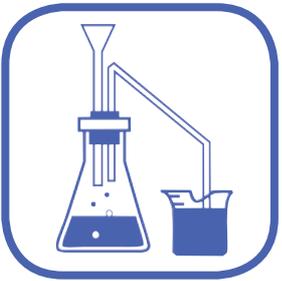


AMERICAN SOCIETY FOR ENGINEERING EDUCATION



# ASEE

## FISCAL YEAR 2005

A SUPPLEMENT TO THE APRIL 2006 ISSUE OF *PRISM*

# 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 my sincere pleasure to serve as the 2005-06 president of ASEE. I began my term in June 2005 by writing a President's Welcome for the ASEE homepage. The title of the message was "ASEE: Making Progress, Moving Forward." As I complete my term, in what has become a very fast year, I find myself writing my final report using the very same title. Indeed, one of the hallmarks of a vital organization like ASEE is stability and steady improvement. Such has been the case this year for ASEE.

Much of ASEE's success can be attributed to the hard work of ASEE staff members and the interactions they have with the many dedicated volunteer leaders from the membership ranks. ASEE Executive Director Frank Huband is to be commended on his management skills and for assembling a fine senior staff at ASEE headquarters. The Oversight Committee, consisting of the three ASEE presidents and the vice president of finance, has now put in place a process for annual review of staff climate and operations. This oversight review has helped ASEE focus on internal improvement.

I am pleased to write that the financial health of ASEE is strong. Much credit goes to Charlotte Watson, ASEE chief financial officer. In recent years, ASEE has been successful in obtaining government awards for managing the NDSEG, NSF and Smart graduate fellowship programs. These grants not only cast the ASEE image into the presence of graduate students but also

bring overhead return that adds to the financial portfolio of the Society. I encourage you to peruse the annual ASEE financial report included in this booklet.

The ASEE PRISM magazine continues to sparkle and win awards. Bob Black, who wears the two hats of ASEE deputy executive director and manager of ASEE publications, continues to add new dimensions to ASEE publication activities. The magazine, "Engineering, Go For It!" which is intended to encourage junior and senior high school students to pursue engineering careers, is in its second edition and has already distributed over 700,000 copies. ASEE has added a new focus in the area of national media, and ASEE staff members were helpful in getting my editorial published in the Miami Herald newspaper in August 2005.

ASEE conferences have seen record-setting successes the past few years. The 2005 summer conference in Portland broke the modern record for both prime registrations and papers presented. Patti Greenawalt, manager of ASEE conference staff, has worked hard to make our 2006 conference in Chicago even bigger. The hurricane devastation in New Orleans forced the annual CIEC meeting to be moved to San Antonio in January 2006. The ASEE staff worked hard and fast to secure this alternate site, and they are to be commended.

The membership report for January 2006, the most recent, showed a total ASEE membership of 12,804 in all categories. I have already issued my 13K challenge to Dwight Wardell, ASEE manager of membership. The Engineering Deans and Campus Rep programs for recruiting new members are still strong pillars of our efforts. I encourage you to reach out to your colleagues and show

# PRESIDENT'S MESSAGE



them that ASEE has a lot to offer engineering educators.

ASEE has added a new K-12 dimension to our activities. Eric Iverson, ASEE manager of outreach, conducts K-12 workshops at our summer conferences and has obtained increasing sponsorships for this activity. ASEE's newest division is the K-12 division, and in just one year, it has enrolled more than 400 new members. The ASEE K-12 Center Web site is a valuable resource and is gaining national attention.

Many of us attended the fourth Global Colloquium on Engineering Education (GCEE) in Sydney, Australia last September. Jennifer Johnson, manager of international activities, worked hard to spearhead the formation of IFEES, the proposed International Federation for Engineering Education Societies. We hope that the fifth GCEE in Rio de Janeiro in October 2006 will see the culmination of this effort to create a recognized forum for exchange of worldwide ideas on engineering education. ASEE is now demonstrating international leadership in engineering education.

The ASEE Web site continues to be an immense resource for members and visitors. Under the leadership of Keith Mounts, manager of the ASEE information technology team, the Web site continues to grow and morph into individual preferences. The IT structure at ASEE has helped the entire ASEE team to become extremely productive and responsive.

The annual Engineering Deans Council (EDC) and Engineering Research Council (ERC) forums, held in Washington, D.C. in February 2006, focused on national policies that affect engineering education and research. Kathy Tollerton, manager of ASEE public affairs, has worked closely with our councils to make sure our ASEE voice is heard within the political circles of our federal government.

