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FY24 BOARD OF GOVERNORS

Sunday, October 29, 2023 – 9:00 AM to 12:00 PM (CDT)

Hilton New Orleans Riverside, New Orleans, LA

FINAL MINUTES

Attendance during the open session was as follows:

Board of Governors

President: Thomas Kurfess
Governors: Andy Bicos, Alma Fallon, Thomas Gardner, Susan Ipri-Brown, Kathryn Jablow, Sam Korellis, Monica Moman-Saunders, Jared Oehring, Patrick Vieth, Wolf Yeigh, Dave Schlesinger (absent)

Executive Director/CEO: Thomas Costabile

Other Officers

Senior Vice Presidents/Elects: Rick Cowan, Section Engagement
Nicole Kaufman Dyess, Student & Early Career Development
Jennifer Jewers Bowlin (Elect), Student & Early Career Development
Bob Stakenborghs, Technical & Engineering Communities
Lester Su, Public Affairs & Outreach
Tom Vogan, Standards and Certification
Secretary/Treasurer: Tara McMahan
Ass't Secretary/General Counsel: John Delli Venneri, Esq.
Chief Financial Officer: William Garofalo
Governors-Elects: Nicole Kaufman Dyess, William King (absent), Janis Terpeny

Guests

Oscar Barton, Jr. Chair, ASME Nominating Committee
Carlos Beatty Nominating Committee*
Charbel Bou-Mosleh Nominating Committee*
Marianne Chan Volunteer
Mahantesh Hiremath Past President, 2021-2022
Omar Kheir Nominating Committee
Madiha Kotb Past President, 2013-2014
Rich Laudanat Past President, 2019-2020*
Karen Ohland Past President, 2022-2023
Brayon Gabriel Ordonez Saca Author Research Article - ESPOL
Vicki Rockwell Past President, 2011-2012
Keith Roe Past President, 2016-2017*
Nicole Salloum ECLIPSE Intern, BOG
Steve Schmid Nominating Committee*
Bob Sims Past President, 2014-2015
Sonya T. Smith Chair, ASME Foundation Board

Tirth Gadhvi
Charla Wise

Presenter/Speaker, Halla Mechatronics
Past President, 2017-2018*

Staff

RuthAnn Bigley	Manager, Governance Programs
Susie Cabanas	Manager, Global Alliances & Board Operations
Chandra Clouden	Chief Human Resources Officer
Gretchen Crutchfield	Manager, Individual Giving & Engagement
Jaya Jain	Business Head – TEC India/ASME India
Michael Johnson	Chief Strategy Officer
Avni Malhotra	Deputy Director, Philanthropy & Programs, ASME India
Colin McAteer	Managing Director, Publishing*
Jeff Patterson	Chief Operating Officer
Allian Pratt	Chief Leadership Engagement Officer
James Riley	Senior Help Desk and Executive Support Tech
Nachalie Rodriguez	Executive Assistant, Executive Office
Karen Russo	Director, Executive Operations
Anand Sethupathy	Managing Director, Strategy & Programs*
Madhukar Sharma	Director, ASME India Private LTD.
David Soukup	Managing Director, Governance
Stephanie Viola	Managing Director, Philanthropy/ED, ASME Foundation

**Attended Virtually*

1. Opening of Meeting

- 1.1 Call to Order: On October 29, 2023, a meeting of the FY24 Board of Governors of the American Society of Mechanical Engineers was held at the Hilton New Orleans Riverside and simultaneously via the Zoom application. A quorum was present, and the meeting was called to order by President Kurfess at 9:01 AM CDT. President Kurfess took a moment to introduce ASME’s new Secretary/Treasurer Tara McMahan.
- 1.2 Adoption of the Agenda: The Board voted to adopt the agenda as circulated on October 13, 2023.
- 1.3 President’s Remarks: President Kurfess welcomed everyone to the meeting and thanked the volunteers and staff for their effort in traveling and working on a Sunday. He has witnessed a lot of passion and excitement ignited among the Society lately. He attended the International Combustion Engine conference a few weeks ago and was delighted to observe a lot of younger engineers excited about the conference and the role they can play in the future.

President Kurfess recently attended the United Engineering Foundation meeting and observed that not only are all the societies on the same page, but ASME is leading the way. ASME is being recognized and when ASME speaks, the world listens. In addition, the National Academy of Engineering wants to engage with ASME.

- 1.4 Executive Director/CEO's Remarks: Tom Costabile welcomed all to the meeting. He thanked everyone for their unwavering commitment and support.

The annual United Engineering Foundation (UEF) and Founders Societies Presidents and Executive Directors (FSPED) meetings were held at the University of Missouri in the Black & Veatch conference room. President Kurfess, Bob Sims, Dave Soukup and Tom Costabile attended the meetings. Mr. Costabile thanked Bob Sims for his support and leadership and acknowledged Mr. Sim's completion of his tenure as President of the UEF.

There was a private tour of the Linda Hall Library. In the rare book room were many journals, field notes and books dating back to 1502 regarding mining and pump applications. The meeting focused on the nine societies increasing collaboration regarding hydrogen, climate control/decarbonization, DEI, joint membership opportunities and STEM K-12 education. The takeaway and theme of the meeting is do not do it yourself, do it in collaboration.

By way of reference, the five original members of UEF are ASME, ASCE, IEEE, AIChE and AIME. In the early 1900's, the American Institute of Mining, Metallurgical & Petroleum Engineers has restructured themselves to get more efficient and have separated into four divisions: Society of Petroleum Engineers, Society for Mining, Metallurgy and Exploration, The Minerals, Metals and Materials Society and Association of Iron and Steel Technology.

Mr. Costabile and President Kurfess attended the annual ASME International Combustion Engine conference earlier this month. There were 224 attendees and the conference met budgeted expectations. With regards to other events and conferences, ASME continues to see attendance shortfalls due to travel budgets and visa issues. Some conferences are almost back to 2019 levels, unfortunately, IMECE is not one of them. We are behind budget in revenue and looking at a loss of approximately \$200,000-\$300,000 partly due to the inability to move the room guarantee. This hotel contract was one of the last rebooks dating back to 2019.

