



# **BEST PRACTICES GUIDE FOR ASCE REGION 10 SECTIONS AND GROUPS**

**Region 10 is the home of all ASCE international members  
and covers all countries outside North America (the United States,  
Canada, Mexico, and Puerto Rico)**

July 2017  
Compiled by Member Communities Committee

## EXECUTIVE SUMMARY

The purpose of this Region 10 Best Practices Guide is to provide new ideas and activities that your Section or Group can use to expand your program initiatives and support the mission, vision, and values of the Society. This summary provides information on how to effectively use the Best Practices Guide, and contact information for comments or suggestions for future releases.

## HOW TO USE THIS GUIDE

The guide currently includes **9 Best Practices** organized into the following four categories:

1. **Communications**
2. **Continuing Education**
3. **Membership Development**
4. **Section Operations**

## CONTACT INFORMATION

ASCE is always looking for new Best Practices to include in its guide. The Committee plans to publish an updated version at least annually. If you have a Best Practice and would like to contribute to this guide or have any feedback or comments, please contact Global Programs Staff by email at: [international@asce.org](mailto:international@asce.org) or by phone at +1-703-295-6003.

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## Electronic Newsletter

### General project description:

- Publish electronic newsletter and distribute it to the membership by e-mail 4 to 6 times a year.
- The newsletter can contain general information on Section activities, such as meetings. In addition, Section leaders and members can contribute articles pertaining to their professional activities.
- ASCE Global Programs Staff will assist with final review, formatting, and email distribution of the newsletter to Section members.

**Those in charge:** The Section Secretary-Treasurer or a newsletter editor traditionally serves as the newsletter editor.

**Benefits:** The members really appreciate learning about Section activities and other members' professional activities.

### Recommendations:

- Appoint one person to be in charge of the newsletter.
- Communicate deadlines for articles and follow up so that members who want to contribute articles submit in a timely manner.
- Make the appearance of the newsletter simple in the beginning and initially no more than two pages.
- Use plenty of photos and other pictures and make articles long enough to convey the information, while short enough to keep the readers' interest.
- Proofread the content of every article.
- Ask a Section member who is not involved directly in the development of the newsletter to do the review and editing.
- Meet the stated publishing deadlines.

### Additional Ideas:

- Ask local civil engineering companies to write an article about their company and some of their greatest achievements, including photos. Make sure that the articles are interesting and are not just a description of the type of projects the company works on. Companies generally like to share their success stories and, as a result, are more interested in having their members be active in the Section.

## Section Website

**General project description:** ASCE offers free Drupal websites to ASCE Sections. Drupal uses a web-based content management system (CMS), so you only need an Internet connection to make updates. The CMS uses a “What You See Is What You Get” editor (WYSIWYG), which is like Microsoft Word. The U.S.-based Sections and Branches using the new websites thus far have been pleased, and find Drupal easy to use.

ASCE Headquarters offers a global multi-site template for this program, meaning the navigation menu is fixed and there is no customization offered. The program’s purpose is to provide free basic websites to those Sections that may not have the resources for complicated or customized websites.

The following are examples of several Section and Branch websites that have been developed using Drupal:

- <http://branches.asce.org/nashville/>
- <http://sections.asce.org/akron-canton/>
- <http://sections.asce.org/tennessee/>

The development process depends on how quickly the content is collected. ASCE Headquarters requires that the Section provide some basic content for each of the main pages (About, Contact, Events, etc.) to build the framework of the website. If the Section has an existing website, ASCE Headquarters can migrate content from that location. If it is the first website, ASCE Headquarters can provide an online location for Sections to upload the content. Once all the provided content is formatted, ASCE Headquarters will schedule a one-hour webmaster training session for the Section member(s) who will be making edits to the website.

After the training, the assigned ASCE Section member(s) will be responsible for making changes and finalizing the website. Once the site is ready to go live, ASCE Headquarters will link it to the ASCE website as well as the ASCE website directory. From that point forward, the Section will be responsible for maintaining the website. ASCE Headquarters will continue to be available for future questions about the website.

**Those in charge:** The Section Webmaster should be the primary individual responsible for the website. However, we highly recommend that the Webmaster should have a small group of members assisting with the development of the website, as well as identifying and gathering appropriate content for the website once it is completed.

**Benefits:** Provides Section member value by keeping members informed and opportunities for professional education and involvement. An easy to maintain website that can be updated monthly, bi-monthly or quarterly, with new or updated content.

**Recommendations:**

- It's important to frequently add new content to the website (such as news articles) and keep information about future events up-to-date to encourage members to visit the website on a regular basis.
- Don't include too many features in the initial launch of the website. Consider adding new features in the future once the site is in operation.
- It's important to ensure that different members/groups within the Section contribute material so the overall website is kept up-to-date and provides balanced information. Some individuals/groups contribute more than others, but try not to have extensive information on one item and limited information on others.

