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**DRAFT AGENDA – OPEN SESSION
FY24 BOARD OF GOVERNORS MEETING**

**Hilton New Orleans Riverside, New Orleans, LA
Jefferson Ballroom, Third Floor
Sunday, October 29, 2023 – 9:00 am to 12:00 pm (CDT)**

Breakfast: Parish, 3rd Floor - 8:00 am – 9:00 am

1. Opening of the Meeting (Start Time 9:00 am)

- 1.1. Call to Order
Tom Kurfess
- 1.2. Adoption of the Agenda ACTION
- 1.3. President’s Remarks (10 minutes) INFORMATION
Tom Kurfess
- 1.4. Executive Director/CEO’s Remarks (10 minutes) INFORMATION
Tom Costabile
- 1.5. Consent Items for Action ACTION
Identification of items to be removed from Consent Agenda
Consent Items for Action are items the Board is asked to take action on as a group. Governors are encouraged to contact ASME Headquarters with their questions prior to the meeting as it is not expected that consent items be removed from the agenda.
 - 1.5.1. Approval of Open Session Minutes from October 3, 2023
 - 1.5.2. Proposed Appointment
 - 1.5.3. Proposed Changes to By-Law B5.6

2. Open Session Agenda Items

- 2.1. FY24 YTD Financial Report (10 minutes) INFORMATION
Bill Garofalo
- 2.2. ASME Foundation/Philanthropy (15 minutes) INFORMATION
Keith Roe and Stephanie Viola
- 2.3. Q1 Enterprise Goals Update (15 minutes) INFORMATION
Jeff Patterson
- 2.4. India Growth Plan (20 minutes) INFORMATION
Anand Sethupathy, Madhukar Sharma, and Avni Malhotra

BREAK

- 2.5. Sector Reports (60 minutes) INFORMATION
 Nicole Kaufman Dyess, Rick Cowan, Bob Stakenborghs,
 Lester Su and Tom Vogan

- 2.6. Membership Surveys and Action Plan (30 minutes) INFORMATION
 Jeff Patterson

3. New Business

4. Open Session Information Items

4.1. Dates of Future Meetings

DATE	DAY	TIME	LOCATION
December 12, 2023	Tuesday	12:00 pm – 5:00 pm	New York, NY
December 13, 2023	Wednesday	9:00 am – 12:00 pm	New York, NY
April 17, 2024	Wednesday	1:00 pm – 3:00 pm	Virtual Meeting
June 2, 2024	Sunday	9:00 am – 3:00 pm	Long Beach, CA
June 4, 2024*	Tuesday	9:00 am – 3:00 pm	Long Beach, CA

*FY25 Board of Governors

5. Adjournment of Open Session

Lunch will be served from 12:00 noon until 1:00 pm in Parish, 3rd Floor.

List of Appendices

- 1.5.2. Proposed Appointment
- 1.5.3. Proposed Changes to By-Law B5.6
- 2.2 ASME Foundation/Philanthropy
- 2.3 Q1 Enterprise Goals Update
- 2.6 Membership Surveys and Action Plan



**ASME Board of Governors
Agenda Item
Cover Memo**

Date Submitted: October 4, 2023
BOG Meeting Date: October 29, 2023

To: Board of Governors
From: Committee on Organization and Rules
Presented by: Emily Boyd
Agenda Title: Proposed Appointments

Agenda Item Executive Summary:

Proposed appointments reviewed by the COR on October 4, 2023.

Proposed motion for BOG Action:

To approve the attached appointments.

Attachments: Document attached.

OCTOBER 2023 PROPOSED EXTERNAL APPOINTMENTS

External Organization	Nominee	Appointment Position/Title	Appointment Term/Category	Appointment Type	History
Gear Research Institute	Avinash Singh	Representative	January 2024 – December 2026	Initial	Chair, Power Transmission and Gearing Committee
Gear Research Institute	Jeremy Wagner	Representative	January 2024 – December 2026	Initial	Previous service on Gear Research Institute Board
Gear Research Institute	Scott Yoders	Representative	January 2024 – December 2026	Initial	Previous service on Gear Research Institute Board
Sperry Board of Award	Anthony Licata	Alternate	January 2024 – December 2027	Initial	Secretary, Westchester County Section

The three individuals shown above will become the ASME Representatives to the Gear Research Institute.

The other ASME Representatives to the Sperry Board of Award are Carolyn Begnoche and Clifford Woodbury.



Board of Governors Meeting Agenda Item Cover Memo

Date Submitted:	October 4, 2023
BOG Meeting Date:	October 29, 2023
To:	Board of Governors
From:	Committee on Organization and Rules
Presented by:	Emily Boyd
Agenda Title:	Proposed Changes to By-Law B5.6

Agenda Item Executive Summary:

In response to a Board of Governors request, the proposed changes to B5.6 reflect changing the name of the Member Development and Engagement Sector to the Section Engagement Sector and setting up a new structure for its Council.

The Committee on Organization and Rules will be reviewing the Sector's Operation Guide, which will include new Vision and Mission Statements. The Guide will also address the specific terms of the appointed Vice Chairs and Members-at-Large, which, according to the proposed By-Laws, can be up to three years.

Proposed motion for BOG Action:

To adopt changes to By-Law B5.6.

Attachment(s):

Document attached.

B5.6 SECTIONMEMBER DEVELOPMENT AND ENGAGEMENT SECTOR

- B5.6.1.1 The ~~SectionMember Development and~~ Engagement Sector, under the direction of the Board of Governors, is responsible for enhancing the global ASME volunteer experience through engagement with the local community. The Section Engagement Sector will engage and diversify section membership while increasing community awareness through building and expanding the recognition of ASME's role in the engineer's journey. providing governance for professional sections, student sections, and membership development. The ~~SectionMember Development and~~ Engagement Sector will maintain a current Sector Operation Guide that will contain operational details of the ~~SectionMember Development and~~ Engagement Sector that are not in these By-Laws.
- B5.6.1.2 The ~~SectionMember Development and~~ Engagement Sector shall be led by a Council that consists of the following voting membership: a Senior Vice President as Chair; ~~two Vice Chairs~~Chair, North American Regions; ~~Chair, International Regions;~~ Chair, Student Sections; ~~Communications and Tools Coordinator; Membership Development Coordinator; Finance Coordinator;~~ and up to ~~four~~two members-at-large. The ~~Director, Section Support is a~~ non-voting membership of the ~~Sector~~ Council shall include staff as appointed by the Executive Director/CEO.
- B5.6.1.3 The incoming Senior Vice President, ~~SectionMember Development and~~ Engagement shall be nominated by the ~~SectionMember Development and~~ Engagement Sector Council for appointment by the Board of Governors for a term of three years.
- ~~B5.6.2.1 The following Committees will report directly to the Member Development and Engagement Council: the North America Regions Committee, the International Regions Committee, and the Student Sections/Early Career Engagement Committee.~~
- ~~B5.6.2.2 The North American Regions Committee, under the direction of the Member Development and Engagement Council, is responsible for the activities of the North American Sections. The Committee shall consist of the Chair, North American Regions, appointed by the Senior Vice President to a term of three years and the Northeast, Southeast, Midwest, Northwest, and Southwest Region Leaders.~~
- ~~B5.6.2.3 The International Regions Committee, under the direction of the Member Development and Engagement Council, is responsible for the activities of the Sections outside North America. The Committee shall consist of the Chair, International Regions, appointed by the Senior Vice President to a term of three years and the Asia-Pacific; Europe; Latin America and Caribbean; and Middle East and Africa Region Leaders.~~
- ~~B5.6.2.4 The Student Sections/Early Career Committee, under the direction of the Member Development and Engagement Council, is responsible for coordinating the Sector's activity with the Student and Early Career Development Sector. The Committee shall consist of the Chair, Student Sections, appointed by the Senior Vice President to a term of three years, and the Student Section Advisory Committee Chair, the Student Leader Training Chair, and the Early Career Programs Chair.~~

B5.6.~~1.42.5~~ The Vice Chairs and Members-at-Large shall be appointed by the Board of Governors as recommended by the ~~Section Member Development and~~ Engagement Sector Council. The term of the Vice Chairs and Members-at-Large shall be up to three years.