Overall Mr. Costabile remains very optimistic and expects further advances in 2024. The TEC Council is meeting to review and discuss how to best approach events going forward. Some events are dwindling in attendance to below 100 attendees. Mr. Costabile posed the following questions: Should we combine a few smaller conferences? Should we sunset older technologies? He stated that these are some of the questions that will need to be answered.

As of last evening, IMECE has 1,650 registrants which is about 65% of 2019. The majority (70%-80%) are presenting authors. Last year there were 1,674 registrants. This year ASME is targeting 1,520 total presentations, 804 paper presentations and 716 presentations without publication. Also, for the Undergraduate Student Expo, NSF Student Competition and Virtual Podium there are 290 total sessions and 520 volunteers involved.

The DEI Strategy Committee is in the process of adding more information to the toolkit and Mr. Costabile encourages everyone to take a look at the website. Karen Russo and her team along with Amy Betz created ten different videos whose topics include Rubrics, Succession Management, Ally Tip Sheet, among others.

- 1.5 Consent Items for Action: No requests were received to remove any items from the Consent Agenda.

The Board voted unanimously to approve 1.5.1 through 1.5.3 on the Consent Items for Action:

- 1.5.1. Approval of Open Session Minutes from October 3, 2023
- 1.5.2. Proposed Appointment
- 1.5.3. Proposed Changes to By-Law B5.6

2. Open Session Agenda Items

- 2.1 FY24 YTD Financial Report: Bill Garofalo provided a review of the FYTD financial results through September.

Revenues remains in line with the budget and forecast through September. The actual net results were favorable in revenue and expenses. The team continues to do well building on their business acumen, which has resulted in improved accuracy in monthly forecasting.

With regard to ASME Investments/General Fund, the portfolio decreased 2.2% through September. While these results were not favorable, they were better than the Index Composite which returned a loss of 2.6%. The Executive Committee and Executive Team will continue to consult with Bill Lowery's team at BDO to monitor and adjust our portfolio when necessary. The portfolio remains diversified with a mix of 69% equities and 31% fixed income investments.

The Contingency Reserve target is 60%. ASME ended FY23 with a contingency reserve of 104%, primarily driven by the net gain on the sale of ISIE. The reserve percentage has remained relatively consistent at 103% as of the end of September FY24, above the recommended target.

- 2.2 ASME Foundation/Philanthropy: Keith Roe thanked everyone for the opportunity to present today and provided a brief overview of the activities to date. Stephanie Viola followed by sharing leadership updates. Dr. Sonya Smith is now Chair of the ASME Foundation Board, Karen Ohland is a director, and Dr. Oscar Barton, Jr. has agreed to serve as the Chair of the Foundation Audit Committee. Neil Wilmshurst has joined the ASME Campaign Cabinet.

Capital Campaign has raised \$16.3 million to date. Ms. Viola shared the Foundation's 5-year campaign target over its multiyear timeline. The top ten campaign prospects in the pipeline list includes major gift individuals, corporations, foundations and potential government grants. She stressed that the campaign depends on unanimous support of every person in attendance at the meeting. The leadership giving goals are 100 percent participation. Currently it is at 93% and asked those who have not made a contribution to please do so.

Ms. Viola provided a few leadership investment ideas including DropMeIn, HBCU and Engineering for Change, among others. She also summarized the impact of the FY23 scholarship programs. Total awards were \$628,350, which included females and the some in the underserved communities.

There are seven upcoming fundraising events across the United States, including one that will be hosted by Governor Patrick Vieth at his home in Florida in January of 2024. The first full scale industry gala is scheduled for April 11, 2024 in New York where Autodesk will be recognized and its CEO, Andrew Anagnost will receive the Excellence in Industry Award. (Minutes Appendix 2.2)

- 2.3 Q1 Enterprise Goals Update: Jeff Patterson provided a brief progress report on the six enterprise goals. All six initiatives are designed to prepare ASME for growth, engagement, service, collaboration, and revenue that fuels our mission. The initiatives are Customer Experience (CX); Workforce Transformation (WfX); Diversity, Equity, and Inclusion (DEI); Portfolio Development and Management (PD&M); Digital Transformation (DX); and Finance and Business Acumen (FBA).

All FY24 Q1 Enterprise Goals are on track except PD&M which is at risk. The intent with PD&M is to foster a more integrated approach to managing products and services. This is new for ASME, and our staff does not have experience in creating new products and sharing ideas that combine across multiple departments. The challenge has been in breaking down some of the old silos. Forcing a different way of life is not easy but not only is it happening, it is necessary. Mr. Patterson is confident we will make progress in this current quarter.

- 2.4 India Growth Plan: Anand Sethupathy stated that he was excited to be at the meeting to provide an update. He introduced Madhukar Sharma, Director, ASME India Private Limited (AIPL) who has been with ASME for 15 years, Avni Malhotra, Deputy Director, Philanthropy & Programs, AIPL, who joined ASME one year ago and Jaya Jain, Business Head, TEC & Industry Groups, who joined ASME 5 years ago. Mr. Sharma and Ms. Malhotra are leading efforts regarding establishment of a new foundation in India.

They presented India's growth trends, population and political landscape. By 2030, India is projected to have 1 billion working-age adults. In addition, they highlighted the engineering education markers such as India having over 5,800 schools offering engineering degrees vs. only 544 in the US. Also, in 2021, India had 828,120 engineering undergraduates vs. 146,233 in the U.S.

AIPL's scope, timeline and assumptions for its growth plan were reviewed. India is poised for explosive growth economically, and ASME is poised to grow with it, as there is great opportunity in the philanthropic landscape. There are social responsibility laws there that do not exist anywhere in the world which will enable a foundation to effectively raise money.

By December of 2023, the ASME India Foundation should be registered. Soon thereafter a Board will be selected, an auditor will be appointed, and a bank account obtained. The goal is to have the new ASME India Foundation fully operational by the end of January, 2024.