**Additional Ideas:**

- Consider including news from the local ASCE Student Chapters in your Section.
- Publish the newsletter on the Section website.
- Add links to ASCE social media pages.

### On-Demand Webinar with Local Facilitator

**General project description:** Offer on-demand webinar series with local facilitator in partnership with ASCE Headquarters. Localization is provided by Section Subject Matter Expert.

- ASCE’s on-demand webinars are recorded from our live webinars developed by leading experts.
- The Section selects an on-demand webinar from the ASCE Continuing Education list provided.
- The Section may select up to 4 webinars in a calendar year for a 2-year period at no cost to the Section. The Section may decide whether to charge a fee to participants.
- The local expert will introduce the webinar, answer questions and provide the local understanding and implementation of the topic in your area.
- The webinar is delivered on the chosen day to an audience of between 5 and 30 delegates.
- The partner will send the list of delegates’ contact details participating in the course to ASCE
- ASCE will provide a code number for each delegate to access and take a test after attending the webinar. The test may be taken several times until the information is mastered and the test passed.
- On passing the test, each delegate, will receive an electronically delivered Continuing Professional Development (CPD) certificate. Certificates for each course topic will be issued by ASCE Headquarters within 10 days of successful completion.
- The selected CPD product may be used in one section event only

**Those in charge:** Section officers, and Section member responsible for organizing technical programs.

**Benefits:**

- Provides value to local Section members by providing high quality technical content with discussion about local applications.
- Offers the Section members a better understanding of the value of ASCE membership on the local level.

**Recommendations:**

- Ask ASCE Global Programs Staff for a demonstration video on how the program works.
- Send a minimum of two print or electronic announcements to potential attendees for each joint seminar.
- Publicize all the Webinars on the Section website and in Section newsletters.

### Member Upgrade Promotion

**General project description:** Encourage Section members in ASCE Affiliate or Associate member grades to upgrade their ASCE membership to Associate or Member grade. Our goal is to ensure that your grade of ASCE membership matches as closely as possible to the credentials you hold and your work experience within the engineering community

- Quarterly, ASCE Global Programs will provide a list to Sections and Groups that includes non-student members who may upgrade.
- Detailed membership criteria can be found online under each membership category at [www.asce.org/join](http://www.asce.org/join)
- Requests for advancement to the Associate Member or Member grade may be emailed to [memapp@asce.org](mailto:memapp@asce.org)
- Be sure to include a copy of a current resume/CV showing responsible charge of engineering work.
- If you are unable to obtain the required references, please contact us at [memapp@asce.org](mailto:memapp@asce.org) for further assistance.
- Questions, requests for applications, and application materials may be requested using the following email address [memapp@asce.org](mailto:memapp@asce.org)

**Those in charge:** Section Membership Chair

**Benefits:** Members are pleased to discover they are qualified for a membership upgrade. ASCE Affiliate members that upgrade to Associate Member are eligible to vote in ASCE elections.

**Recommendations:** Recognize upgraded members at Section meetings and/or in Section newsletter and website

**Additional Ideas:** Present newly upgraded members with the appropriate membership pin at a Section Meeting. These pins are available from the ASCE gift store at [giftstore@asce.org](mailto:giftstore@asce.org)



# Graduation Ceremony for Students Transitioning to Professional Members

**General project description:** Hosting a graduation ceremony at colleges and universities with graduating students to welcome them to the profession.

- Appoint members nearby to develop a program and invite Section members to attend the ceremony
- Contact university CE department to find out when graduation takes place
- Get list of student members from ASCE Headquarters scheduled to graduate
- Compare this with the list of those graduating requested from the school
- Invite all graduating CE students
- Have ASCE graduation stoles made in country for ASCE student members who join or transition their membership or purchase from ASCE Gift Store by contacting [giftstore@asce.org](mailto:giftstore@asce.org). Contact ASCE Global Programs staff at [international@asce.org](mailto:international@asce.org) for more information on having graduation stoles made in country.
- Pick a dynamic speaker, and create a script for the ceremony that welcomes students to the profession and educates them about the value of ASCE membership after graduation
- Hold the ceremony and invite students to join or transition (fill out on the spot)
- As an alternative offer ASCE pins to those who join as or upgrade to associate member

**Those in charge:** Section Membership Chair and Practitioner Advisors/member liaisons with schools

**Benefits:** Graduating ASCE student members who transition to professional members are honored by the Section and their peers, and are proud to have upgraded their membership to a higher level. ASCE Sections and Groups now have additional members who may become active members in their region.