Board of Governors Meeting Agenda Item Cover Memo

Date Submitted:	October 10, 2023
BOG Meeting Date:	October 29, 2023
To:	Board of Governors
From:	William Garofalo, Chief Financial Officer
Presented by:	William Garofalo
Agenda Title:	FY24 YTD Financial Report

Agenda Item Executive Summary:

An FY24 YTD financial report will be provided.

Proposed motion for BOG Action:

None

Attachment(s):

None



Board of Governors Meeting Agenda Item Cover Memo

Date Submitted:	October 13, 2023
BOG Meeting Date:	October 29, 2023
To:	Board of Governors
From:	Philanthropy Committee
Presented by:	Keith Roe and Stephanie Viola
Agenda Title:	ASME Foundation/Philanthropy

Agenda Item Executive Summary:

An update will be provided sharing key strategies on our fundraising efforts.

Proposed motion for BOG Action:

None

Attachment(s):

PowerPoint Presentation

*The American Society of
Mechanical Engineers*®
ASME®

ASME
FOUNDATION

Empowering Next Generation Engineers

Equity in Engineering. Sustainability for the World.

Presentation to the ASME Board of Governors

Leadership Updates

ASME Foundation Board



Dr. Sonya T. Smith
Chair

Howard University
Professor, Department of Mechanical Engineering



Dr. Oscar Barton, Jr., P.E.
Director & Audit Committee Chair

Morgan State University
Dean, Clarence M. Mitchell, Jr.
School of Engineering



Karen J. Ohland
Director

Immediate Past President, ASME
Princeton University Museum of Art

ASME Campaign Cabinet



Neil Wilmshurst

Senior Vice President of Energy System Resources
Electric Power Research Institute (EPRI)

A photograph of two young men in a workshop setting, focused on working on a complex mechanical assembly. The man on the left is wearing a red t-shirt and is leaning over the assembly, using a tool. The man on the right is wearing a dark cap with 'AMATECH' on it and a red t-shirt, smiling as he looks at the assembly. The background is slightly blurred, showing other people and workshop equipment.

Program Highlight: *Scholarships*

Empowering Next-Gen Engineers

FY23 Scholarship Impact Metrics

Total Awarded Dollars
\$628,350 (↑ 7%, \$41.5K)
Avg. amount per student: \$4,246

148 Awardees vs LY 163 (↓ 9%),
176 Scholarships vs LY 187 (↓ 6%)

53 female scholarship awardees vs LY
57 (↓ 7%)
(34% of Scholarships awarded to
female)

54% of Scholarships awarded to
minorities vs LY 47%

(Black/African Descent,
Hispanic/Latino, Asian/Asian
American/Pacific Islander, Multi-racial)

53% of Scholarships awarded to
underserved vs LY 55%

(Black/African Descent,
Hispanic/Latino, Multi-racial, Non-
binary/non-conforming, including all
women)

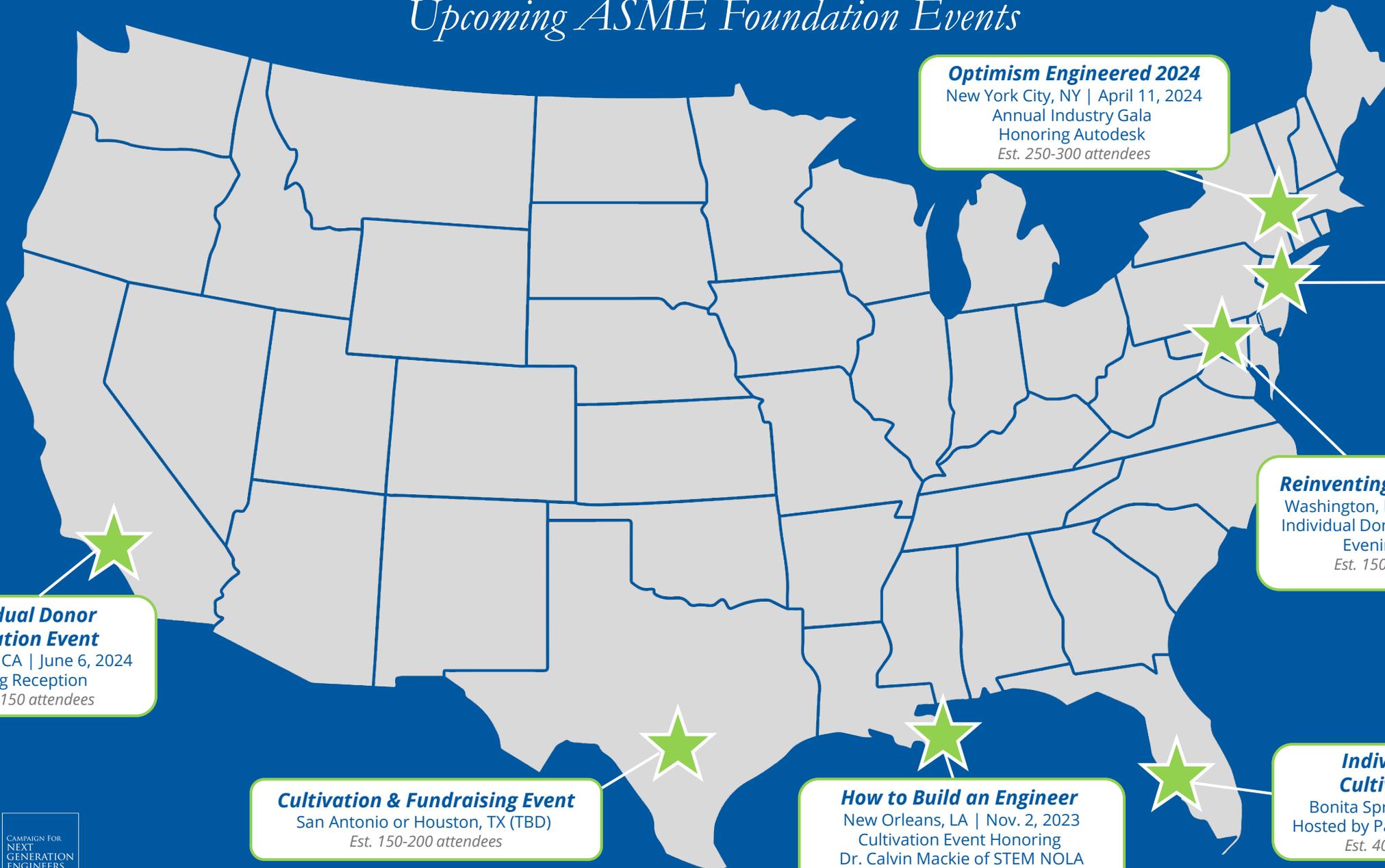
CAMPAIGN FOR
NEXT
GENERATION
ENGINEERS
WHO TRANSFORM THE WORLD



Philanthropy Events *in Focus*

Mark Your Calendars

Upcoming ASME Foundation Events



Individual Donor Cultivation Event
Los Angeles, CA | June 6, 2024
Evening Reception
Est. 100-150 attendees

