I. PREFACE

A. Article C2.1.1 of the Constitution states in part, "The purposes of this Society are to: Promote the exchange of information among engineers and others:...."

B. By-Law B2.1. states in part, "To promote the art, science and practice of mechanical and multidisciplinary engineering and allied sciences to diverse communities the Society shall: .... Encourage a high standard of citizenship among engineers and their participation in public affairs... Publicize the engineering profession through the achievements of engineers."

II. PURPOSE

A. To define the objectives of the ASME program for public awareness.

B. To establish minimum procedures for implementing the program/policy.

III. POLICY

A. ASME's Public Awareness program has the following objectives:

1. To foster communication from ASME to engineers, to the other professions, and to the general public for better understanding of the role of engineering and the contributions of engineering to society.

2. To increase public awareness and appreciation of the contributions of engineers and the public service provided by ASME.

3. To educate members of the public in technical and engineering subjects so that they may form enlightened and intelligent opinions on matters of public concern, such as pending legislation.

4. To provide access to accurate information on specific technical and engineering subjects to public interest groups or agencies acting in the public interest.

5. To enhance the status of the engineer by showing the engineer as a professional, with sound ethics, integrity, and a sense of social responsibility.
6. To create and disseminate materials about mechanical engineering as a career.

7. To inform ASME members about services available within the Society.

B. All public awareness activities are carried out in conjunction with the appropriate ASME unit as the source for technical and other required information.

IV. PROCEDURE

A. These objectives are to be reached through methods which include but are not limited to:

1. Print and electronic media;
2. Educational films, videotapes, slide shows and public service messages;
3. Printed material (news releases, brochures, pamphlets, newsletters, posters, etc.), recordings, and other communications; and
4. Personal appearances.

B. To reach these objectives, these activities may be carried out by any unit of the Society.

C. Because each ASME member is a representative of the Society, all members to some degree are participants in the public awareness process.

D. Any unit of the Society that chooses to hire a public relations agency must

1. present a proposed contract to the Strategic Communications Department for review,
2. obtain approval of the proposed contract from the Executive Director or his/her designee, and
3. have the actual contract signed by the Chief Financial Officer or the Executive Director.

All related activities must be coordinated through the ASME Strategic Communications Department to assure that a consistent corporate identity and message is carried forward.

E. MS-73, Graphic Guidelines/The American Society of Mechanical Engineers shall be utilized where appropriate, not only in Public Awareness activities, but in all ASME materials.

Responsibility: Global Outreach

Reassigned from Centers Board of Directors/Center on Public Awareness (6/2012)
Reassigned from Council on Public Affairs/Board on Public Information 6/12/05
Adopted: December 9, 1976
Reaffirmed: January 26, 1996
Revised: June 10, 1983
       June 22, 1989
       (editorial changes, 3/03)
       June 12, 2005
       (Unit Reassignment Due to Reorganization 6/2012)
       June 5, 2019