### Recommendations:

- Ask ASCE Headquarters for a list of students that have transitioned and send them a congratulation and thank you letter for joining ASCE as an affiliate or associate member. A letter template is attached below.
- As part of the letter, or separately, include a specific invitation for students to attend a Section meeting, and consider offering free attendance to them as a gift for their first meeting.
- Follow up after three months with graduating students who haven't transitioned and remind them to transition their membership to affiliate or associate member. A letter template is attached below.
- Include an item in the Section newsletter, such as a letter from the President congratulating all college and university graduates and inviting them to become a professional member of ASCE. A sample letter for the newsletter is provided below.



1801 Alexander Bell Drive Reston, VA 20191-4400  
(703) 548.2723 toll free (703) 295.6300 intl  
(703) 295.6333 fax ■ www.ASCE.org

July 27, 2017

STUDENT MEMBER NAME  
ADDRESS

Dear STUDENT MEMBER NAME,

Congratulations on your recent graduation. We are proud to see so many ASCE Student Members graduate and we wish you the best of luck in your future career.

As a graduate, you are now part of the largest network of civil engineers in the world. We urge you to stay connected to your fellow ASCE members by attending local events, activities and programs. LOCAL SECTION TAILORED INFORMATION.

You have taken the first step by upgrading your membership to the LEVEL OF MEMEBERSHIP. As you progress through your young professional life, your ASCE Membership will help you. Members receive discounts on technical publications and continuing education.

Again, congratulations on your success, and welcome to the profession.

Sincerely,

LOCAL SECTION LEADERSHIP SIGNATURE



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Dear **STUDENT MEMBER NAME**,

Congratulations on your recent graduation. We are proud to see so many ASCE Student Members graduate and we wish you the best of luck in your future career.

As a graduate, you are now part of the largest network of civil engineers in the world. We urge you to stay connected to your fellow ASCE members by attending local events, activities and programs. **LOCAL SECTION TAILORED INFORMATION.**

The first step to staying connected is to upgrade your membership to the Affiliate or Associate level. ASCE offers the first year of professional membership for free to existing ASCE student members. We also provide discounted rates for recent graduates and international members. Find out more at your new membership grade at: [www.asce.org/join](http://www.asce.org/join).

Again, congratulations on your success, and welcome to the profession.

Sincerely,

**LOCAL SECTION LEADERSHIP SIGNATURE**



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July 27, 2017

Dear Graduating Students,

I offer my congratulations to you on your recent graduation. I am proud to see so many ASCE Student Members graduate and I wish you the best of luck in your future career.

As a graduate, you are now part of the largest network of civil engineers in the world. I urge you to stay connected to your fellow ASCE members by attending local events, activities and programs. **LOCAL SECTION TAILORED INFORMATION.**

Now that you have graduated, I encourage you to join ASCE as a professional member. ASCE offers discounts to new baccalaureate graduates, and discounts on technical publications and continuing education.

Again, congratulations on your success, and welcome to the profession.

Sincerely,

**LOCAL SECTION LEADER SIGNATURE**

### Younger Member Section Engagement

**General project description:** Section Engagement of young professionals (“Younger Members”)

**Those in charge:** Section Membership Chair

**Benefits:** Reaching out to young professionals helps grow your Section and ensures that your group remains vibrant for many years to come. More experienced professionals benefit from the fresh perspectives of Younger Members, and Younger Members benefit from the experience and wisdom of those who have been working in their field for many years. Networking at all levels brings people together and results in more successful industry relationships.

**Recommendations:**

- Set a goal to increase the number of members under age 35. Create a plan for reaching out to Younger Members in your area. Include these main components in the plan:
- Recruiting at the college level is a good place to start. Those who hold a position in their student chapter and are active in their student chapter are very likely to stay involved after graduation and possibly even hold a role in the section. Attending the student chapter meetings is beneficial so they receive the personal attention they deserve.
- In the event that few Younger Members are coming to networking socials, considering having the socials at the same time each month— Knowing the day and time of each social in advance, they are more likely to keep their schedules open to attend. Try varying activities each month.
- Balance socials at restaurants and drinking establishments with recreational activities, games and service projects. The variety may help keep the Younger Members interested and the attendance up!
- By ensuring that Younger Members have an enjoyable experience, you can encourage them to share their experiences with other Younger Members they work with. And ask them to bring a friend along to the next event.
- Avoid times of year when people take their holiday. Vacations cut into time for and interest in professional activities.
- “Younger Member Spotlight” is an idea that provides an opportunity for Younger Members to nominate their fellow Younger Members for something special they did at work or in the community. The spotlight can be an article, poster, or award that acknowledges an accomplishment of a fellow Younger Member. Both the nominee and the nominator can be recognized at the monthly social.
- Commit both people and resources to making this effort. A small group of volunteers championing this and a budget for these activities helps.