- 2.5 Sector Reports: Sector reports were provided by Senior Vice Presidents Nicole Kaufman Dyess and Jennifer Jewers Bowlin for SECD; Rick Cowan for SES; Bob Stakenborghs for TEC; Lester Su for PA&O and Tom Vogan for S&C. Their overview included recent accomplishments, upcoming projects, challenges, and goals. (Minutes Appendix 2.5)

- 2.6 Membership Surveys and Action Plan: Jeff Patterson began his report by expressing gratitude for Governors Andy Bicos, Susan Ipri-Brown, and Wolf Yeigh on their engagement. He added that the important thing to do when looking at membership data is to ask people who are no longer members, "Why did you leave us? The point was made that the surveys provided new data insight into the key membership concerns identified by the BOG at their April 2023 meeting.

Governor Susan Ipri-Brown asked if we were listening to customers and making decisions on actual data. Jeff Patterson responded by reading some responses from the survey relating why those surveyed were no longer ASME members. These responses included: getting too much spam, no

local events, and a non-functioning website. Salesforce will enable us to tailor our messages to each member and the team is looking at pricing that better addresses local markets.

In addition, Mr. Patterson shared additional efforts to obtain and retain membership. These efforts include additional career resources such as expanded resume and interview assistance and simplifying the online renewal process by implementing auto-renewal. He believes this will enable us to retain a significant percentage of members.

Governor Yeigh stated that he along with Governors Ipri-Brown and Bicos want to help the Society deal with the critical issues that face ASME. He offered to support the work that Mr. Patterson and his team are doing with advice, support, and guidance without micromanaging. (Minutes Appendix 2.6)current

3. **New Business:** No new business was discussed.

4. **Open Session Information Items**

4.1 Dates of Future Meetings

DATE	DAY	TIME	LOCATION
December 12, 2023	Tuesday	12:00 pm – 5:00 pm	New York, NY
December 13, 2023	Wednesday	9:00 am – 12:00 pm	New York, NY
April 17, 2024	Wednesday	1:00 pm – 3:00 pm	Virtual Meeting
June 2, 2024	Sunday	9:00 am – 3:00 pm	Long Beach, CA
June 4, 2024*	Tuesday	9:00 am – 3:00 pm	Long Beach, CA

FY25 Board of Governors

5. **Adjournment** – The meeting adjourned on Sunday, October 29, 2023 at 12:27 PM CDT.



Tara McMahan
 Secretary/Treasurer

List of Appendices

- 1.5.2. Proposed Appointment
- 1.5.3. Proposed Changes to By-Law B5.6
- 2.2. ASME Foundation/Philanthropy
- 2.5. Sector Reports



**ASME Board of Governors
Agenda Item
Cover Memo**

**Date Submitted: October 4, 2023
BOG Meeting Date: October 29, 2023**

**To: Board of Governors
From: Committee on Organization and Rules
Presented by: Emily Boyd
Agenda Title: Proposed Appointments**

Agenda Item Executive Summary:

Proposed appointments reviewed by the COR on October 4, 2023.

Proposed motion for BOG Action:

To approve the attached appointments.

Attachments: Document attached.

OCTOBER 2023 PROPOSED EXTERNAL APPOINTMENTS

External Organization	Nominee	Appointment Position/Title	Appointment Term/Category	Appointment Type	History
Gear Research Institute	Avinash Singh	Representative	January 2024 – December 2026	Initial	Chair, Power Transmission and Gearing Committee
Gear Research Institute	Jeremy Wagner	Representative	January 2024 – December 2026	Initial	Previous service on Gear Research Institute Board
Gear Research Institute	Scott Yoders	Representative	January 2024 – December 2026	Initial	Previous service on Gear Research Institute Board
Sperry Board of Award	Anthony Licata	Alternate	January 2024 – December 2027	Initial	Secretary, Westchester County Section

The three individuals shown above will become the ASME Representatives to the Gear Research Institute.

The other ASME Representatives to the Sperry Board of Award are Carolyn Begnoche and Clifford Woodbury.



Board of Governors Meeting Agenda Item Cover Memo

Date Submitted:	October 4, 2023
BOG Meeting Date:	October 29, 2023
To:	Board of Governors
From:	Committee on Organization and Rules
Presented by:	Emily Boyd
Agenda Title:	Proposed Changes to By-Law B5.6

Agenda Item Executive Summary:

In response to a Board of Governors request, the proposed changes to B5.6 reflect changing the name of the Member Development and Engagement Sector to the Section Engagement Sector and setting up a new structure for its Council.

The Committee on Organization and Rules will be reviewing the Sector's Operation Guide, which will include new Vision and Mission Statements. The Guide will also address the specific terms of the appointed Vice Chairs and Members-at-Large, which, according to the proposed By-Laws, can be up to three years.

Proposed motion for BOG Action:

To adopt changes to By-Law B5.6.

Attachment(s):

Document attached.