Cultivation & Fundraising Event
San Antonio or Houston, TX (TBD)
Est. 150-200 attendees

How to Build an Engineer
New Orleans, LA | Nov. 2, 2023
Cultivation Event Honoring
Dr. Calvin Mackie of STEM NOLA
Est. 75-100 attendees

Reinventing the Future 2024
Washington, DC | March 21, 2024
Individual Donor Cultivation Event;
Evening Reception
Est. 150- 200 attendees

Leadership Roundtable
Hoboken, NJ
Nov. 10, 2023
Stevens Institute
of Technology
Topic: Technical
Workforce
Development
Est. 35 attendees

Optimism Engineered 2024
New York City, NY | April 11, 2024
Annual Industry Gala
Honoring Autodesk
Est. 250-300 attendees

Optimism Engineered 2024

April 11, 2024 | Annual Industry Gala

The first ASME Foundation Gala will welcome 250-300 esteemed guests to New York City's opulent **Mandarin Oriental Hotel**.

Optimism Engineered 2024 will honor ASME's industry partner, **Autodesk**, with its visionary CEO, **Andrew Anagnost** as our keynote speaker.

A remarkable Host Committee will play a pivotal role in helping us forge new relationships and industry sponsorships.

Your presence and support are critical to a successful event. Mark your calendars!

Thank you for your *leadership.*

Equity in Engineering.
Sustainability for the World.

The American Society of Mechanical Engineers®
ASME®

ASME
FOUNDATION

CAMPAIGN FOR
NEXT
GENERATION
ENGINEERS
WHO TRANSFORM THE WORLD

ASME Foundation
Two Park Avenue, 7th Floor
New York, NY 10016-5990

ASME Foundation Washington Center
1828 L St. N.W.
Suite 510
Washington, DC 20036-5104

ASME Board of Governors Agenda Item Cover Memo

Date Submitted: October 9, 2023

BOG Meeting Date: October 29, 2023

To: Board of Governors (BOG)

From: Jeff Patterson

Presented by: Jeff Patterson

Agenda Title: FY24 Q1 Enterprise Goals Performance Update

Agenda Item Executive Summary:

We will discuss Q1 staff performance for each of the six approved FY24 Enterprise Goals.

Purpose of the Presentation:

Information

Attachments: FY24 Q1 Enterprise Goals Performance Update for BOG – CLOSED SESSION.pdf

Update to the Board of Governors on FY24 Q1 Enterprise Goals Performance

Open Session

Jeff Patterson
Chief Operating Officer
29 October 2023



Approved FY24 Enterprise Goals Summary (Page 1 of 2)

Core Competency	Weight	Desired Outcomes	Lower Threshold	Target	Upper Threshold
Customer Experience (CX)	10%	ASME seeks to drive continued, lifelong engagement with individuals in the field of engineering. As a result, the workstreams are focused on setting enterprise-wide and unit-level customer experience strategy, creating impactful customer solutions, and improving the way we engage our stakeholder ecosystem. Desired outcomes include developing a shared understanding of CX principles; empowering collaboration for enterprise-wide success; and expanding our data-driven, customer-centric culture to maximize engagement, loyalty, and advocacy.	Complete 5 of 8 deliverables	Complete 6 of 8 deliverables	Complete 7 of 8 deliverables (CX and Community Engagement Strategy must be achieved)
Workforce Transformation (WfX)	20%	ASME seeks a culture that honors our rich history and reflects our mission, vision and values. To achieve our overarching Strategy, we must prioritize enterprise alignment, talent development, and global expansion. To enable this, key initiatives focused on re-architecting work, unleashing the workforce, and adapting the workplace have been developed. Related outcomes include cultural and operational shifts in organization, collaboration, innovation, training and centers of excellence.	Complete 2 of 4 deliverables	Complete 3 of 4 deliverables	Complete 4 of 4 deliverables
Diversity, Equity, and Inclusion (DEI)	15%	ASME seeks to develop a comprehensive and systematic diversity, equity, and inclusion initiative that engages the full potential of and allows each employee to bring their full authentic self to work. This will be achieved through creating a culture, environment, and milieu of security and support through acceptance and belonging for employees, volunteers, members, and external partner levels.	Complete 1 of 3 deliverables	Complete 2 of 3 deliverables	Complete 3 of 3 deliverables



Approved FY24 Enterprise Goals Summary (Page 2 of 2)

Core Competency	Weight	Desired Outcomes	Lower Threshold	Target	Upper Threshold
Portfolio Development and Management (PD&M)	10%	ASME seeks to foster a more integrated approach to developing and managing ASME's products and services at the enterprise level, break down internal silos, and present customer-centric solutions that transcend ASME's traditional business units. PD&M will focus on developing and managing multiple products that target common markets in solution sets or "Portfolios" based on customer needs and aligned with overall strategic priorities. PD&M also will provide enterprise focus to aggressively pursue key opportunities, maximize the value of existing assets, monitor longer-term opportunities, create a diversified portfolio focused on market potential, and sunset products that no longer serve ASME's strategic vision to allow refocusing of resources to higher value initiatives.	Complete 3 of 6 deliverables	Complete 4 of 6 deliverables (Focus & Growth: Portfolio Rationalization & Sunsetting must be achieved)	Complete 6 of 6 deliverables
Digital Transformation (DX)	15%	The primary overarching objective is to continue to move major functions from legacy systems (e.g., Personify, Lyris) to modern Salesforce-based systems. By FY24 year-end Personify will not be utilized for any new orders and three initiatives will have gone live – Committee Management, Commerce, Marketing Cloud.	Complete 2 of 5 deliverables	Complete 3 of 5 deliverables	Complete 4 of 5 deliverables (Commerce: B2C Self-Serve must be achieved)
Finance and Business Acumen (FBA)	30%	This goal supports the topline revenue target with workstreams focused on the capabilities to achieve it: unlocking future growth, maximizing sales & surplus, providing access to capital for strategic investments, driving business intelligence, mitigating risk, and supporting operational decisions via partnership with decision makers. <small>CONFIDENTIAL – NOT TO BE REPRODUCED OR SHARED</small>	Complete 1 of 2 deliverables (\$139M lower threshold must be achieved)	Complete 2 of 2 deliverables (\$141M target must be achieved)	Complete 2 of 2 deliverables (\$143M upper threshold must be achieved)

FY24 Q1 Enterprise Goals Performance

#	FY 2024 Enterprise Goals Progress	Weight	Current Status			Final Outcome
			Q1	Q2	Q3	Q4
1	Customer Experience (CX)	10%	On Track			
2	Digital Experience (DX)	15%	On Track			
3	Diversity, Equity, and Inclusion (DEI)	15%	On Track			
4	Financial & Business Acumen (FBA)	30%	On Track			
5	Portfolio Development & Management (PD&M)	10%	At Risk			
6	Workforce Transformation (WfX)	20%	On Track			

LEGEND: Goal-level	
On Track	Combined current status of all workstreams is at or above the target level per the measurement criteria.
At Risk	Combined current status of all workstreams is tracking to lower threshold per the measurement criteria.
Off Track	Combined current status of all workstreams is tracking below lower threshold per the measurement criteria.