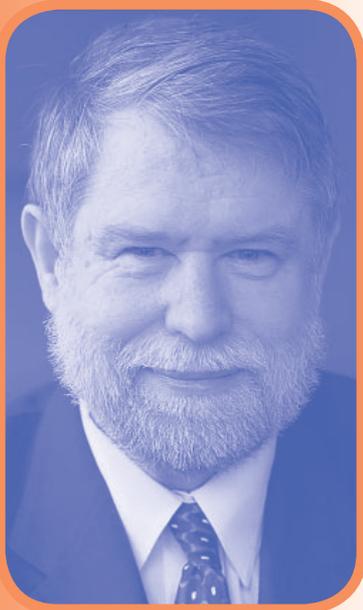
I have enjoyed working with Sandra Wingate-Bey, head of ASEE administrative services, in forming the various and diverse ASEE standing and awards committees. I have gotten to know many of the fine volunteers who serve on these important committees. Your work is

much appreciated. And, while I have the pen in hand, I also want to recognize Marian Tatu and Warren Sallade for the fine work they do in managing the ASEE executive office. My year as president has been tremendously rewarding, and I believe it is due, in part, to the professionally pleasant interactions I have had with ASEE staff.

As I have traveled across the country this past year, I have heard many people express concern that America's worldwide superiority in engineering and technology is in danger. Our ASEE long-range planning is focusing on strategies that not only improve ASEE but also address our national imperative to vigorously promote engineering and technology education in all directions in America. The ASEE Board endorsed the "Rising Above the Gathering Storm" report at its meeting in January 2006. It is up to all of us to make sure America remains strong and internationally preeminent in engineering and technology for the decades to come. If this past year is any indication, ASEE will be there for the long haul, making progress and moving forward.

**RONALD E. BARR**  
ASEE PRESIDENT

# EXECUTIVE DIRECTOR'S MESSAGE



## DEAR MEMBERS,

I am pleased and proud to say that ASEE is doing very well. Last year, we launched new programs, increased membership and strengthened ASEE's financial reserves. The latter is significant as we increased ASEE's reserves for the 13th year in a row while continuing to develop new programs and products. ASEE's financial strength is the result of continued improvement in operations and productivity, conservative investments and administration of education-related programs for the federal government. Throughout, we are mindful of ASEE's mission and vision and work to serve ASEE's members. Allow me to mention highlights from last year.

### \* ANNUAL CONFERENCE

The 2005 annual conference was held in Portland, Ore., and it was our most successful annual meeting to date. We had a record-breaking total of 3,354 attendees, 1,501 papers (another record) and a full exhibit hall of 108 vendors. Registration ran smoothly and the opening picnic at the Oregon Children's Museum of Science was a hit. The Distinguished Lecture Series, now in its third year, has proved a popular addition to the program.

### \* AWARDS

The culmination of ASEE's 2005 awards program took place at the ASEE Annual Awards Banquet where outstanding and accomplished ASEE members were recipients of ASEE's National and Society Awards. The awards program also recognized Board Members, Outstanding Zone Campus Representatives, ASEE Fellow Members and winners of the Annual Conference Best Paper Awards.

### \* MEMBERSHIP

Membership had a strong year. Both academic and corporate institutional membership posted gains, including a substantial increase in Engineering Research Council membership. Professional membership had a net gain of several hundred members. The growth in professional membership reflects both increased new member enrollments, thanks in large part to the efforts of our campus representatives, and a reduction in the membership lapse rate due to new retention initiatives.

### \* PRISM MAGAZINE

*Prism* is our members' favorite benefit. Comments are always enthusiastic. Members have said that *Prism* alone is worth the cost of ASEE membership. The magazine has stories that are current and thought-provoking, and graphics are lively. Last year, *Prism* confirmed its award-winning reputation by taking 10 national awards for writing and design excellence. *Prism* advertising, classified and commercial, including the Internet, totaled \$550,000. Corporate commercial advertising rose 20 percent from the previous year.

# EXECUTIVE DIRECTOR'S MESSAGE

## \* JOURNAL OF ENGINEERING EDUCATION

There were dramatic changes to ASEE's Journal of Engineering Education, both in content and design. The special January 2005 issue embodied these changes, and the archival issue focused on the art and practice of scholarly research in engineering education.

