

## ASME Leadership Training Conference Notes

### Section Leadership

- Hold a meeting/program brainstorming session before the beginning of each year
  - o Potentially hold over the summer
- Encourage everyone to make their online member profile searchable
- **Look at section demographics**
  - o Up to 6 people from each section can have access
  - o Who makes up the section? Reach out to and create programs that cater to those people.
  - o A big missed opportunity area for the ENCS is reaching out to new graduates
    - Get new grads and especially past student leaders involved
- Look at neighboring sections
  - o Where are their interests?
  - o Are there opportunities for joint programs?
- **Develop a business plan and review/update it frequently**
  - o Set goals and objectives
  - o Determine the metrics for those goals
  - o Evaluate performance against those metrics
- Planning Meetings
  - o Many sections, especially larger sections are starting to do planning meetings via teleconference or web conference. These meetings are held during the day, typically during lunchtime and allow people more flexibility to participate than trying to do dinner meetings at night.
- Bylaws
  - o Who has them?
  - o All board members should have a copy
- Leadership positions and succession plans
  - o Chair
    - One of the primary roles of the chair should be to identify the next chair and begin grooming that person
  - o Vice Chair/Programs Chair
    - Many sections make this position one and the same, especially since being the programs chair is good preparation to becoming the section chair
    - There should be a development plan for the Vice Chair to move into the Chair position
  - o There should be one or more Past Chair positions
    - Helps with the transition between chairs
    - Enables past chairs to still feel valued
- Many of the changes here will require us to make a cultural change
  - o Cultural changes are the hardest to implement
- Where do we see the group in 5 years?
  - o Develop a vision and then develop a plan to make it happen

- Action item: implement one new value added event for the section by October 2007
  - o I suggest doing a program that caters to new grads and early career engineers
- Identify the people in the organization who know how and get them to share their expertise
  - o This relates to leadership positions, organizing events, getting food, anything that could be volunteer opportunity
  - o This will help to develop new leaders for the organization
- Expand our reaching out to the community
  - o Look into Boy Scouts, Girl Scouts, YMCA programs, FIRST, Engineers Without Borders
  - o Sponsor and/or provide judges for local science fair competitions
- Look at the best practices/lessons learned database on the ASME website
  - o There are currently 8-10 examples of successful programs outlined and there is a plan to add more
- Marketing
  - o Remember that a marketing plan is essentially a business plan without the finances
  - o The 4P's of marketing
    - Product Strategy
    - Price
      - For programs such as short courses, many sections will put the price difference between member and non-member as the cost of membership (about \$100)
        - o The section then offers to pay the participant's first year membership for them
        - o Is a good way to grow the section and provide incentive to join ASME
    - Place
    - Promotions
      - Look into publishing events to google

## Meetings

- Meeting agendas
  - o Have one for every meeting
  - o Allow time at the end for open discussion
- Should we work to put together a list of food suppliers/caterers?
- Meeting topics
  - o Should we do more sit down dinners with technical presentations? Distinguished Lecturer?
  - o Have a graduate student present their work
  - o Have undergraduate students present their student projects
  - o Ask Chamber of commerce
  - o Tour local newspaper
  - o Tour local power plant

- Tour local water works
- Tour local waste treatment
- Technical video and discussion – “Who Killed the Electric Car?”
- Special event for 25 & 50 yr members (they come for free)
- Always take 5 min at each meeting to announce the next 2 meetings
  - When announcing meetings via email, always include ASME Eastern NC Section in the subject line
  - Always put the date, time, location, and how to sign up in the body of the message
- ASME has a discount through Acteva for taking online reservations and payments for meeting and activities
- Annual awards banquet
- Look into the military to provide speakers for technical topics
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### Volunteers

- Personally approach and speak to people
  - Find out what they are interest in
  - Ask if they would be willing to take on a small tasks
- Give good written instructions
  - I would like to add a volunteers page to our website with these descriptions
- Break things into small, manageable tasks
  - i.e. for the website, instead of getting someone to take over the whole thing, just get someone who will handle job or newsletter postings
- Invite and welcome new graduates to meetings
  - Offer free or discounted admission to get them there
  - Maybe do the same for retirees?
    - Idea – should we ask Ron Mathy’s to be a student section liaison?
      - Could we pay for his parking, travel expenses, etc. as an incentive?
- Create roles that tap into people’s passions
  - Transform the thinking of why am “I” here to why “WE” are here
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### Programs and Services that add value (ASME selling points)

- Career center
  - We need to add a link to our website to the [www.asme.org/jobs](http://www.asme.org/jobs)
- ASME insurance
  - Life, auto, home, pet
- Discounted memberships in joint societies
- Professional development programs
  - ASME is bringing back the 4hr professional development programs
    - See local leadership toolbox
    - Download program and get a speaker familiar with the topic

- \$50-\$100 for members
- Downloadable certificates and awards
  - Can still contact the HQ for hardcopies
- Scholarships
  - ASME scholarships are available for students who are excelling on FIRST teams
- Fellow applications

#### Funding

- Merit based funding budget for FY 2008 is \$350k
- Industry sponsorship
  - Go to industry and tell them what you can do for them
    - Training programs
    - Specialist contacts
    - Engineering resources and support
  - Many companies will reciprocate with sponsorship or other support
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