Board of Governors Meeting Agenda Item Cover Memo

Date Submitted:	October 13 th , 2023
BOG Meeting Date:	October 29 th , 2023
To:	Board of Governors
From:	Anand Sethupathy, Managing Director, Strategy & Programs
Presented by:	Anand Sethupathy, Managing Director, Strategy & Programs Madhukar Sharma, Director, ASME India Private Limited (AIPL) Avni Malhotra, Deputy Director, Philanthropy & Programs, AIPL
Agenda Title:	ASME's Growth Opportunities in India

Agenda Item Executive Summary:

The ASME India staff leadership team will provide a high-level overview of ASME's growth in India and the projected growth of the market.

Proposed motion for BOG Action: **Information Only**

Attachment(s): None



Board of Governors Meeting Agenda Item Cover Memo

Date Submitted:	October 11, 2023
BOG Meeting Date:	October 29, 2023
To:	Board of Governors
From:	Senior Vice Presidents
Presented by:	Rick Cowan, Nicole Kaufman Dyess, Bob Stakenborghs, Lester Su and Tom Vogan
Agenda Title:	Sector Reports

Agenda Item Executive Summary:

In lieu of written reports, each Senior Vice President will give a short presentation during the open session of the BOG meeting providing an update on sector activities.

Proposed motion for BOG Action: **none**

Attachment(s): **none**

**ASME Board of Governors
Agenda Item
Cover Memo**

Date Submitted: October 9, 2023

BOG Meeting Date: October 29, 2023

To: Board of Governors (BOG)

From: Jeff Patterson

Presented by: Jeff Patterson

Agenda Title: 2023 Membership Research and Action Plan

Agenda Item Executive Summary:

We will discuss the key findings from separate surveys of renewed, lapsed and new members, and the current and planned actions being taken based on results from the surveys. This deck was sent to Susan Ipri-Brown, Andy Bicos and Wolf Yeigh on October 5 for discussion on October 18.

Purpose of the Presentation:

Information

Attachments: BOG Membership Research and Action Plan 2023 FINAL.pdf

CONFIDENTIAL & PROPRIETARY. DO NOT DISTRIBUTE.

Membership Business Update

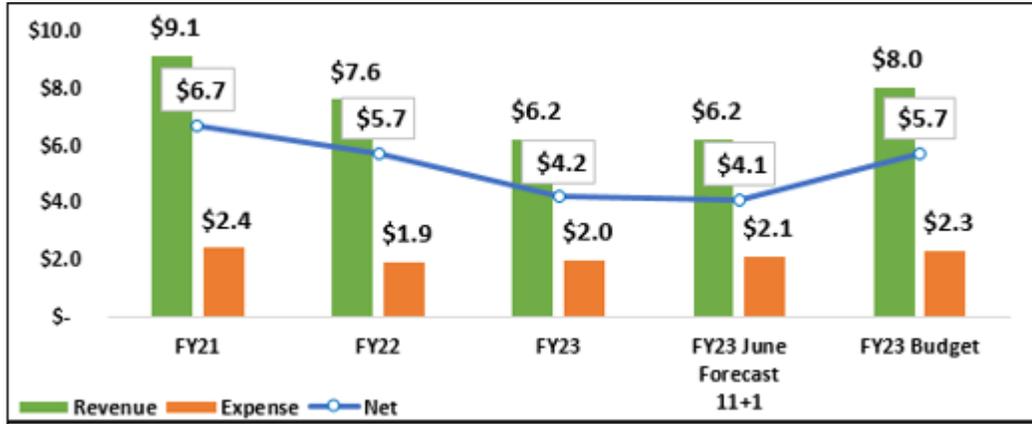
October 2023



- Membership Update
- How We are Understanding Member Needs
- Member Research
- Course of Action

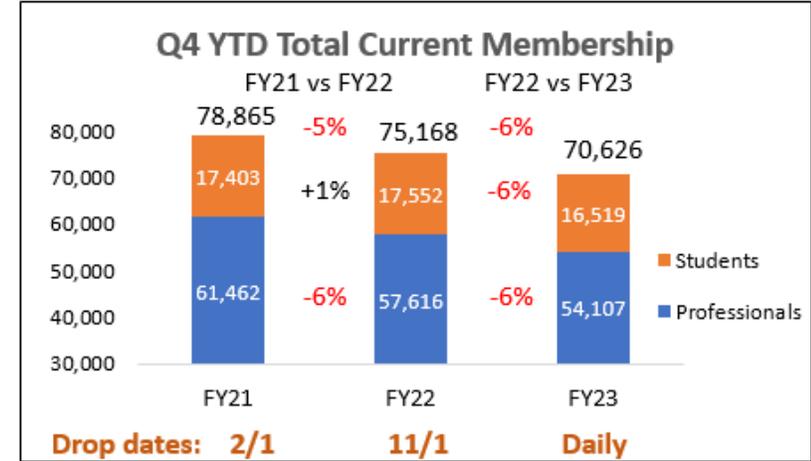
Business Update – FY23 Full Year

Financial Full Year Outlook



Net results were unfavorable (\$1.5M) versus budget driven by a (\$1.8M) decline in dues revenue. Revenue was unfavorable due to lagging renewals, including professional members at higher dues rate, fewer paid memberships, smaller renewal pool and increased acquisition ratio of students at lower transaction value. Affinity revenue (\$0.6M) was impacted as well mainly being driven by the reduction in fixed insurance royalties.

Measure of Productivity



In Q4, there was a 17% increase in overall enrollments from last year. However, the ending balance missed forecast, largely driven by two factors: 1) the new anniversary renewal drops from those who joined in Q4 FY22, as FY23 is the first full anniversary renewal cycle (drops were on an annual date in prior years), and 2) the decline in acquisitions from last year, primarily driven by group membership and India.

Global Market

Q4 Active Membership	FY22	FY23	Net Change	% Change
USA/CAN	59,550	56,918	-2,632	-4%
Asia/Pacific	9,213	7,797	-1,416	-15%
Europe	2,035	1,835	-200	-10%
Latin/South America	1,453	1,517	64	4%
Middle East & Africa	2,917	2,559	-358	-12%
Total International	15,618	13,708	-1,910	-12%
Grand Total	75,168	70,626	-4,542	-6%

- The US decline is driven by mid-late career members. Asia decline driven by students from India & Pakistan. Europe decline from professionals in UK, France & Italy. Africa saw a 53% decline driven by professionals in Nigeria, Swaziland and South Africa but growth from students in Egypt.
- Middle East saw professional & student growth from Lebanon, Kuwait & Oman. Latin & South America region growth in professionals & students from Mexico, Ecuador, Peru & Brazil.