## \* K-12

ASEE's "Engineering, Go For It!," a guidebook to engineering for high schools, has been a best seller. We've distributed over 700,000 copies to high school students, teachers and guidance counselors. Last year we produced an improved and well-received second edition, provided to 74 organizations, including ASEE member schools, corporations, the Girl Scouts and professional societies such as IEEE and SWE.

Other K-12 activities last year included the successful second annual Workshop on K-12 Engineering Education; "Go Engineering," a bimonthly electronic newsletter; ASEE's Engineering K12 Center Web site and K-12 engineering curriculum development projects. With the interest and growth of K-12 programs, we formally established a department for outreach, which runs a variety of programs promoting awareness of engineering at all educational levels to many different audiences, including a blog called "Engineering&" ([www.engineeringand.com](http://www.engineeringand.com)).

## \* INTERNATIONAL ACTIVITIES

One of ASEE's mission and vision goals is to encourage international cooperation in engineering education. To meet this goal, we established a successful global colloquium and increased our global online membership. ASEE currently has 600 global online members. We also continue to serve as secretariat for an international continuing education association. Last year we formally established a department for international activities.

## \* FOURTH GLOBAL COLLOQUIUM

ASEE held its fourth international colloquium in Sydney, Australia, with the Australasian Association for Engineering Education (AaeE). It was a successful meeting with 310 participants from 45 countries in attendance. Leaders and policy makers from industry, academe and government met to discuss globalization of engineering education and the challenges of preparing the next generation of engineering innovators. It was decided at this meeting to establish a federation to bring together members from engineering education societies worldwide to share teaching methods, curriculums and other aspects of educating engineers. This group will be called the International Federation of Engineering Education Societies (IFEES). The 2006 Global Colloquium will be held in Rio de Janeiro, Brazil, hosted by five top engineering universities in Rio de Janeiro. In 2007, the meeting will be in Istanbul, Turkey.

## \* INTERNATIONAL ASSOCIATION FOR CONTINUING ENGINEERING EDUCATION (IACEE)

ASEE serves as the headquarters for IACEE, a nonprofit association established to enhance lifelong technical education. In May, IACEE held its council meeting in China. The Chinese Association for Science and Technology asked IACEE to establish an evaluation program for Chinese continuing engineering education programs, and the council is working to establish such a program. The 2006 IACEE meeting will be held in Vienna and hosted by the Vienna University of Technology. In 2008, the meeting will be held in the United States in Atlanta, Ga., at Georgia Tech.



### \* **PROJECTS**

ASEE's financial success is derived, in part, through partnership with the federal government. We have administered education-related programs for the federal government since 1963 with ASEE receiving administrative fees and overhead recovery, allowing enhanced services for ASEE members. In 2005, projects generated \$33 million, of which \$2.4 million was not pass through.

A substantial achievement last year was the award of the National Defense Science and Engineering Graduate (NDSEG) Fellowship Program contract. The award is for eight years for a total of \$214 million. In 2005, ASEE administered 10 important projects:

- National Defense Science and Engineering Graduate (NDSEG) Fellowship Program
- National Science Foundation Graduate Research Fellowship Program
- NASA Summer Faculty Research Opportunities
- Naval Research Laboratory – ASEE Postdoctoral Fellowship Program
- Army Research Laboratory Postdoctoral Fellowship Program for Engineers (ended in September 2005)
- ONR-ASEE Summer Faculty Research Program and Sabbatical Leave Program
- Challenge X
- Smart Defense Program
- Air Force Summer Faculty Fellowship Program
- Helen T. Carr Fellowship Program

### \* **PUBLIC AFFAIRS**

Last year, ASEE held a successful Engineering Deans Council (EDC) Public Policy Colloquium, which was attended by 100 deans from 34 states, the District of Columbia and Puerto Rico. The EDC presented senators Christopher Bond (R-MO) and Barbara Mikulski (D-MD) with awards in appreciation of their contributions to national engineering and science policy, research and education. The Engineering Deans Institute was held in Tucson, Ariz., and the program focused on "The Globalization of Engineering." ASEE's Engineering Deans Council is composed of 334 members.

### \* **DATA COLLECTION**

We completed another cycle of successful data collection and published the data in Web and bound formats. We made several database changes that will permit better tracking of longitudinal data.

### \* **IT**

Last year IT initiated an overall redesign of ASEE's Web site, which is continuing. The CAPS paper submission system was overhauled to become the SmoothPaper system, and the registration system for the ASEE annual conference was further refined. To better serve ASEE members, IT redesigned a number of online forms, applications, listservs and surveys. In addition to the ASEE site, we manage the following sites: *Prism* Magazine; Learnon; IACEE; K-12; Tau Alpha Pi; the National Medals of Science & Technology Foundation; Tech-Interns; and ETeducation.