- Follow-up is important. Send out an email to the Younger Members after the social to thank them for coming. Attach a picture, to remind people how much fun they had.
- Listen to Younger Members willing to share ideas about outreach to other Younger Members. Do not ignore their suggestions.
- Never GIVE UP! Keep contacting the Younger Members. Even if they are reluctant at first, they may need additional encouragement, and once they come to one social and realize what they have been missing they may attend many after that—and maybe even recruit others to come too.

**Additional Ideas:**

- Get a list of members age 35 and under from ASCE Headquarters
- Send letter from Section President
- Hold monthly networking events
- Develop programs and activities relevant to interests of Younger Members
- Offer ASCE membership pins
- Discuss ASCE benefits and value of membership
- Invite attendees to engage further in future Section meetings; consider offering them free attendance at their first meeting as a gift
- Learn more about establishing a Younger Member group within the Section by sending an email to [international@asce.org](mailto:international@asce.org).

## Section Operations Manual

**General project description:** Development of a Manual that describes the duties and responsibilities of Section officers, Board members, and committee chairs.

**Those in charge:** Section President with Section Officers and other interested volunteers.

**Benefits:** An Operations Manual is a good tool to assure consistent operations within the Section from year to year, particularly during leadership transitions. The Manual can provide details of the duties and responsibilities of the Section leaderships to prospective new leaders.

### Recommendations:

- Appoint the Section President or another key Section leader to be the lead person for compiling information and following up with the other leaders.
- Begin with the Section Operations Manual template attached below.
- Tailor the document to meet the current Section Constitution, Bylaws, and existing operating procedures.
- Update the Manual annually or as bylaws, policies or procedures change.
- Request that each officer and committee chair update their position description and provide other important information about the duties and responsibilities of their positions.
- Provide follow-up reminders to officers and board members to update the descriptions.

### Additional Ideas:

Assure that all Section leaders realize the Manual is an ongoing, living administrative document that guides Section business.



*SECTION NAME*

Operations Manual

Containing:  
Constitution  
Bylaws  
Rules and Procedures

INITIATED *DATE*

Revised *Date*



## FORWARD

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This manual is issued by the authority of the Section Name Board of Directors to officers and committee chairs as a model for duties and procedural elements of the Section Name of ASCE (American Society of Civil Engineers). It is intended that officers and committee chairs become familiar with the manual and carry out the responsibilities fully. It is intended that the manual be transmitted to the new Board members and committee chairs.

This will provide the continuity which is essential to maintain effective workings in succeeding years. It is anticipated that the manual will be reviewed annually and updated from time to time to keep it current with the activities of the Section. All recommendations and suggested improvements of the manual should be addressed to the Secretary of the Section.

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**CONSTITUTION**

***INSERT SECTION CONSTITUTION HERE***

***SECTION NAME***

**BYLAWS**

***INSERT SECTION BYLAWS HERE***

***SECTION NAME***

**POLICIES & PROCEDURES**

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## BOARD OF DIRECTORS AND CHAIR DUTIES

*[These are recommended practices. If your Section Bylaws indicate a different process, include that process in place of any practices below that are in conflict with your Bylaws]*

The success of any organization using volunteer workers is dependent upon several factors, including:

- Dedication of individual members to goals of the organization.
- The clarity with which the goals are stated.
- The officer's sensitivity to the needs of Members.
- Organization and distribution of duties to officers and other volunteer workers.
- Division of responsibility among volunteers.
- Leadership style of the officers in charge.

The Board of Directors composed of *number* members: Immediate Past President, President, President-Elect, Secretary, Treasurer, and *number* Directors. The bylaws (Section 3.0) provide information on terms of office for each officer. All members of the Board are voting members and actively participate in all Board decision. The Directors do not receive compensation for services but may be reimbursed for reasonable expenses.

All Directors serve as members of the Board assisting the President, as assigned. Much of the work of the Section is accomplished through committees. These are organized with a chair who is appointed by the President. Each committee is organized with as many members as deemed desirable or necessary to carry out the mission of the committee.

As ultimate responsibility for the Section policy rests with the Board of Directors, each committee should have a contact with the Board through a specified Board member or by attending Board meetings. Each Director may be assigned responsibility as Board contact for one or more committees. To the degree possible, Board members are assigned responsibility for those committees of the greatest interest to them.

### PRESIDENT DUTIES

The President is a member of the Board of Directors of the Section, providing leadership and direction in all Section matters. The President presides at Board, Section, and other meetings. He/she signs letters being sent by the Section, or assigns other Board members to do so as conditions dictate. He/she develops the agenda for the Board meetings, appoints chairs of committees, serves as Executive Officer of the Section, and may serve as Board Contact member for other committees as appropriate. The President has a single vote on the Board of Directors, to be cast only in the event of a tie vote by the other Directors.