B5.6 SECTIONMEMBER DEVELOPMENT AND ENGAGEMENT SECTOR

- B5.6.1.1 The ~~SectionMember Development and~~ Engagement Sector, under the direction of the Board of Governors, is responsible for enhancing the global ASME volunteer experience through engagement with the local community. The Section Engagement Sector will engage and diversify section membership while increasing community awareness through building and expanding the recognition of ASME's role in the engineer's journey. providing governance for professional sections, student sections, and membership development. The ~~SectionMember Development and~~ Engagement Sector will maintain a current Sector Operation Guide that will contain operational details of the ~~SectionMember Development and~~ Engagement Sector that are not in these By-Laws.
- B5.6.1.2 The ~~SectionMember Development and~~ Engagement Sector shall be led by a Council that consists of the following voting membership: a Senior Vice President as Chair; ~~two Vice Chairs~~Chair, North American Regions; ~~Chair, International Regions;~~ Chair, Student Sections; ~~Communications and Tools Coordinator; Membership Development Coordinator; Finance Coordinator;~~ and up to ~~four~~two members-at-large. The ~~Director, Section Support is a~~ non-voting membership of the ~~Sector~~ Council shall include staff as appointed by the Executive Director/CEO.
- B5.6.1.3 The incoming Senior Vice President, ~~SectionMember Development and~~ Engagement shall be nominated by the ~~SectionMember Development and~~ Engagement Sector Council for appointment by the Board of Governors for a term of three years.
- ~~B5.6.2.1 The following Committees will report directly to the Member Development and Engagement Council: the North America Regions Committee, the International Regions Committee, and the Student Sections/Early Career Engagement Committee.~~
- ~~B5.6.2.2 The North American Regions Committee, under the direction of the Member Development and Engagement Council, is responsible for the activities of the North American Sections. The Committee shall consist of the Chair, North American Regions, appointed by the Senior Vice President to a term of three years and the Northeast, Southeast, Midwest, Northwest, and Southwest Region Leaders.~~
- ~~B5.6.2.3 The International Regions Committee, under the direction of the Member Development and Engagement Council, is responsible for the activities of the Sections outside North America. The Committee shall consist of the Chair, International Regions, appointed by the Senior Vice President to a term of three years and the Asia-Pacific; Europe; Latin America and Caribbean; and Middle East and Africa Region Leaders.~~
- ~~B5.6.2.4 The Student Sections/Early Career Committee, under the direction of the Member Development and Engagement Council, is responsible for coordinating the Sector's activity with the Student and Early Career Development Sector. The Committee shall consist of the Chair, Student Sections, appointed by the Senior Vice President to a term of three years, and the Student Section Advisory Committee Chair, the Student Leader Training Chair, and the Early Career Programs Chair.~~

B5.6.~~1.42.5~~ The Vice Chairs and Members-at-Large shall be appointed by the Board of Governors as recommended by the ~~Section~~Member Development and Engagement Sector Council. The term of the Vice Chairs and Members-at-Large shall be up to three years.



Board of Governors Meeting Agenda Item Cover Memo

Date Submitted:	October 10, 2023
BOG Meeting Date:	October 29, 2023
To:	Board of Governors
From:	William Garofalo, Chief Financial Officer
Presented by:	William Garofalo
Agenda Title:	FY24 YTD Financial Report

Agenda Item Executive Summary:

An FY24 YTD financial report will be provided.

Proposed motion for BOG Action:

None

Attachment(s):

None



Board of Governors Meeting Agenda Item Cover Memo

Date Submitted:	October 13, 2023
BOG Meeting Date:	October 29, 2023
To:	Board of Governors
From:	Philanthropy Committee
Presented by:	Keith Roe and Stephanie Viola
Agenda Title:	ASME Foundation/Philanthropy

Agenda Item Executive Summary:

An update will be provided sharing key strategies on our fundraising efforts.

Proposed motion for BOG Action:

None

Attachment(s):

PowerPoint Presentation

*The American Society of
Mechanical Engineers*®
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ASME
FOUNDATION

Empowering Next Generation Engineers

Equity in Engineering. Sustainability for the World.

Presentation to the ASME Board of Governors

Sunday, October 29, 2023

New Orleans, LA

New Appointments

Leadership Updates

ASME Foundation Board



Dr. Sonya T. Smith
Chair

Howard University
Professor, Department of Mechanical Engineering



Dr. Oscar Barton, Jr., P.E.
Director & Audit Committee Chair

Morgan State University
Dean, Clarence M. Mitchell, Jr.
School of Engineering



Karen J. Ohland
Director

Immediate Past President, ASME
Princeton University Museum of Art

ASME Campaign Cabinet



Neil Wilmshurst

Senior Vice President of Energy System Resources
Electric Power Research Institute (EPRI)

State of the *Campaign for Next Generation Engineers*

Your Giving Directly Contributes to Our Success

Leadership Investment Ideas

EDUCATION THAT INSPIRES



- DropMEIn! Programming (\$10,000)



- E-Fest® Careers Session (\$3,500)



- EFX® Sponsorship (\$5,000)

CAREERS THAT MATTER



- Community College Engineering Pathways Scholarship (\$3,000)
- Community College Engineering Pathways E-Week Challenge (\$5,000)



- HBCU Engineering Pathways Program Scholarship (\$5,000)

IDEAS THAT INNOVATE



- Engineering for Change (E4C) Fellowship (\$20,000)



- ASME ISHOW Prize Sponsorship (\$10,000)



- ASME Idea Lab Endowed Fund (\$100,000)

CAMPAIGN FOR
NEXT
GENERATION
ENGINEERS
WHO TRANSFORM THE WORLD

Program Highlight: *Scholarships*

The American Society of Mechanical Engineers®
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ASME
FOUNDATION

Empowering Next-Gen Engineers

FY23 Scholarship Impact Metrics

Total Awarded Dollars
\$628,350 (↑ 7%, \$41.5K)
Avg. amount per student: \$4,246)

148 Awardees vs LY 163 (↓ 9%),
176 Scholarships vs LY 187 (↓ 6%)

53 female scholarship awardees vs LY
57 (↓ 7%)
(34% of Scholarships awarded to
female)

54% of Scholarships awarded to
minorities vs LY 47%

(Black/African Descent,
Hispanic/Latino, Asian/Asian
American/Pacific Islander, Multi-racial)

53% of Scholarships awarded to
underserved vs LY 55%

(Black/African Descent,
Hispanic/Latino, Multi-racial, Non-
binary/non-conforming, including all
women)