### \* **FINANCES**

I am pleased to reiterate that ASEE is in excellent financial health. Over the past 13 years, we have increased ASEE's reserves by adding approximately \$2.6 million to ASEE's net assets.

# EXECUTIVE DIRECTOR'S MESSAGE

ASEE's accounting department scrupulously applies internal governance practices to ensure fiscal accountability to the Finance Committee, Board of Directors and ASEE's membership. Last year, we successfully completed two audits with no notable exceptions. In accordance with the Sarbanes-Oxley Act, which sets strict standards for financial accounting, we adopted suggestions offered by ASEE's independent auditor.

## \* CLOSING

The above are only highlights of last year – there are, of course, many additional activities that took place at headquarters. While proud of the staff's many achievements, I am equally pleased that the staff is firm in its commitment to serving ASEE's membership. I thank ASEE's volunteers and members for their unflagging support and interest. Volunteers and staff, by working together, have forged a strong partnership, resulting in another productive year for ASEE.

**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 2005	FY 2004
Membership	\$1,168,815	\$1,137,134
Publications	1,323,798	1,043,544
Non-government Awards	6,953	12,949
Contract Fee on Programs	259,359	209,124
Other	429,693	371,520
Convention and Seminar Corporation	1,856,311	1,805,310
Tau Alpha Pi	20,591	25,990
Government Programs	2,446,375	1,799,933
<b>TOTAL</b>	<b>\$7,511,895</b>	<b>\$6,405,504</b>

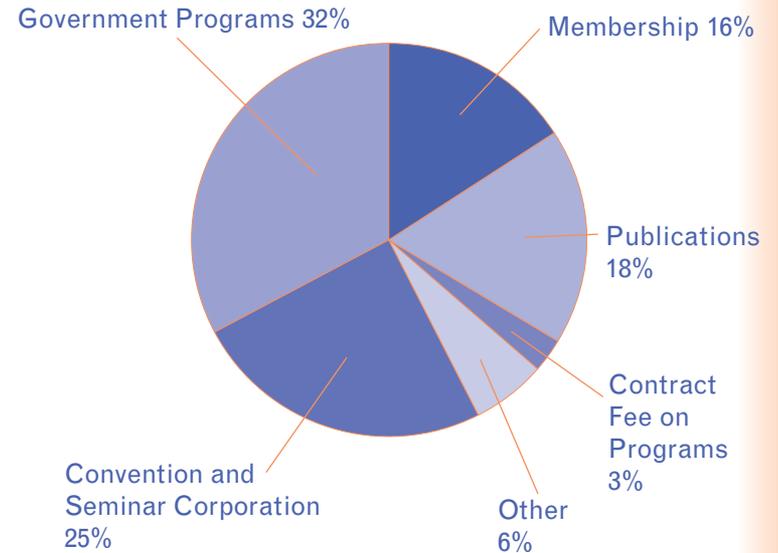
## EXPENSES

	FY 2005	FY 2004
Membership	\$428,321	\$474,309
Publications	1,985,775	1,599,563
Non-government Programs	6,953	12,949
Field Operations and Other	503,631	573,444
Convention and Seminar Corporation	1,699,609	1,646,986
Tau Alpha Pi	15,756	19,755
Government Indirect Costs	836,872	670,048
Government Administrative	1,609,503	1,129,885
<b>TOTAL</b>	<b>\$7,086,420</b>	<b>\$6,126,939</b>