The President's duties also include:

- Preside at all meetings of the Board of Directors of the Section and carry out policies established by the Board of Directors and the Society.
- Supervise the general affairs of the Section and coordinate activities of the Section Officers, assigning additional duties as necessary, and assisting in the interpretation of Section policy.
- Appoint chairpersons from the members to all standing, joint representation, and ad-hoc committees.
- Appoint the Board contact representatives to the various committees.
- Assist the President-Elect in committee assignments and in organization.
- Prepare or delegate the preparation of an annual report of Section activities by soliciting reports from committee chairs.
- Prepare and deliver a report at the Annual Meeting, based on reports submitted by the various Committee Chairpersons and Officers.

- Answer all letters addressed to the Section or ensure that a proper answer is sent by the Secretary. Prepare miscellaneous correspondence for the Section.
- Represent the Section at meetings requiring representation.

#### PRESIDENT-ELECT DUTIES

The President-Elect is a member of the Board of Directors of the Section and serves as President in the President's absence. He/she may be assigned responsibility as Board contact for specific committees and assists the President in the conduct of the duties of his/her office. The President-Elect has a single vote on the Board of Directors.

While serving as President-Elect, he/she should select all committee chairs prior to *first day of fiscal year* so programs can be established for the coming year. The official appointment of committee chairs will occur when the President-Elect moves into the President position. Board contact members and past committee chairs can be of assistance in the process. The committee assignment list for the coming year should be forwarded to the Newsletter editor by *first day of fiscal year* each year.

#### VICE PRESIDENT DUTIES

The Vice President is a member of the Board of Directors of the Section, and performs all acts of the President in the absence of the President and the President-Elect together with such other tasks as may be assigned by the President. The Vice President has a single vote on the Board of Directors. He/she may be assigned responsibility as Board contact for specific committees

#### SECRETARY DUTIES

The Secretary is a member of the Board of Directors of the Section. The Secretary has a single vote on the Board of Directors. The Secretary carries on Section correspondence and has responsibility for the Section's records. He/she keeps minutes of all Board and Section meetings, provides copies of Board meeting minutes to members of the Board and writes summary reports of Section accomplishments, submitting these reports to ASCE Headquarters and the ASCE Region 10 Board of Governors. He/she may serve as Board Contact member for other committees as appropriate.

The Secretary's duties include:

- Serve as the Editor of the Section Newsletter ensuring publication based on a schedule established by the Board distribution to the current Section members.
- Use ASCE Constant Contact and/or ASCE Collaborate as necessary to keep members informed with newsletters, Section events, and other discussions.
- Preparing the Section Annual Report as required by the ASCE leadership.
- Distributing the Operations Manual to the new Board members
- Receive and transmit all Section correspondence, acting on the routine correspondence or referring it to the appropriate Section officer or committee, and referring that which is not routine to the Board of Directors (copy to President in advance).
- Check the Section account (if a general email account exists). Reply and address comments that come to the email from the Section website. Distribute comments and replies to the Board of Directors as needed.
- Coordinate any public relations activities.

Annually, duties include:

- September: Notify ASCE Headquarters of the names and addresses of all Section officers for the coming year.
- Prepare a list of all Section officers and all Section committee officers, including the contact address, telephone, and e-mail, and supply a copy of the list to all officers of the Section and all committee chairpersons.
- Compile and assemble the Section Annual Report in cooperation with the Past President, and submit to ASCE Headquarters by November 30. The Annual Report should follow the format furnished by ASCE Headquarters.

### TREASURER DUTIES

The Treasurer is a member of the Board of Directors of the Section, and directly controls all financial transactions. The Treasurer has a single vote on the Board of Directors. The Treasurer is responsible for handling the funds of the Section, assuring their safety and prudent use. He/she is responsible for furnishing ASCE Headquarters with the amount of local Section dues in accordance with Society policies, paying Section obligations, and assuring that expenditures are in accordance with the budget approved by the Board. The Treasurer may be assigned responsibility as Board contact for specific committees.

The Treasurer is responsible for:

- Receiving, controlling, and disbursing Section funds, as well as preparing and maintaining financial records and reports.
- Reconciling the monthly bank statement with the Section account records. Maintaining a positive balance in the Section financial account(s).
- Maintaining the Section's account(s) in a bank or savings institution approved by the Board.
- Preparing a monthly fiscal report for distribution to the Section Board, including types and amounts of income and expenses and indicating previous and present balances. At year end, the Treasurer provides a report of the Section account(s) to ASCE Headquarters, Accounting and Finance Department.
- Preparing financial reporting to ASCE Headquarters as required.
- Defining who is on the Board is authorized to conduct financial transactions.
- Preparing the Section's annual budget and referring to the Board for approval. The first draft of the budget should be submitted to the Board well in advance of the first day of the Section fiscal year, so that the amount of Section dues can be established and discussed with ASCE Headquarters.
- Submit financial reporting required by local and national government entities within home country and as instructed by ASCE Headquarters.