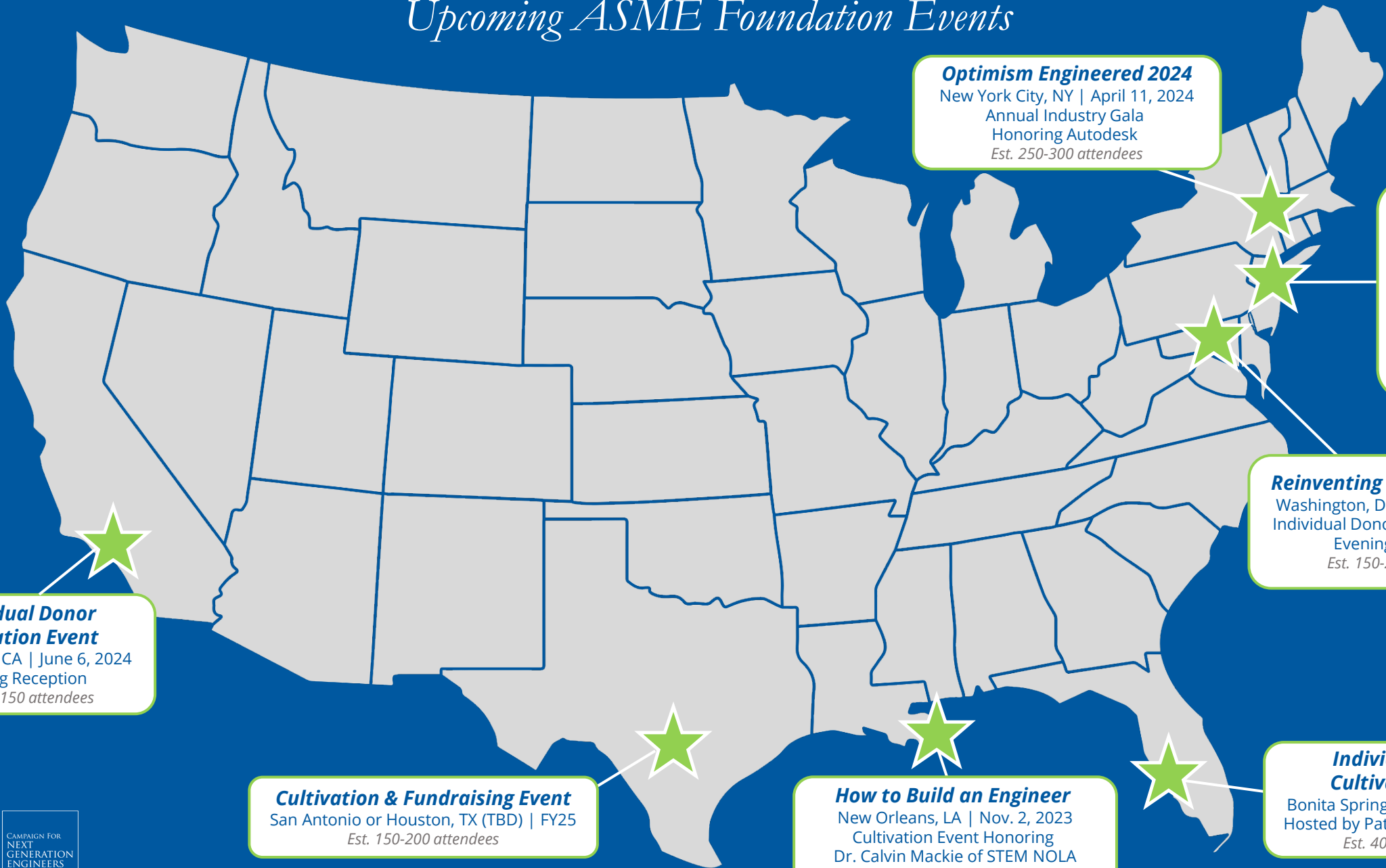
CAMPAIGN FOR
NEXT
GENERATION
ENGINEERS
WHO TRANSFORM THE WORLD



Philanthropy Events *in Focus*

Mark Your Calendars

Upcoming ASME Foundation Events



Optimism Engineered 2024
New York City, NY | April 11, 2024
Annual Industry Gala
Honoring Autodesk
Est. 250-300 attendees

Leadership Roundtable
Hoboken, NJ
Nov. 10, 2023
Stevens Institute of Technology
Topic: Technical Workforce Development
Est. 35 attendees

Reinventing the Future 2024
Washington, DC | March 21, 2024
Individual Donor Cultivation Event;
Evening Reception
Est. 150-200 attendees

Individual Donor Cultivation Event
Los Angeles, CA | June 6, 2024
Evening Reception
Est. 100-150 attendees

Cultivation & Fundraising Event
San Antonio or Houston, TX (TBD) | FY25
Est. 150-200 attendees

How to Build an Engineer
New Orleans, LA | Nov. 2, 2023
Cultivation Event Honoring
Dr. Calvin Mackie of STEM NOLA
Est. 75-100 attendees

Individual Donor Cultivation Event
Bonita Springs, FL | Jan. 25, 2024
Hosted by Patrick & Rachael Vieth
Est. 40-50 attendees

Optimism Engineered 2024

April 11, 2024 | Annual Industry Gala



The first ASME Foundation Gala will welcome 300+ influential industry guests across sectors to New York City's opulent **Mandarin Oriental Hotel**.

This cornerstone event will bring in necessary unrestricted revenue as well as strengthen and introduce new corporate and foundation partnerships.

Optimism Engineered 2024 will honor ASME's industry partner, **Autodesk**, by presenting its visionary CEO, **Andrew Anagnost** with the *Excellence in Industry Award*. We will also be honoring an extraordinary engineer with the *Next-Gen Award*, which will be announced shortly.

Your presence and support are critical to a successful event. We hope you can identify key people from your network to join us and celebrate our work. Mark your calendars!

Thank you for your *leadership.*

Equity in Engineering.
Sustainability for the World.

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CAMPAIGN FOR
NEXT
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ENGINEERS
WHO TRANSFORM THE WORLD

ASME Foundation
Two Park Avenue, 7th Floor
New York, NY 10016-5990

ASME Foundation Washington Center
1828 L St. N.W.
Suite 510
Washington, DC 20036-5104



Board of Governors Meeting Agenda Item Cover Memo

Date Submitted:	October 11, 2023
BOG Meeting Date:	October 29, 2023
To:	Board of Governors
From:	Senior Vice Presidents
Presented by:	Rick Cowan, Nicole Kaufman Dyess, Bob Stakenborghs, Lester Su and Tom Vogan
Agenda Title:	Sector Reports

Agenda Item Executive Summary:

In lieu of written reports, each Senior Vice President will give a short presentation during the open session of the BOG meeting providing an update on sector activities.