Inventory/Other

Q4 YTD New, Renewal and Winback Memberships	FY22	FY23	Net Change	% Change
Active Membership				
New Members	3,355	3,443	88	3%
New Students	13,176	13,217	41	0%
Total New	16,531	16,660	129	1%
Renewal Members	52,625	47,485	-5,140	-10%
Renewal Students	3,619	2,402	-1,217	-34%
Total Renewals	56,244	49,887	-6,357	-11%
Winback Members	1,636	3,179	1,543	94%
Winback Students	757	900	143	19%
Total Winbacks*	2,393	4,079	1,686	70%
Grand Total	75,168	70,626	-4,542	-6%

- Overall YTD enrollments are behind by 4K primarily driven by the renewals.
- Acquisition growth is flat to last year. 11% fewer Group Student Memberships from last year.
- In Q4, India had 52% fewer new students over last year.
- Winbacks are up 70% from the prior year, mainly comprised of Professionals. 44% of the Winback membership growth driven by professional paying members, professionals 1-4 years out of school.

* Winbacks are unpaid Members who come back after dropping 1+ year.

- To continue building our understand of members' needs to improve the value proposition and user experience, we conducted 3 separate surveys targeting different segments: renewing members, lapsed members, and new members.
- Each survey had slightly different questions based on the audience segment and the nature of the customer relationship, for example a lighter questionnaire for new members who just joined vs. a renewing member.
- Results are provided on the following slides. Although there were many common themes across the segments, **survey results from each separate survey are not meant to be directly compared to one another.**

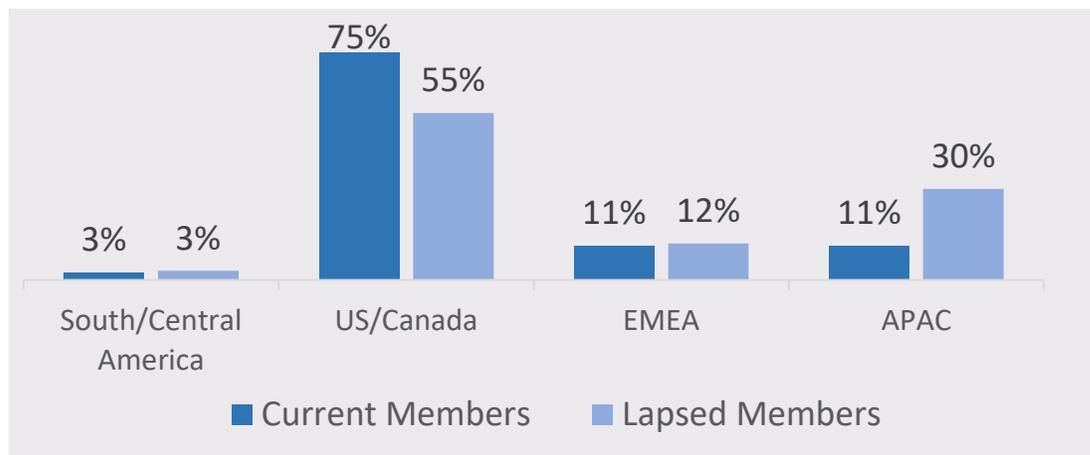
Respondents Profile

2,666 Respondents

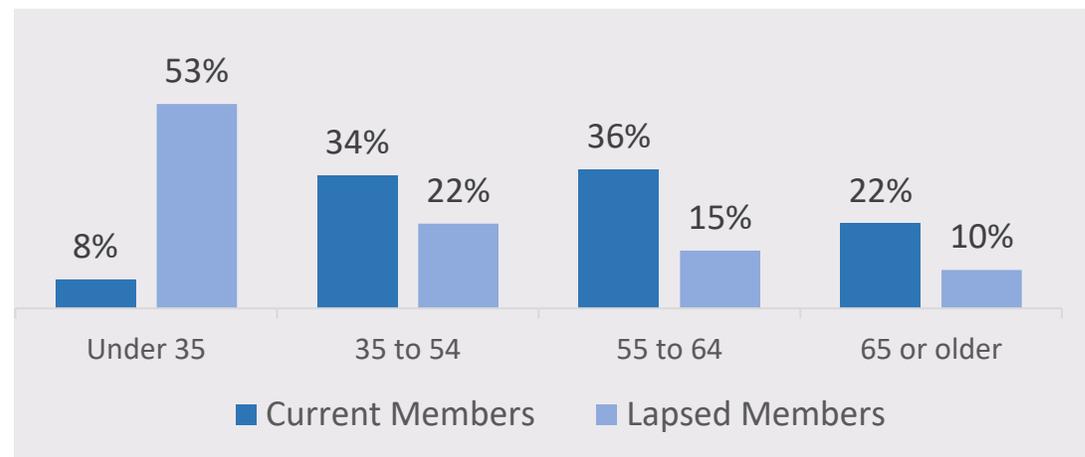


641 Renewed Members
1592 Lapsed Members
433 New Members

BY REGION:

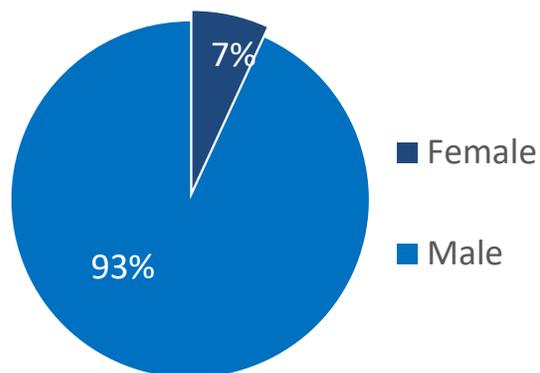


BY AGE:

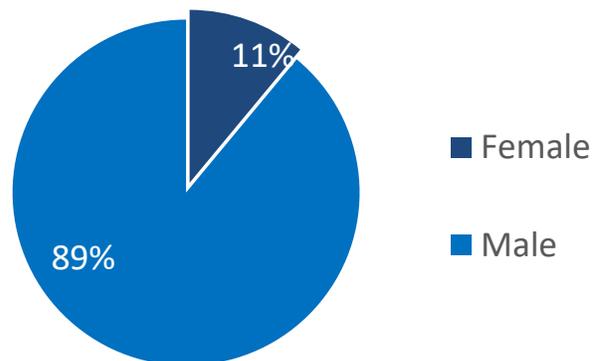


BY GENDER:

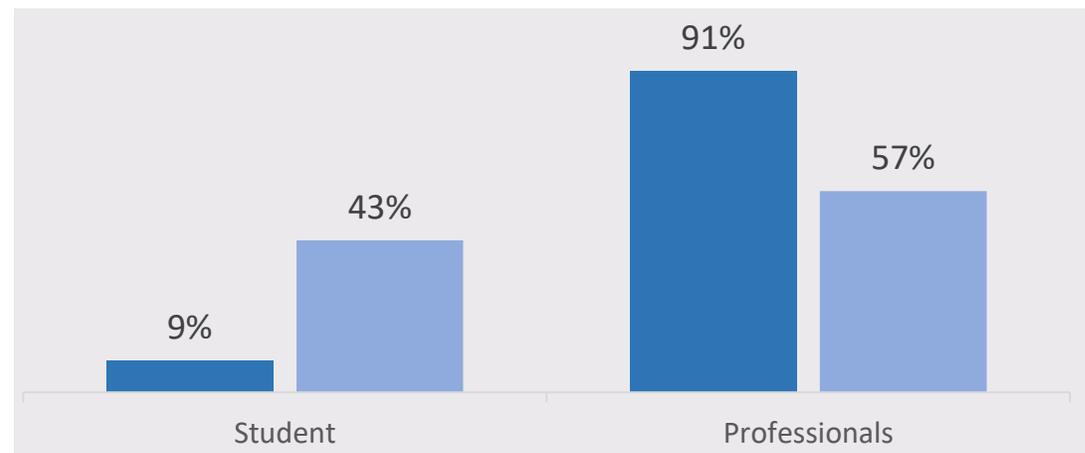
CURRENT MEMBERS:



LAPSED MEMBERS:



BY MEMBERSHIP TYPE:



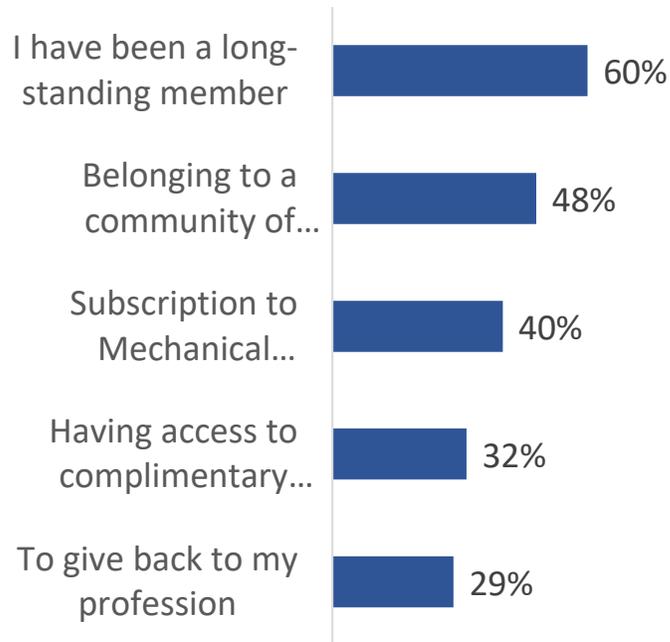
Key Reasons for Joining or Renewing

Networking opportunities with people in their industry ranks high among all three groups. Having access to complimentary industry content is also important to all segments. Career resources are particularly appealing to the new and lapsed members, as well as younger current members.

NOTE: Data is from three different surveys. Data is not directly comparable across segments.

Top Five Reasons for Renewing ASME Membership – Current Members

Base: 618



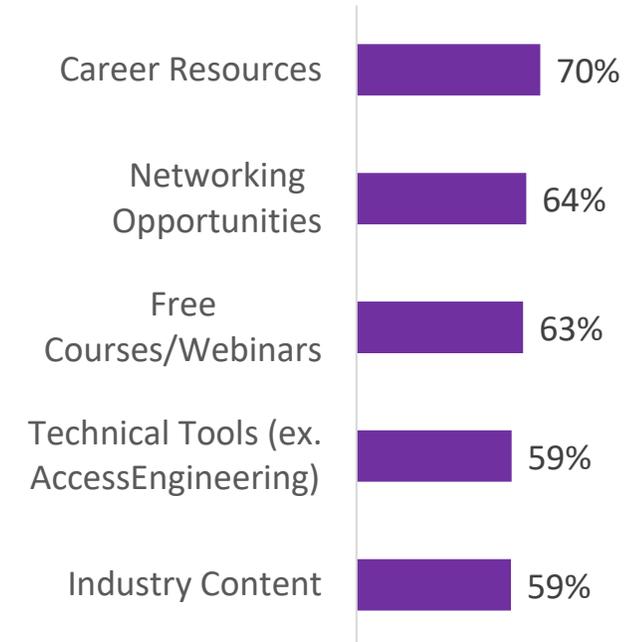
Top Five Reasons for Originally Becoming ASME Member – Lapsed Members

Base: 1592



Top Five Reasons for Becoming an ASME Member – New Members

Base: 433



Benefits Used by Renewing Members

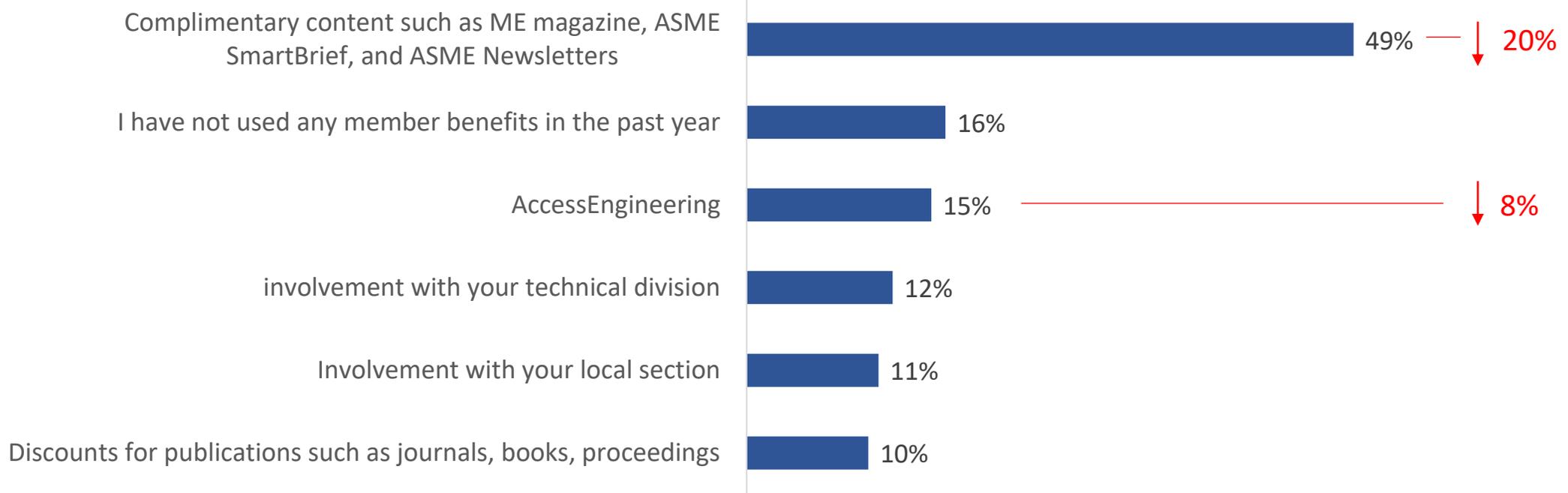
Complimentary content – such as *ME Magazine*, SmartBrief and Newsletters – was the most commonly used benefit by the current members across all segments... though usage dropped noticeably compared to FY21. Several (16% overall) said they have not yet used any benefits this year.

