

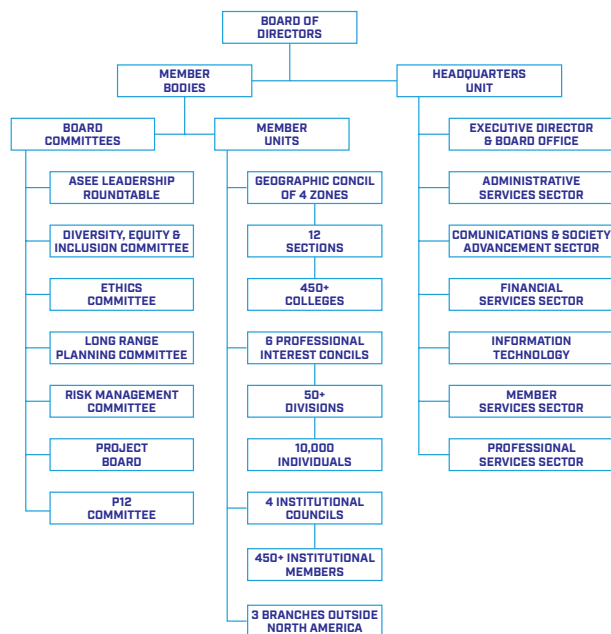
OUR STRUCTURE

ASEE is a global member-based not-for-profit professional association. It is governed according to Bylaws and a Constitution which may be amended only by membership ballot.

The governing body is a twenty-person Board of Directors which meets physically twice a year. The Executive Committee (consisting of the Immediate Past President, President, President-Elect, Vice President of Finance, Vice President of External Affairs, Vice President of Member Affairs, Vice President of Institutional Councils) and Finance Committee (consisting of the members of the Executive Committee and two external financial experts) meet physically four times a year.

- The non-officer members of the Board of Directors comprise representatives of our six Professional Interest Councils, four Geographic Zone Councils, and four Institutional Councils.
- The Professional Interest Council (PIC) Chairs provide leadership to the more than 50 individual member Divisions (which reflect both disciplinary and thematic interests) and convey Division concerns to the Board.
- The Council of Geographic Zone Chairs provide leadership to 12 geographic Sections (organized in to four Zones) each of which contains member academic institutions (colleges and universities).
- There are four Institutional Councils representing institutional members – Corporate Member Council, Engineering Deans Council, Engineering Research Council, and Engineering Technology Council.
- ASEE has three overseas Branches in Iraq, India, and Lebanon, each with a Branch Committee to provide leadership and direction to individual members in that Branch.

ASEE GOVERNANCE AND MANAGEMENT



VISION

The American Society for Engineering Education envisions a future with excellent and broadly accessible education empowering engineering professionals to create a better world.

In pursuit of our vision, ASEE's mission is to advance research, innovation, excellence, and access at all levels of education for the engineering profession. The ASEE Board of Directors has adopted a set of strategic priorities for the three Society Years 2021-2024.

Following consultation across our diverse member groups, the ASEE Board of Directors adopted a detailed plan built around ten high-level strategic goals. We've identified a handful of core strategies for each goal. Through the combined efforts of our active members, leaders, and our staff we work to achieve specific outcomes for our stakeholders.

OUR KEY STAKEHOLDERS

This pamphlet introduces the key elements of our new strategic priorities to our key stakeholders – our members and our many volunteer office bearers; those across academia, industry, and government concerned with the quality and content of education for the engineering profession, as well as the robust health and vitality of the engineering research enterprise; and the broader community.

We need to engage directly with all these major stakeholders, and ensure we create tangible benefits for them.

OUR COMMITMENT TO GOOD GOVERNANCE

With membership over 8,000 and annual core budget of about \$10 million, our Board of Directors has very diverse business challenges to meet and very diverse member interests to satisfy. We can only achieve our new vision by applying best contemporary governance and business practices, and by ensuring world-class professional development and other services for our members. We are confident our investment in new technology and our new strategic priorities will keep us on this path.



STEPHANIE ADAMS, PH.D.
ASEE President
2019-2020

Stephanie Adams



NORMAN L. FORTENBERRY, SC.D.
Executive Director

Norman L. Fortenberry

OUR STRATEGIC OBJECTIVES

COMMUNITIES & COMMUNICATION

ASEE will expand its membership base, promote member engagement, celebrate the rich diversity and breadth of our membership, gather member input, serve member needs, and connect members to each other and the broader communities of stakeholders. ASEE will make informed decisions and disseminate information in a transparent and open manner.

INNOVATION & EXCELLENCE

ASEE will strengthen our technological and programmatic infrastructure to advance innovation and excellence in teaching, scholarship, research, and service. ASEE will foster the highest level of ethical behavior by all members and staff.

ADVOCACY & PUBLIC POLICY

ASEE will inform our members and society-at-large of engineering education issues affecting their lives, study, and work, supporting the Society's advocacy and members' engagement of policy makers at all levels.

ACCESS, DIVERSITY & INCLUSION

ASEE will catalyze open and thoughtful dialogue to identify and acknowledge underserved constituencies and advocate for their enhanced participation, inclusion and success. ASEE will promote promising practices of inclusiveness and model public accountability.

FINANCIAL SUSTAINABILITY & INTERNAL ORGANIZATION

ASEE will continue to develop responsible fiscal policies and exercise the financial discipline and managerial excellence necessary to meet the needs of its members, now and in the future.

STRATEGIC PRIORITIES

2020-2021 TO 2022-2023

VISION: Excellent and broadly accessible education empowering students and engineering professionals to create a better world.

MISSION: Advance innovation, excellence, and access at all levels of education for the engineering profession.