Proposed motion for BOG Action: **none**

Attachment(s): **Sector Reports**

Student & Early Career Development

Update to the ASME Board of Governors

29 October 2023

Nicole Kaufman Dyess, SVP

Jennifer Jewers Bowlin, SVP-Elect



Accomplishments

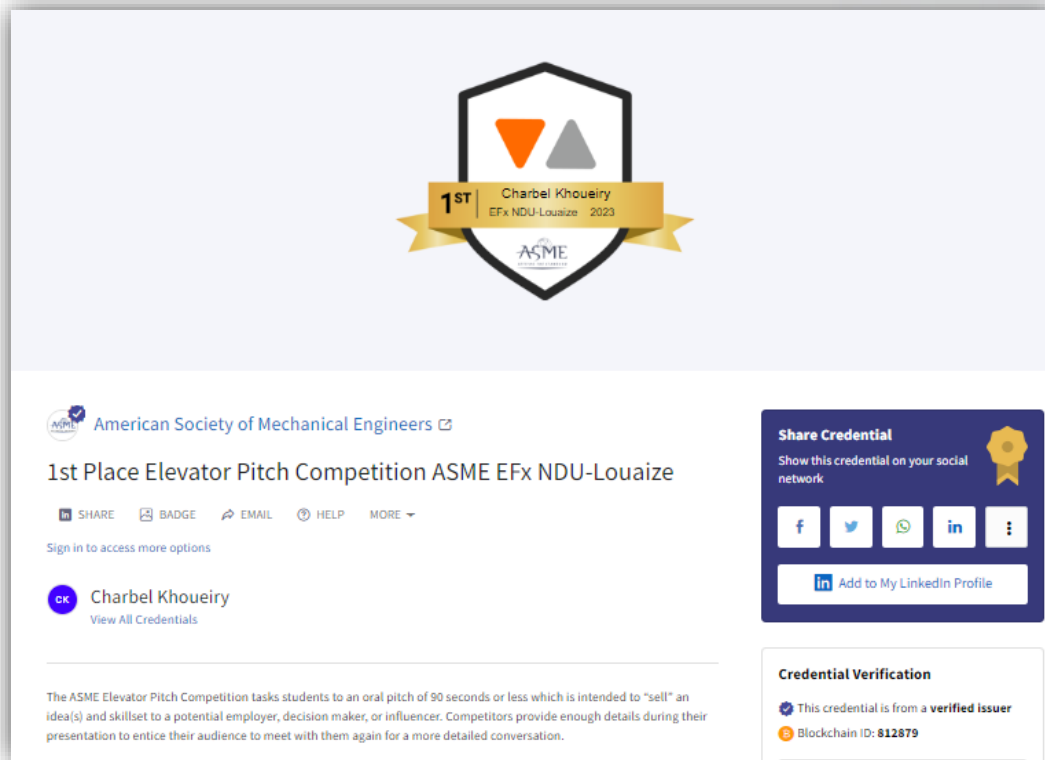
ASME E-Fest Careers 2023

- Held at end of Climate Week with the theme, “Engineering in a Changing Climate”
- Record registration & attendance
 - 6,700+ registered (↑ 103% vs. 2022)
 - 2,190 participants (↑ 106% vs. 2022)
 - 23% female (vs. 20% historical average)
- Digital Certificates & badges improved engagement
 - Three of the sustainability-focused sessions had 1,000+ attendees, triggering capacity issues
 - Average participant attended for 3.3 hours (vs. 1.9 hours in 2022)



Upcoming

NEW! Digital badges for competitions



Confirmed EFX events (in-person)

DATE	HOST	LOCATION
6-7 Oct 23	Notre Dame U. Lebanon	Beirut, Lebanon
21 Oct 23	UTEC	Lima, Peru
17 Nov 23	U. Bogota	Bogota, Columbia
30 Nov 23	ESPOCH	Riobamba, Ecuador
24-25 Feb 24	UET Peshawar	Peshawar, Pakistan
24-25 Feb 24	TAMU Qatar	Doha, Qatar
16 Mar 24	E-Fest Digital	(Global, virtual)
6 Apr 24	Northern Arizona U.	Flagstaff, AZ, USA
7 Apr 24	Purdue U.	West Lafayette, IN, USA
12-13 Apr 24	U. Kansas	Lawrence, KS, USA
12-13 Apr 24	Liberty U.	Lynchburg, VA, USA
20 Apr 24	Virginia Tech (Drone Park)	Blacksburg, VA, USA
21 Apr 24	UNC Charlotte	Charlotte, NC, USA
27-28 Apr 24	Virginia Commonwealth U.	Richmond, VA, USA
27-28 Apr 24	Boise State U.	Boise, ID, USA
4 May 24	NE Wisconsin Tech	Green Bay, WI, USA



Upcoming

Piloting emerging technologies

1. Blockchain + digital badges
2. AR/VR (aka, XR) + competitions
 - Newest XRC: Ocean Cleanup Challenge, sponsored by Autodesk
3. AI for improving user interface
 - Automating FutureME Platform features with a natural language processing chatbot
4. Metaverse for meetings?
 - How can we improve the networking and competition observer aspects of virtual events?