Top Benefits Used in the Past Year – Current (Renewing) Members

Base: 605

shows difference of +/-5% vs. FY21 where available

Significant drop in usage from FY21



The ME Magazine is good. Access to technical reference books are a major plus. I don't use hardly anything else as I haven't seen the value for me.” – Current Mid-career Professional Member

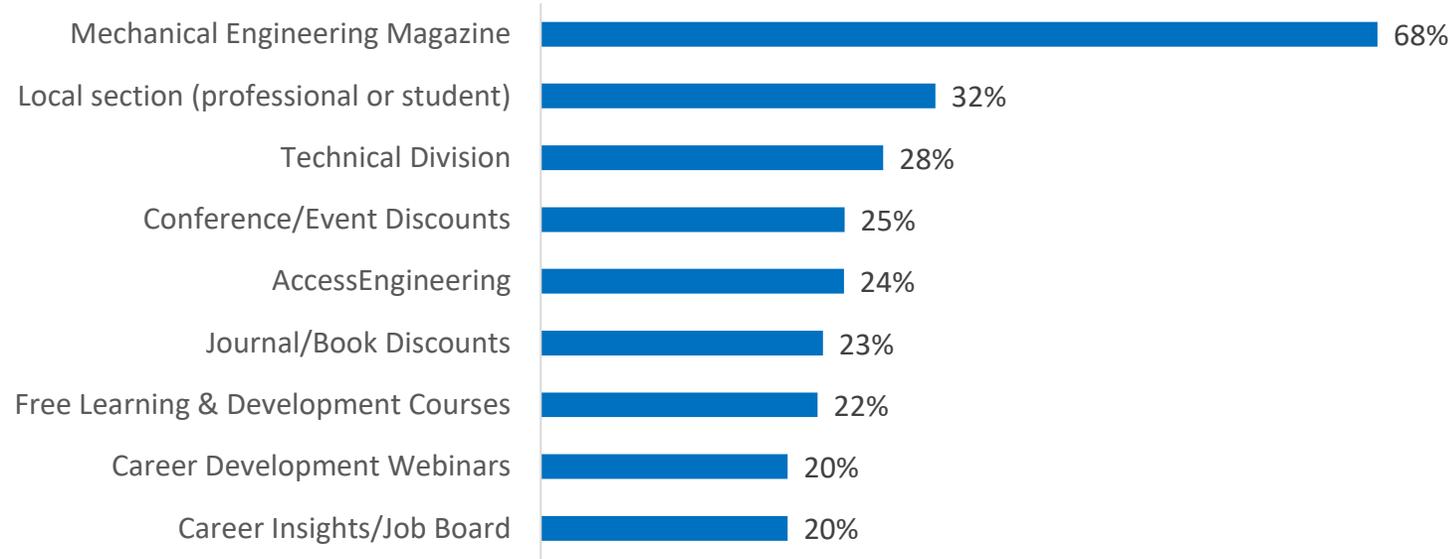
Q. Which ASME member benefits, if any, did you use in the past membership year?



Nearly seven in ten lapsed members said they are familiar with and/or used *ME Magazine*, more than twice the usage/awareness of any other benefits.

Top Benefits Used/Aware of – Lapsed Members

Base: 1494



- ECEs and APAC lapsed members were more likely to use Sections.
- International members were much more likely to take advantage of AccessEngineering and Career Development webinars.

“ I just didn't need the benefits as much as I thought I did, honestly. Having access to the documentation was important for a lot of my tasks at the time but ended up not being as helpful or impactful as I originally thought/hoped. And the cost for everything isn't justifiable for the work I am doing now.” – *Lapsed Professional Member from North America*

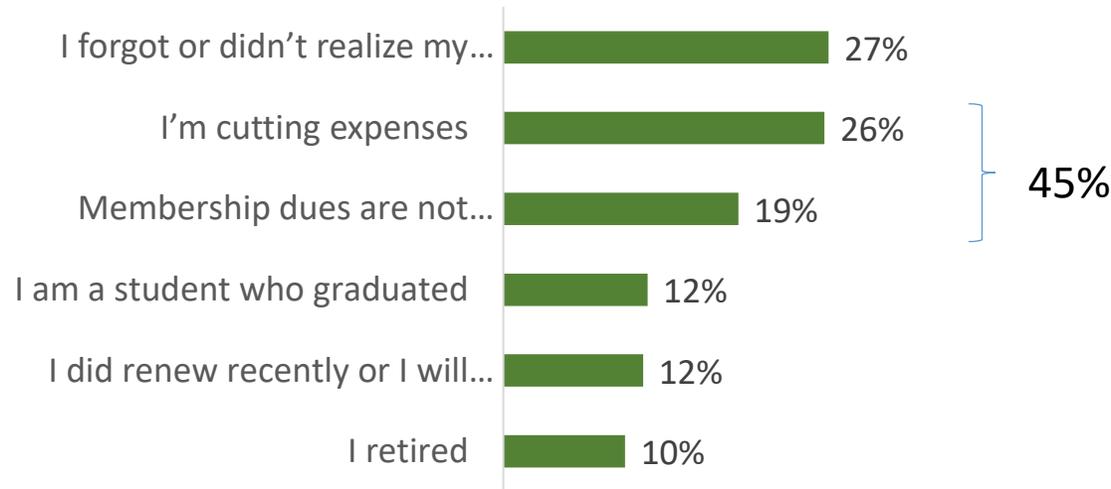
“ One of the benefits was the discount on Conferences. Have not been able to attend conferences for many years. Covid was one of the reasons. Getting visa to US is a pain - my interview date for visa is in 2025. Conferences have become too expensive to attend in the US. I could attend one in Europe or Japan for half the amount.” – *Lapsed Professional Member from India*

Reasons for Not Renewing Membership

The top two reasons for lapsing were “not realizing membership expired” and “cutting expenses.” Roughly 20% also thought that the value of benefits was low to justify the price. More than half (54%) said they plan to renew soon/within a year... especially if their employers pick up their expenses.

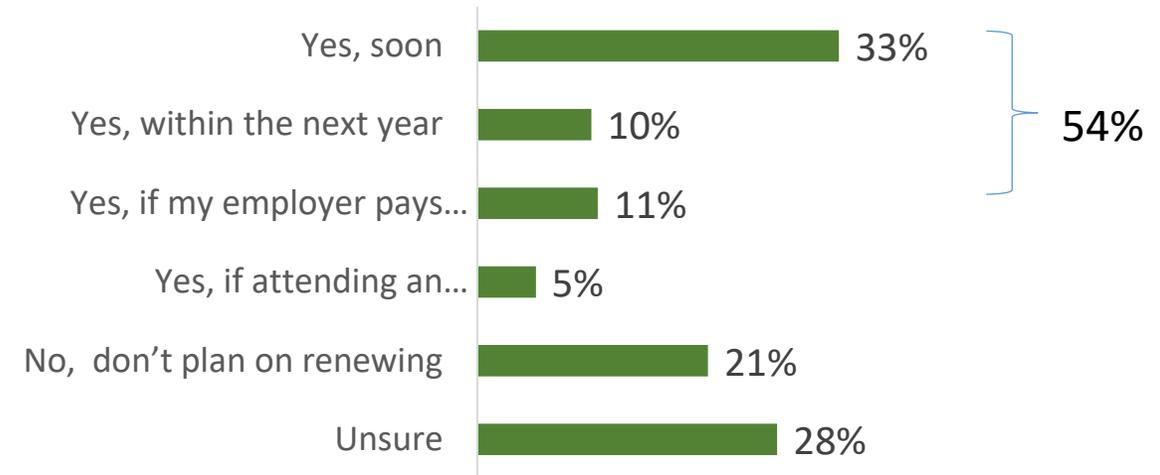
Reasons For Not Renewing ASME Membership – Lapsed Members