The form of the budget submitted to the Board follows the format established by ASCE Headquarters in that there are certain accounting categories for which funds are budgeted. The submitted budget should also include a comparison of the previous year's expenditures and receipts to those proposed for the new budget.

Potential sources of funds include:

- Allotments from ASCE Headquarters based on the previous year's Section dues-paying Members as reported in the Annual Report, plus additional funds based on student chapters.
- Local Dues income collected by ASCE Headquarters and passed to the Section.
- Miscellaneous income; for example, income from program registration for local Section meetings, workshops, lectures, etc.



Potential sources of expenses include:

- Newsletter and website costs.
- Awards and speaker gifts.
- Funds for Board-authorized delegates' travel to ASCE conventions and/or regional assembly meetings.
- Financial support to student chapters authorized by the Board.
- Program costs, when appropriate.

#### PAST-PRESIDENT DUTIES

The Immediate Past President is a member of the Board of Directors of the Section. The Past President assists the President serving as a source of information and guidance, as requested. He/she may be assigned responsibility as Board contact for specific committees. The Past-President has a single vote on the Board of Directors.

#### **GENERAL GUIDELINES REGARDING COMMITTEES AND COMMITTEE PERSONNEL**

- Committee members must be Subscribing Members of the Section. (Subscribing Members are members of all grades who subscribe to the Constitution and Bylaws of the Section and who have paid the current dues of the Section.)
- Annually, the President appoints chairpersons of each Committee. In so doing, the President consults with chairpersons regarding their continuing or their successors and regarding members to serve on their committees. New committee chairpersons should generally be selected from the previous year's committee personnel.
- Each Committee should have a member from the Board of Directors designated the Board Contact Member. The Board Contact Member should not serve as committee chairperson, and should be responsible for reporting committee activities to the Board. Board Contact Members, will be appointed by the President.
- Annually, Committees should adopt, with the counsel of the President, specific goals for achievement during the year. A report on achievement and activities, together with recommendations for the coming year, should be submitted by the committee chairperson to the Secretary at the end of the year.
- Committees should only incur expenses or indebtedness as approved by the Section Board of Directors.

#### **MEMBERSHIP COMMITTEE**

The Membership Committee stimulates interest in ASCE membership, assists new and continuing members, distributes application forms and information material, and encourages new members and newcomers to participate in Section activities. The Committee encourages eligible members to upgrade to higher grades and makes early contact with members that have recently relocated to the area.

The Committee Chair is appointed by the Section President. The Chair contacts new Society Members assigned to the Section, sends out publications and information on the local Section, and assures that membership packets (furnished by the Society) are provided to prospective new members. A list of newly assigned members should be obtained from the Secretary periodically so that the Membership Committee Chair can send a welcome letter to each new and reassigned Member.

Specific Membership Committee activities may include:

- Recruit new members and affiliates, invite them to the Section meetings, and offer guidance and assistance in the preparation of applications for membership.

- Maintain a supply of membership application forms and make known their availability at Section meetings or other engineering gatherings.
- Prior to each Section meeting, arrange to welcome all new members who may be attending.
- Prepare an article for the monthly Newsletter welcoming all new members by name, prepared from a list furnished by the Secretary.
- Contact recent graduates who have applied for membership in ASCE and whose applications are pending and invite them to attend the Section meetings. The list may be obtained from ASCE Headquarters by the Secretary.
- Remind and encourage qualified members to transfer to a higher grade and offer assistance with the preparation of applications.
- Occasionally prepare, from a list furnished by the Secretary, a Newsletter article announcing and complimenting those who have upgraded their membership classification.
- During May, personally contact members who have not paid their Section dues and request payment. The list of members who have not paid their dues is obtained from the Treasurer.
- During June, personally contact those members who have received notification from ASCE Headquarters stating that they will be dropped in three months for non-payment of dues and urge them to retain their ASCE membership. (Notification to the Secretary of the Section is in the form of a copy of the letter distributed to the individual; notification should be forwarded to the Membership Committee Chair.)
- Provide a roster to the Secretary with contact information of all Committee members.
- Annually adopt, with the counsel of the President, specific goals for achievement during the committee year.
- At the conclusion of the year, report to the Secretary on achievements and activities, together with recommendations for the upcoming year.

## Annual Section Planning Meeting

**General project description:** Conduct a Planning Meeting to identify goals for the Section to accomplish for the coming year.

**Those in charge:** Section Officers (President, President-Elect, Vice-President, Past-President, Treasurer, Secretary)

**Benefits:** Ongoing, living administrative document that guides Section activities and offers measurable outcomes for easy determination of success. The planning meeting encourages lots of good ideas; because it is a brainstorming session, participants feel free to suggest ideas. A significant amount of collaboration occurs with the development of the planning document. Individuals take ownership of and think of ways to achieve goals that are associated with their positions.

