

SOCIETY POLICY PUBLIC AWARENESS

I. PREFACE

- A. Article C2.1.1 of the Constitution states in part, "The purposes of this Society are to: Promote the exchange of information among engineers and others:...."
- B. By-Law B2.1. states in part, "To promote the art, science and practice of mechanical and multidisciplinary engineering and allied sciences to diverse communities the Society shall: Encourage a high standard of citizenship among engineers and their participation in public affairs... Publicize the engineering profession through the achievements of engineers."

II. PURPOSE

- A. To define the objectives of the ASME program for public awareness.
- B. To establish minimum procedures for implementing the program/policy.

III. POLICY

- A. ASME's Public Awareness program has the following objectives:
 - 1. To foster communication from ASME to engineers, to the other professions, and to the general public for better understanding of the role of engineering and the contributions of engineering to society.
 - 2. To increase public awareness and appreciation of the contributions of engineers and the public service provided by ASME.
 - 3. To educate members of the public in technical and engineering subjects so that they may form enlightened and intelligent opinions on matters of public concern, such as pending legislation.
 - 4. To provide access to accurate information on specific technical and engineering subjects to public interest groups or agencies acting in the public interest.
 - 5. To enhance the status of the engineer by showing the engineer as a professional, with sound ethics, integrity, and a sense of social responsibility.

6. To create and disseminate materials about mechanical engineering as a career.
 7. To inform ASME members about services available within the Society.
- B. All public awareness activities are carried out in conjunction with the appropriate ASME unit as the source for technical and other required information.

IV. PROCEDURE

- A. These objectives are to be reached through methods which include but are not limited to:
1. Print and electronic media;
 2. Educational films, videotapes, slide shows and public service messages;
 3. Printed material (news releases, brochures, pamphlets, newsletters, posters, etc.), recordings, and other communications; and
 4. Personal appearances.
- B. To reach these objectives, these activities may be carried out by any unit of the Society.
- C. Because each ASME member is a representative of the Society, all members to some degree are participants in the public awareness process.
- D. Any unit of the Society that chooses to hire a public relations agency must
1. present a proposed contract to the Strategic Communications Department for review,
 2. obtain approval of the proposed contract from the Executive Director or his/her designee, and
 3. have the actual contract signed by the Chief Financial Officer or the Executive Director.
- All related activities must be coordinated through the ASME Strategic Communications Department to assure that a consistent corporate identity and message is carried forward.
- E. MS-73, Graphic Guidelines/The American Society of Mechanical Engineers shall be utilized where appropriate, not only in Public Awareness activities, but in all ASME materials.

Responsibility: Global Outreach

Reassigned from Centers Board of Directors/Center on Public Awareness
(6/2012)
Reassigned from Council on Public Affairs/Board on Public Information
6/12/05

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