WHAT WE DO

Founded in 1893, the American Society for Engineering Education is a not-profit organization of individuals and institutions committed to furthering education in engineering and engineering technology by:

- promoting excellence in instruction, research, public service, and practice;
- exercising worldwide leadership;
- fostering the technological education of society; and
- promoting quality products and services to members.

ACCELERATING OUR GROWTH

Our members and stakeholders will see our philosophies and structures which allow us to pursue purposefully our vision and mission while growing as an organization:

STRATEGIC OBJECTIVES

We’ve selected the five objectives depicted on the front cover – and described on the back cover – with associated strategies to work toward those objectives.

STRUCTURE

ASEE Headquarters operates via six sectors to better serve our members and facilitate connections to external stakeholders.

OUTCOMES

We’ve aligned the capabilities and activities of our volunteer and staff activities with our goals and objectives. We’re committed to achieving measurable results over the next three years, and we’re building our ASEE Headquarters culture around team development for performance and member service.

MEMBER SERVICE

With our projected new online platform, we’re transformed our ability to give members contemporary and personalized service.

FINANCIAL MODEL

Members need to see value from their investment in ASEE membership. We are striving to enhance non-dues revenue that brings additional value to our members at lower net cost.

GOVERNANCE

We are committed to implemented best practices in board governance and oversight as well as providing our members with maximum input and transparency.

COMMUNITIES & COMMUNICATION	GOALS	OBJECTIVES	HIGH PRIORITY CRITICAL SUCCESS FACTORS
	<ul style="list-style-type: none">• ASEE will cultivate an inclusive community that engages all members and values the contributions of all stakeholders.• ASEE will implement a robust and transparent communication strategy effectively linking all stakeholders.	<p>ASEE WILL</p> <ul style="list-style-type: none">• Expand its membership base.• Engage and retain members.• Celebrate the rich diversity and breadth of our membership.• Gather member input.• Serve member needs.• Connect members to each other and broader communities of stakeholders.• Make informed decisions and disseminate information in a transparent and open manner.	<p>Expand Membership Base</p> <ul style="list-style-type: none">• Reach potential new members. <p>Engage and Retain Members</p> <ul style="list-style-type: none">• Mass customization – disaggregate categories of individual and institutional members and provide products/services that meet their needs. <p>Celebrate the Rich Diversity and Breadth of Our Membership</p> <ul style="list-style-type: none">• Publicly showcase our broad, diverse membership via print and electronic means.• Be mindful of the composition of leadership, awardees, keynoters, lecturers, and panelists. <p>Connect Members</p> <ul style="list-style-type: none">• Promote physical and electronic communities within and outside the Annual Conference.
INNOVATION & EXCELLENCE	<ul style="list-style-type: none">• ASEE will advance the development of innovative approaches and solutions to engineering education.• ASEE will advance excellence in all aspects of engineering education while continuously improving the member experience.	<p>ASEE WILL</p> <ul style="list-style-type: none">• Strengthen our technological and programmatic infrastructure to advance innovation and excellence in teaching, scholarship, and service.• Foster the highest levels of ethical behavior by all members and staff.	<p>Strengthen Infrastructure</p> <ul style="list-style-type: none">• Use technology to improve the delivery of services to meet the evolving needs of our institutional and individual members. <p>Foster Ethical Behavior</p> <ul style="list-style-type: none">• Revise, communicate and enforce society-wide code of ethics in all ASEE activities, including reporting procedures and society responsibilities.• Address all reported ethics concerns in a timely fashion.• Establish a culture that promotes ethical behavior.
ADVOCACY & PUBLIC POLICY	<ul style="list-style-type: none">• ASEE will be the leading advocate for advancing the broad interests of engineering education.	<p>ASEE WILL</p> <ul style="list-style-type: none">• Inform our members and society-at-large of engineering issues affecting their lives, study, work, supporting the Society’s advocacy and members’ engagement of policy makers at all levels.	
ACCESS, DIVERSITY & INCLUSION	<ul style="list-style-type: none">• ASEE will advocate for equal access to engineering educational opportunities for all.• ASEE will promote diversity, broadly defined, by modeling equity and inclusion in its policies and practices.	<p>ASEE WILL</p> <ul style="list-style-type: none">• Catalyze open and thoughtful dialogue to identify and acknowledge underserved constituencies and advocate for their enhanced participation, inclusion and success.• Promote promising practices of inclusiveness and model public accountability.	<p>Identify and Acknowledge Underserved Constituencies</p> <ul style="list-style-type: none">• Develop a comprehensive plan for measuring participation of underrepresented groups to identify unmet needs in the operations of the society and its activities. <p>Promote Promising Practices</p> <ul style="list-style-type: none">• Identify, promote, and showcase promising practices.• Periodically evaluate ASEE’s public accountability of efforts to promote diversity, equity, and inclusion.
FINANCIAL STABILITY & INTERNAL ORGANIZATION	<ul style="list-style-type: none">• ASEE must carefully balance opportunities for investments in activities and programs to meet future needs with our current responsibilities, developing and maintaining a robust cash reserve, and ensuring that expenditures align with the organization’s mission.• ASEE will be a strategic and dynamic organization, with a knowledgeable and responsive staff, that enhances stakeholder engagement.	<p>ASEE WILL</p> <ul style="list-style-type: none">• Continue to develop responsible fiscal policies and exercise the financial discipline and managerial excellence necessary to meet the needs of its members, now and in the future.	<p>Develop Responsible Fiscal Policies</p> <ul style="list-style-type: none">• Diversify non-dues revenuesources with a focus on new revenue streams and fundraising efforts.