### Recommendations:

- Initiate a planning meeting to serve as a brainstorming session for goals that the Section Board members, committee chairs and other interested Section members would like to accomplish in the coming year.
- Identify measurable goals and develop preliminary courses of action to incorporate into a planning document (example below).
- Document key decisions made and goals ultimately selected for implementation. This also provides a way to review the Section's success with accomplishing the goals the end of the year.
- Use this planning document to hold a planning meeting for the coming fiscal year.
- Structure the document to group goals by position and update to reflect new goals annually.
- Use this document as documentation of desired goals and the plans necessary to achieve them.

### Additional Ideas:

- Example schedule (for fiscal year beginning January 1):
  - October: Hold first planning meeting
  - November: Develop document and have Board review the document
  - December: Finalize document
- Follow up with individuals to make sure that they complete their goals and plans by the targeted deadlines.
- Make the Section planning meeting a continuing process that occurs each year.

## **ASCE SECTION NAME GOALS AND PLANNING (YEAR(S))**

On DATE, the ASCE SECTION NAME held a Planning Meeting to identify goals and assignments for YEAR(S). Individuals were assigned the task of further defining specific measurable goals. For YEAR(S), the document has been updated and is partially based on previously identified goals and anticipated goals for YEAR(S). In an effort to combine already established Section resources, the goals have been arranged based on the responsible Section officers or committee chairs.

This document will be used during our budgeting session and will serve as a guideline for Section activities during the YEAR(S) fiscal year and beyond.

### **Purpose, Objective, Vision, and Mission and Goals**

The American Society of Civil Engineers, founded in 1852, is a not-for-profit professional society incorporated in the State of New York.

#### Purpose

The purposes for which the Society is incorporated are educational, scientific, literary and charitable, including but not limited to:

1. The advancement of the science of engineering to enhance the welfare of humanity;
2. The furtherance of education on the science of engineering by, among other things, the publication of scientific and technical papers, books and other works, and the conduct of conferences and other forums, relating to the field;
3. The maintenance of the highest standards of excellence in the educational fields relating to the sciences; and
4. The exercise of such powers as permitted by law to organizations described in Section 501(c)(3) of the United States Internal Revenue Code.

#### Vision

Civil engineers are global leaders building a better quality of life.

#### Mission

Deliver value to our members, advance civil engineering, and protect the public health, safety, and welfare.

#### Objective

The objective of the Society is the advancement of the science and profession of engineering to enhance the welfare of humanity.

#### Society Goals

In carrying out our mission, ASCE:

- Advances technology
- Encourages lifelong learning
- Promotes professionalism and the profession
- Develops civil engineer leaders
- Advocates infrastructure and environmental stewardship

## **Example Goals Identified by Positions/Committees:**

### **President**

*NAME, CONTACT INFORMATION*

#### **Membership –Board Members**

**Goal:** Increase participation of Section members on the Section Board and as committee chairs:

- **Action:** Send recognition letters near the start of the term to employers of board members and committee chairs thanking them for their support of their employees with active participation in the Section. Emphasize benefits to individual firms or agencies of supporting their employees in ASCE members.
- **Action:** Thank board members and committee chairs with certificates of appreciation and thank you notes at the end of their terms or potentially a social gathering for Board members and committee chairs.
- **Action:** At monthly meetings introduce Board Officers and emphasize the importance of volunteer service. Identify ASCE Life Members (minimum of 65 years old and 35 years of membership with ASCE) and acknowledge them at meetings/email/website. Recognize 5-year, 10-year, etc. members at meetings.

#### **Section Operations Manual**

**Goal:** The Section Operations Manual was prepared to assist incoming officers, directors and committee chairpersons in understanding their basic roles and responsibilities. The document is always intended to be “live,” so that as changes occur within the Section, the manual would be updated accordingly. At the strategic planning event, the participants recognized the importance of maintaining such a document.

- **Action:** Update the Section Operations Manual annually. The outgoing President should spearhead efforts to update the manual by the close of the fiscal year.
- **Action:** Prior to elections, alert membership about the existence of the manual. This will be a helpful tool in recruiting future members for positions as Board member, director or committee chairperson.
- **Action:** Add list of goals to Section Operations Manual as an appendix.

#### **Monthly Board of Directors Meetings**

**Goal:** Utilize time most efficiently. Discuss important items relevant to the members of the ASCE *SECTION NAME*.

- **Action:** Send agenda to Board members 1 week prior to meeting.
- **Action:** Follow up on action items within 1 week after meeting.
- **Action:** Develop Calendar of events and upcoming activities
- **Action:** Review Goals every 2 months.
- **Action:** Update President’s message monthly on website

### **Vice-President**

*NAME, CONTACT INFORMATION*

#### **Monthly Meetings Management**

**Goal:** Schedule monthly Section meeting date and identify speakers 2 months prior to meeting

- **Action:** Hold meetings to scheduled times and inform speakers of ASCE’s commitment to keep meetings to time limits
- **Action:** Clearly indicate expected time frames for scheduled meetings in announcements. For tours, state allotted time may be overrun.