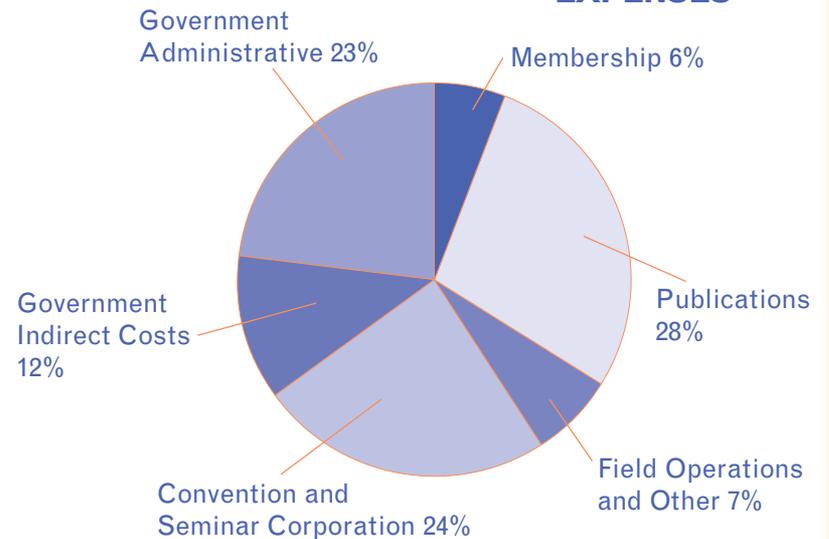
## CHANGE IN NET ASSETS

<b>\$425,475</b>	<b>\$278,565</b>
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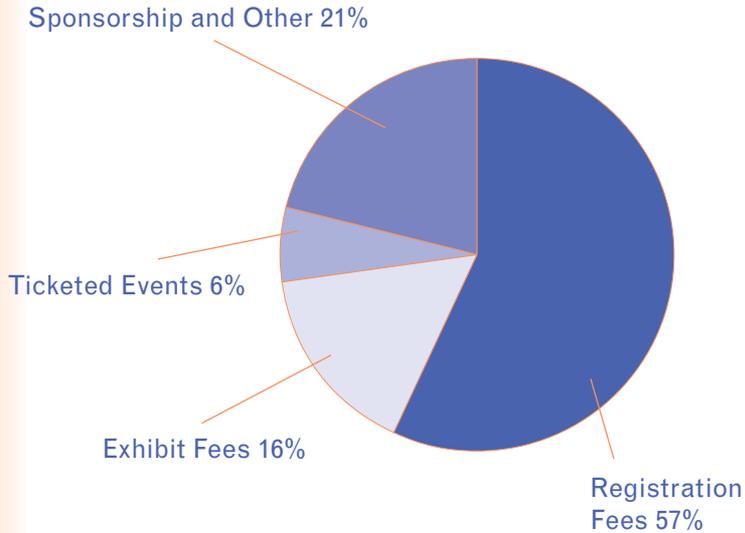
## REVENUE



## EXPENSES



## REVENUE



# ASEE CONVENTION AND SEMINAR CORPORATION

For the Fiscal Years Ended September 30

## REVENUE

Registration Fees	
Exhibit Fees	
Ticketed Events	
Sponsorship and Other	
<b>TOTAL</b>	

## FY 2005

\$1,079,454
283,334
104,215
389,308
<b>\$1,856,311</b>

## FY 2004

\$1,038,041
285,152
111,261
370,856
<b>\$1,805,310</b>

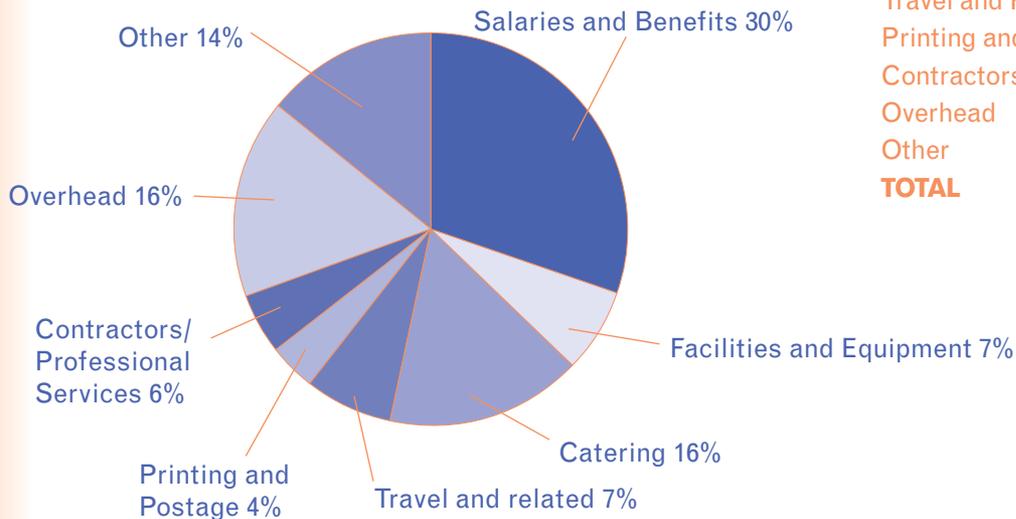
## EXPENSES

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

\$515,397
117,344
279,841
110,554
74,134
93,112
264,549
244,678
<b>\$1,699,609</b>