Engaging early career engineers

1. Increasing reach through the social media platforms that ECEs use (e.g., LinkedIn, Discord, Instagram)
2. Increasing the value proposition for ECEs at ASME Conferences & local professional section events, working in conjunction with TEC and SES



Challenges

- Lead capture vs. long-term retention
- Finding our niche for serving ECEs
- Volunteer recruitment



MDE/SES Sector Accomplishments

- MDE Council has successfully completed the review of the sector making organizational changes including refocusing on the mission of building sections in local markets and expanding our community impact for engineers in communities around the globe.
- Scheduled Eight FY24 Student Leader Weekends from September thru November. Over 325 students have registered representing over 35 schools to date. The student feedback has been very positive.
 - One student posted, *“This weekend, I had the incredible opportunity to attend #ASMESLW2023. I have taken away so much from this student leadership retreat and can’t wait to start implementing what I learned. On behalf of the students, we truly benefit from all of your hard work!”*





Accomplishments

- Launched the 24 Cities Project. 24 key markets have been identified to develop strong model sections for the future. Ten key elements have been established for the sections to achieve and new pilot programs will be tested in these markets.
- Post-COVID, the staff team continues to travel to local sections to provide support and training, (re)building relationships with leadership teams and expanding local programming with over 20 visits made since July.



Challenges

- The team identified key issues with section boundaries and data for committees in the current system causing potential issues for the data migration to Salesforce. Staff successfully updated all void fields prior to deadline to ensure section data moves easily to new system.
- Student and professional sections are still struggling to overcome the damage of inactivity during the pandemic. To combat this, the team is focused on continuous outreach and personal visits to build rapport and support out of box ideas. Sections are finding success with *Events in a Box* events and are starting to see new faces attend activities. It is expected that successes will build.



Upcoming Projects



APRIL 2024

In April 2024, in celebration of ASME Founders Day and National Volunteer Week, ASME professional and student sections across the world will volunteer in their local communities as a part of the ASME Community Impact Month.

Service Project Examples: Food Bank, Park Clean-Up, Beach Clean-Up, Care Package Assembly, K-12 STEM Outreach



ASME Board of Governors Meeting

October 29, 2023

TEC Sector Report

ASME
IMECE® 2023

International Mechanical Engineering Congress & Exposition®



Key Accomplishments

TEC Strategic Plan

- FY23 strategic plan goals and accomplishments
 - Improve group communication – Monthly Assemblies of Divisions and Technology Groups
 - Formalized strategic planning process and provided tools for effective strategic planning
 - Created task forces - Revenue Share, Industry Engagement, Member Recognition
 - Initiated detailed review and plans for group financial health
- Updated FY23 strategic plan goals during August in-person meeting
 - Continuing successful implementation of group communication, strategic planning tools, and task force activities
 - Revenue Share Task Force currently socializing draft of revised RSA agreement
 - Continuing with execution of long-term goal for financial health
 - FY24 Implementation of formal budgeting process for groups' activities and segregated accounts
 - Submit revision for Revenue Share Agreement



Goals for FY24

- Continuous Improvement
 - Create and implement metrics for groups and the Council to identify areas for improvement and recognize areas of success
 - Council anticipates this will help improve engagement, increase the quality of its offerings, and ultimately increase value to members
 - Streamline TEC's product portfolio
 - Free up financial and volunteer resources to enable growth in new areas
 - Increase early career engineer engagement and continue student engagement offerings
 - Develop a pathway to a pipeline of engaged volunteers
 - Currently exploring a program to target ECE's that are in their first through third years of their career
 - Continue student offerings – discounted fees, scholarships, awards



Goals for FY24

- Identify new technical communities
 - Topics to explore: water resources, fusion technology, transportation (UAVs, logistics, etc.), sustainable buildings, clean energy, energy storage
- Update TEC-related policies to bring them into agreement with the current organization and replace/modify outdated policies



Challenges

- Taking a data-driven approach to rationalizing current offerings will be a new model for our groups (rather than “status quo”)
- Portfolio rationalization on an individual’s life’s work is difficult
- Socializing the metrics for conducting a self-scoring exercise will be initiated by end of calendar year
 - Metrics include: strategic planning, leadership diversity, member and volunteer engagement, conference performance, and overall financial performance
- Data should provide a clear picture of weaknesses to address, identify improvements and ideas for effective use of resources
- Possible lengthy time horizon to realize positive effects and ultimately be seen as leaders in technical areas represented by TEC





ASME

**Public Affairs and Outreach
(PAO)**

Lester Su, Senior Vice President

10.23.2023

New Orleans, LA

Overview

*Report to Board
June-November 2023*

- Key accomplishments for
 - Committee on Engineering Education
 - Committee on Engineering for Sustainable Development
 - Committee on Government Relations
 - Committee on Pre-College Engineering Education (K-12)
- Other Key Activity/Information



Committee on Engineering Education

Key Accomplishments

*Report to Board
June-November 2023*

- **MEEEd Conference 2024**

- Planning proceeds for the 2024 MEEEd Conference, to be held March 18-21 in Atlanta, GA
- Will include tours of facilities at Georgia Tech and a local mechanical engineering firm
- A Community College Day will include sessions addressing challenges at those institutions

- **ASME Graduate Teaching Fellowship for 2023**

- A subcommittee of CEE selected five awardees (four new and one renewal) for 2023
- Fellowships support outstanding doctoral candidates in ME from underrepresented groups
- Awards provide \$5,000 annually, supported by the ASME Foundation, for up to 2 years
- Fellows provide mid-year reports



Committee on Engineering for Sustainable Development

Key Accomplishments

Minutes Appendix 2.5
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*Report to Board
June-November 2023*

Advocacy for Engineering for Sustainable Development

Post the 2022 Stakeholder Summit, research led by the ESD Committee, Engineering for Change and Research Sub-Committee members yielded two notable publications:

- *Sustainability* article on “*Advancing sustainable development: Emerging factors and futures for the engineering field*”
- 2023 UN Science Technology & Innovation Forum Policy Brief on “*Mobilizing and Equipping the Technical Workforce for the SDGs through platforms for Interdisciplinary and Multi-stakeholder Collaboration*” (plus side event on “*Preparing the future workforce to engage with transition pathways for urban decarbonization*”)

Workforce Development: Engineering for Change (E4C)

- 2023 Mid-Year Fellows, totaling 65, successfully matched with 44 Impact Projects at 33 organizations (<https://www.engineeringforchange.org/fellowship/>)