**Goal:** Schedule at least one Joint Meeting with similar professional societies (Agreement of Cooperation Societies, Specialty Societies such as the national Geotechnical Society).

- **Action:** Schedule meeting with *similar professional society* in *MONTH 2017*.
- **Action:** Schedule meeting with *similar professional society* in *MONTH 2017*.

**Goal:** Offer continuing professional development (CPD) credits at three Section Meetings.

- **Action:** Schedule speakers and topics that qualify for CPD credits.
- **Action:** Take advantage of ASCE On-Demand Webinars to supplement CPD offerings.
- **Action:** Secretary will coordinate CPD credits and President will add list of requirements to Section Operations Manual.

## **Secretary**

*NAME, CONTACT INFORMATION*

### Board Meeting Minutes

Goal: The meeting minutes from the Board meetings provide an important historical record of Section governance; but could also be more effectively communicated to Section members not serving as committee chair or Board members.

- Action: Implement strategies to assist in efficient completion of minutes. Request that people who are on the agenda bring a prepared summary for the Secretary.
- Action: Publish approved minutes on the Section website. Distribute Draft minutes within 1 week of meeting.

### Communication

Goal: Improve Section communications through management of the available forms of communication, website, email.

- Action: Improve website by incorporating news about upcoming meetings and local student chapters.

## **Treasurer**

*NAME, CONTACT INFORMATION*

### Treasurer Duties

Goal: Develop treasurer duties acceptable to standard accounting practices. Reports and budgets should be formatted with the Annual Report as a guideline.

- Action: Include budget item for local student chapters

### Outreach

Goal: Increase publicity for the Section.

- Action: Brainstorm list of publications that we could potentially submit items to.
- Action: Submit officer election announcement to selected publications
- Action: Submit at least one longer ASCE-related article to at least one of the identified publications.

## **Membership Committee Chair**

*NAME, CONTACT INFORMATION*

### Membership

Goal: Encourage greater Younger Member interaction with students

- Action: Hold Technical Tours, Socials Gatherings, Community Outreach events and other activities organized by Younger Members and students
- Action: Have 1 or more Representatives of student chapter(s) attend Section meetings
- Action: Have Student Section give an update at the Section meetings on what they are doing, have done and future plans.
- Action: Provide presentations by professional members at several Student meetings.
- Action: Encourage Transition from Student Chapter to Local Section
- Action: Offer resume reviews to student chapters by professional members

Goal: To identify the issues and interests of younger engineers and facilitate positions/responses; to develop and implement interaction with area Sections and other younger member engineering societies.

- Action: Invite young engineers to attend Section meetings. Pair a seasoned professional engineer with each younger member to introduce them to other members at the meeting and join them throughout the meeting.

## Section Technical Tours

**General project description:** Provide tour opportunity for Section members to local ongoing or completed civil engineering projects

**Those in charge:** Section President, Vice-President, and/or other Section Officers. Officers may also designate a local ASCE Section member to be the Tour Organizer, such as a member closely involved in the project. Additionally, a Section member could be appointed as the Section Programs Chair and include technical tours as part of Section program activities.

**Benefits:** Provides a unique opportunity for Section members to learn about a civil engineering project without being required to be part of the project team. Inviting students would provide a real-world experience they don't get as part of their school work.

### Recommendations:

- Include scheduling technical tours as part of the Annual Section Planning Meeting
- Identify potential technical tour (local ongoing or completed civil engineering projects)
- Request permission from project/property owner and identify potential tour guide
- Determine transportation: for example, will individuals meet at site; will the section provide transportation, such as hiring a bus
- Calculate any costs to hold tour and decide whether to charge participants a fee
- Determine whether there are any liability concerns for the Section at the site or during transportation and whether participant waivers are required
- Confirm date and time, develop registration process
- Determine whether non-Section members may participate at a higher fee
- Publicize through Section membership and local civil engineering community (if non-members may participate), in newsletter, and on website.
- Conduct the tour. Schedule plenty of time for the tour itself so that participants don't feel rushed.

### Additional Ideas:

- Be sure to allow for plenty of advance planning, and announcements of the tour (publicity).
- Develop a schedule for the various tasks associated with the tour (planning can take 6 months to a year, depending on the tour).
- Determine whether participants are willing to participate on the days the tour can be offered (for example, if it can only be offered on a weekday, will members be able to participate).
- Keep prices reasonable in order to get the most participants possible.
- Take photos during event; invite nearby student chapters.
- Write news article with photos for Section newsletter and website, and share with ASCE Global Programs after the tour.