	57.9
Midwest (III)	9	2	11	22	50
Gulf Southwest (III)	2	0	2	23	8.7
Pacific Northwest (IV)	6	0	6	15	40
Rocky Mountain (IV)	1	1	2	14	14.3
Pacific Southwest (IV)	5	0	5	33	15.2
Kuwait University	0	0	0	1	0
<b>Totals</b>	<b>57</b>	<b>22</b>	<b>79</b>	<b>308</b>	<b>25.6</b>
<b>Percent Submitted</b>	<b>72.2</b>	<b>27.8</b>			



# **To Enhance the Campus Rep Program A Section Chair can:**

---

**Develop methods to measure the performance of the Campus Rep Program within the Section.**

**Based on the results, take corrective action and develop a plan of continuous improvement.**

# 2006-7 Campus Representative Survey North Midwest Section

QUESTIONS	RESPONSE	
	YES	NO
<i>Do you know the name of your ASEE Campus Rep?</i>	<b>45%</b>	<b>55%</b>
<i>Within the last year, has your ASEE Campus Rep contacted you regarding ASEE activities?</i>	<b>39%</b>	<b>65%</b>
<p><b>Survey Respondents = 113    Section Membership = 641</b>  <b>Response Rate = 17.6%</b></p>		

# Enhancing the Campus Rep Program

---

**To demonstrate that input from the Section membership is valued, the results of the survey were sent to all members of the Section.**

**Result: Some “new” Campus Rep appointments and some updated contact information.**

**Another intended use of the survey was to establish a baseline for future performance measures to demonstrate the effectiveness of any future initiatives.**

# Additional Correspondence

---

**Additional correspondence from the Section Chair to the Section Membership, included information concerning:**

**ASEE Dean's Program**

**National or Sectional conferences (or workshops)**

**Related ASEE information**

**All Section Deans (Administrative Heads) were contacted to solicit ideas concerning recruitment and retention of ASEE members, and funding of the Section Teaching Awards.**

**Conference Program Chairs are contacted to confirm that the Campus Rep meeting (breakfast or lunch) at the Section Conference has been scheduled. A preliminary agenda is also drafted.**

# Future Follow Up Activities

---

**Additional surveys (or measures) related to the Campus Rep Program need to be initiated by the Section Chair. This follow-up work can then be compared to the original baseline surveys to provide a measure of improvement (or satisfaction) with the Campus Rep Program within the Section.**

**Continued contact with the Campus Reps, Deans, and Section membership is needed to keep the lines of communication open.**

# **Enhancing the Campus Rep Program**

## **“Five-Step Process for Success”**

---

- 1.) Become familiar with responsibilities of and resources available to Campus Reps (ASEE and Section websites).**
- 2.) Contact all Campus Reps (and Deans) within the Section to verify that the name and contact information are correct (update accordingly).**
- 3.) Contact Campus Reps to inform them of upcoming action items (conferences, awards, etc.) and post relevant information on the Section website.**
- 4.) Develop measures and methods that will lead to and increase in the effectiveness of Campus Rep Program within the Section (i.e., corrective actions).**
- 5.) Share information and results compiled from item 4.) with the Section membership (including other relevant ASEE information).**

# Conclusions

---

**Recruitment, retention, and involvement in ASEE activities and programs are dependent on effective communication and dissemination of information – the basic purpose of the Campus Rep Program.**

**Without an effective local Campus Rep, ASEE activities, including recruitment and retention, are severely hampered.**

**The overall success of the Campus Rep Program is ultimately dependent on the individual Campus Reps.**

**However, by using the “Five-Step Process for Success,” a Section Chair can make a contribution to enhancing the Campus Rep Program.**