\$532,596
135,145
247,742
75,303
94,637
64,908
276,716
219,938
<b>\$1,646,986</b>

## EXPENSES



# FEDERAL AWARDS AND NON-GOVERNMENTAL PROGRAMS

For the Fiscal Years Ended September 30

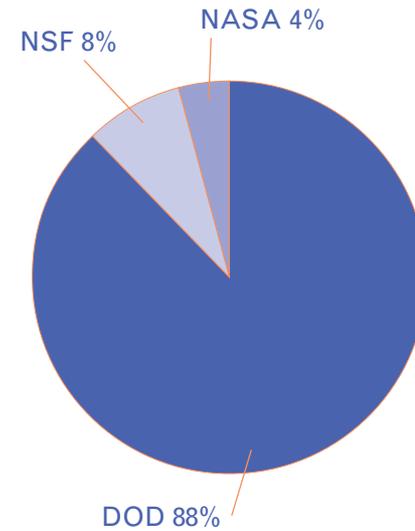
## REVENUE

### REVENUE

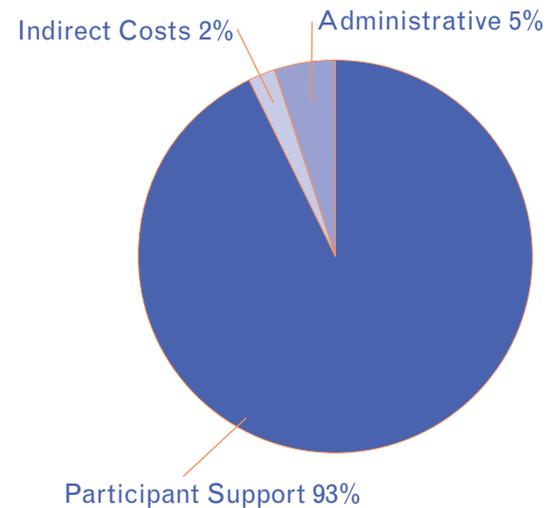
	FY 2005	FY 2004
Department of Defense	\$29,748,703	\$29,744,781
National Science Foundation	2,738,135	661,976
NASA	1,453,175	339,794
Non-governmental Program	6,953	12,949
<b>TOTAL</b>	<b>\$33,946,966</b>	<b>\$30,759,500</b>

### EXPENSES

Participant support	\$31,493,638	\$28,959,567
Indirect costs	836,872	670,048
Administrative	1,609,503	1,129,885
<b>TOTAL</b>	<b>\$33,940,013</b>	<b>\$30,759,500</b>



## EXPENSES



**BOARD OF DIRECTORS**  
JUNE 2005—JUNE 2006

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President

**David N. Wormley**  
President-Elect

**Sherra E. Kerns**  
Immediate Past President

**Renata S. Engel**  
First Vice President; Vice President, Member Affairs

**Joseph T. O'Brien**  
Vice President, Finance

**Albert L. McHenry**  
Vice President, Public Affairs

**Ray E. Morrison**  
Vice President, Institutional Councils; Chair,  
Corporate Member Council

**J.P. Mohsen**  
Vice President, PICs; Chair, PIC I

**Paul S. Percy**  
Chair, Engineering Deans Council

**John G. Gilligan**  
Chair, Engineering Research Council

**Patricia L. Fox**  
Chair, Engineering Technology Council

**Gary R. Crossman**  
Chair, PIC II

**Shirley B. Pomeranz**  
Chair, PIC III

**Sarah A. Rajala**  
Chair, PIC IV

**Ray M. Haynes**  
Chair, PIC V

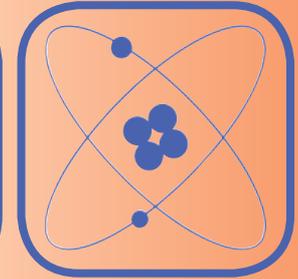
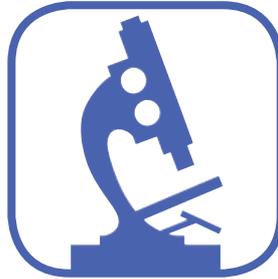
**Nelson A. Macken**  
Chair, Council of Sections, Zone I

**Sandra A. Yost**  
Chair, Council of Sections, Zone II

**Amir Karimi**  
Chair, Council of Sections, Zone III

**Robert J. Marley**  
Chair, Council of Sections, Zone IV

**Frank L. Huband**  
Executive Director



**ASEE**