Hardware-Led Social Innovation: ISHOW 2023

- ISHOW India: **265** applications from **20** countries, with in-person programming in Bengaluru
- ISHOW Kenya: **33** applications from **21** countries (virtual)
- ISHOW USA: **55** applications from 7 countries (virtual)
- ISHOW 2023 integrated a new “Impact” pillar to assess and advance participating ventures’ impact on people and the planet (<https://thisishardware.org/>)



Committee on Government Relations

Key Accomplishments

*Report to Board
June-November 2023*

ASME Federal Fellows Program:

- **Department of State visit** Tom Costabile attended an invite-only event at the Department of State with Secretary Blinken celebrating a new Federal Fellowship
- **ASME Federal Fellows Program 50th Anniversary** ASME GR, supported by the ASME Foundation, hosted a cocktail reception to celebrate the program's 50th anniversary
 - ASME GR re-engaged 20 fellows that have not been involved with ASME since their fellowships
 - Fostered new relationships and excitement about ASME
 - Raised notable donations for the program

ASME 2023-2024 Federal Fellows:

- **Dr. Aditi Gupta**, Sen. Ben Ray Lujan (D-NM)
- **Kreston Barron**, Space and Science Subcommittee of the Senate Commerce, Science and Transportation Committee (Majority)
- **Dr. Kyle Disselkoen**, Sen. Ben Ray Lujan (D-NM)
- **Dr. Bill Bihlman**, Department of State, in the Bureau of Intelligence and Research

ASME-IEEE Congressional Briefing on AI and U.S. national STEM workforce development

- In conjunction with the Senate AI Caucus, Sen. Martin Heinrich (D-NM), and Sen. Mike Rounds (R-SD).
- Speakers included ASME volunteers from Cmte on Engineering Education, industry (IBM Policy Lab), and government (DOD)
- Attended by over 60 congressional staff



Pre-college Engineering Education Committee (K-12)

Key Accomplishments

Report to Board

June-November 2023

- **White House Initiative**
 - Actively participating in *Power Up Series* events, a partnership between the White House Initiative on Advancing Educational Excellence, Equity, and Economic Opportunity and Discovery Education
 - Workshops engage members of the Black community to serve as critical touchpoints in advancing education, equity, and economic opportunity best practices and resources
 - Kick-off event in Atlanta; additional events scheduled in Charleston, SC, Denver, and Chicago
- **“Problem-Solver for Good” STEM education camp**
 - Developed engineering-themed content and experiences, and teacher training elements, for a four-week ASME STEM education camp at Desoto (TX) Independent School District
 - Education modules offered for 75 participating 4th and 5th grade students (81% economically challenged)
- **Microsoft Workshop**
 - Engaged 25 HS students in the fundamentals of EDP/problem-solving and hands-on, team-based activities
 - Part of a 6-week series of workshops sponsored by BAM (Blacks @ Microsoft)



Other Key Activity/Information

*Report to Board
June-November 2023*

PAO

- At-large member Guha Manogharan is piloting a podcast series on "Digital Twins for Mechanical Engineers" in Fall 23, to be followed by a case-study competition on implementation of DT across different strategic thrusts

Committee on Engineering and Sustainable Development

- The ESD committee is in the process of recruiting and onboarding new members, to replace several who have concluded their terms

Committee on Government Relations

- [Applications open for new 2024-2025 cohort:](#) ASME GR is currently soliciting applications for both legislative and executive branch positions.

Pre-College Engineering Education Committee (K-12)

- Partnering with the Katherine Johnson Technology Magnet Academy (K-8) and the Young Women's College Preparatory Academy in Houston ISD (6-12) to introduce similar programming as that presented in Desoto (TX) (new TEKS science standards will include more direct integration of engineering from AY2024-2025)
- Aligning school districts targeted for K-12 outreach initiatives such as DropMEIn! with the growing Community College Engineering Pathway (CCEP) network to build opportunities for greater impact within ASME's program portfolio
- Onsite K-12 workshops accommodating ~50 students planned for select domestic EFX events in April 2024



Thank you! Questions?



Standards and Certification Sector Report



ASME

IMECE[®] 2023

International Mechanical
Engineering Congress & Exposition[®]

New Orleans, LA

S&C: Top Key Accomplishments

1. 2023 Boiler & Pressure Vessel Code Edition Issued (July 1)
2. Initial issue of Section III, Division 4 – Fusion Energy Devices (July 1)
3. First Quality Program for Suppliers (QPS) Certificate Issued (October)
4. Implementation of ASME Standards Development Committee Procedures, Revision 19 (August)
5. Poland Workshop (October)
6. Creation of, and participation in the development of, products and guides related to key emerging technologies, e.g., TGP-1 Guideline to Standards in Hydrogen Value Chains (June)
7. Partnership with NEI and EPRI in an advanced reactors standards harmonization workshop scheduled for November 30.



S&C: Challenges

1. Artificial Intelligence and its relationship to Standards and Certification businesses and products; the opportunities and threats associated with this technology.
2. Recovering lost revenue to ASME due to “traveling Code books” being used in Conformity Assessment events. Plans are under development, including communications to AIAs and other stakeholders.
3. Digitization of IP



S&C: Other information

1. Collaboration with TEC Sector (BNCS & NED) for the Conference on Advanced Reactor Deployment
2. Product Management Plan is being implemented by Standards Operations Staff
3. Initiative to understand the costs (staff and monetary resources) in our standards products portfolio and the value to ASME and Industry of these products.
4. Exploring new certification programs and products, including bundling of certification products
5. Continuing pursuit of external grant funding to cover the costs of development and expansion of standards products.
6. Biennial Auditor and Authorized Inspector Training Completed (August, October)



S&C: Other information (cont'd)

6. Broad participation from ASME Standards and Certification Staff in Strategic Initiatives and Workstreams.
7. New Standards Sales Packages for Climate Change and Sustainability (SMRs, Advanced Reactors, Hydrogen for a Green Economy).
8. Staff led initiative on the evaluation and prioritization of new ASME Standards translation opportunities.
9. Technical and Strategic Advisory Board Reorganization