Base: 1566



Plans To Rejoin ASME - Lapsed Members

Base: 1511



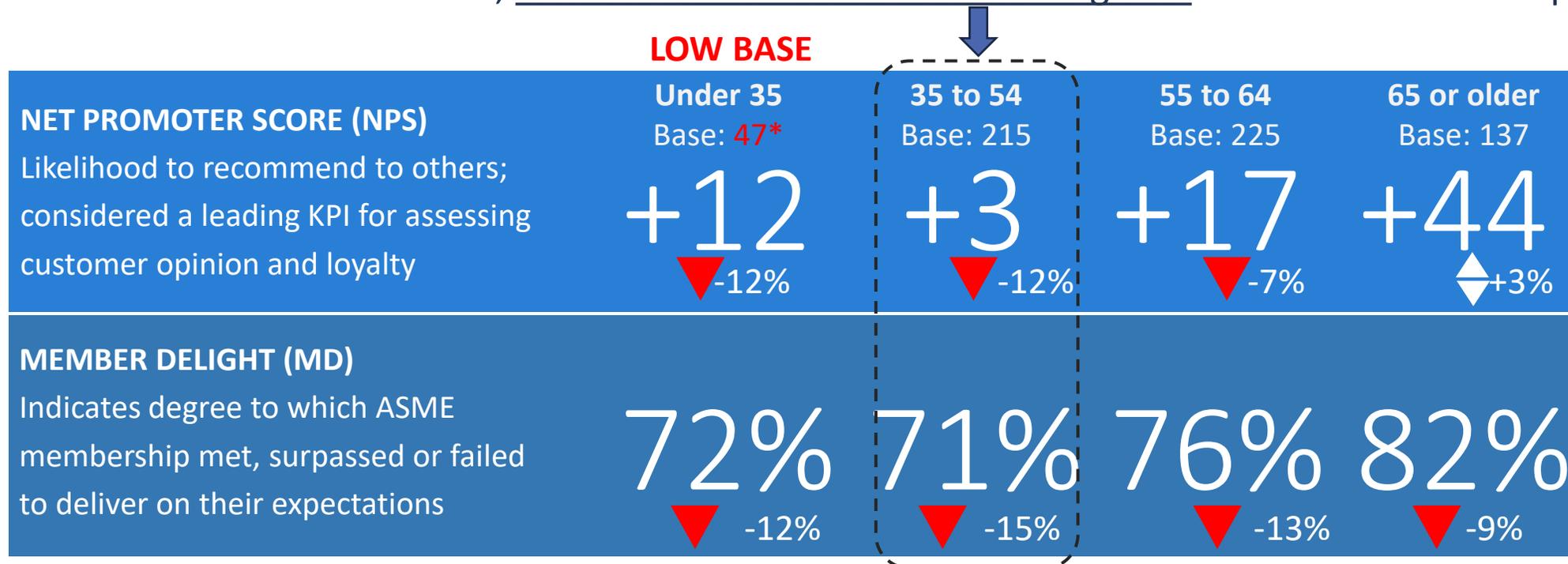
“I live in Egypt, we had multiple decrease in the Egyptian pound Value. The membership became very expensive comparing to the benefits it provides for those who live outside the USA” – *ECE Lapsed Member from Egypt*

“I feel guilt and an obligation to be a member of ASME and family pressure to do so but mechanical engineering has been very hard on me as a female and eventually I left the profession. I gave a lot to ASME in terms of volunteering and leadership and taking students to conferences and reviewing papers and so on while a member. I got a lot from ASME as a student but almost nothing as a professional member. I guess I feel like the scales are balanced. I wouldn't mind staying in touch with ASME but I don't feel strongly compelled to rejoin. – *ECE Lapsed Member from India*

ASME Membership Renewals 2023: Overall KPIs are trending down

	TOTAL Base: 641	vs. prior year
NET PROMOTER SCORE (NPS) Likelihood to recommend to others; considered a leading KPI for assessing customer opinion and loyalty	+17	 -9
MEMBER DELIGHT (MD) Indicates degree to which ASME membership met, surpassed or failed to deliver on members' expectations	75%	 -13%
SATISFACTION WITH THE RENEWAL (RSAT) Degree to which members are satisfied with their experience renewal experience	88%	 -5%

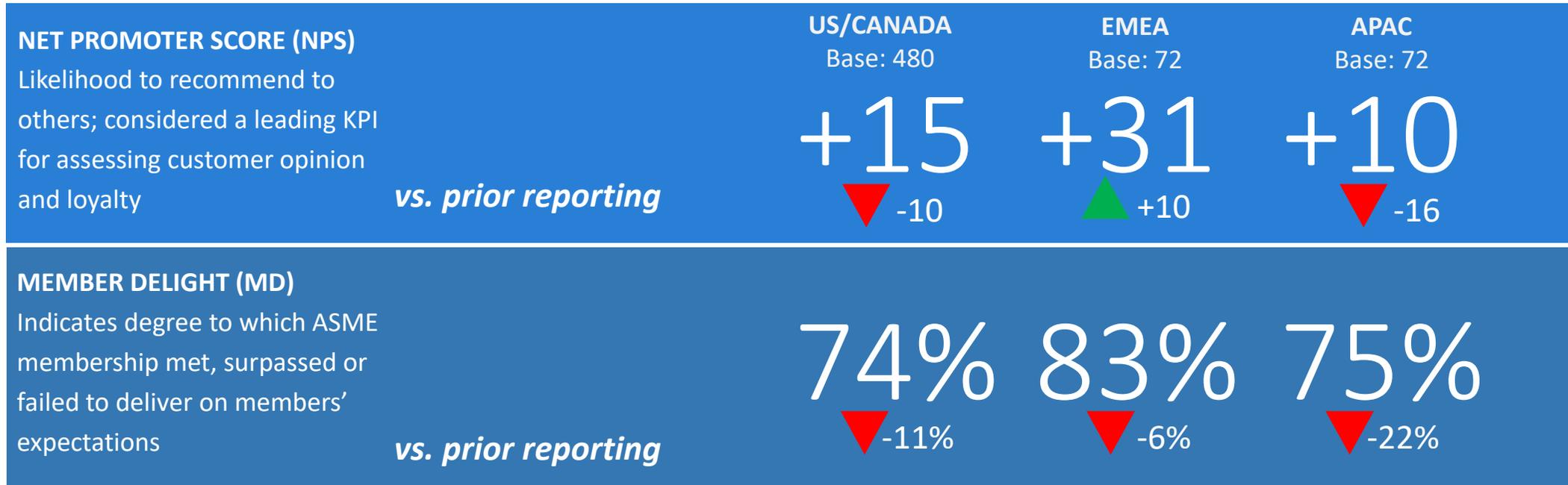
In-line with other research, mid-career members are more negative about their ASME experience.



*Directional due to small base <50

- “My local section is sadly inactive. I wish there were more low-cost training opportunities. The free ones are not very attractive. The interesting ones are more than I can afford and more than my employer is willing to pay.” – *Mid-career Professional Member*
- “For me the value of being a member of ASME in the involvement on sections and divisions. Unfortunately, section and division activities and operation have become exceedingly cumbersome by ASME required policies and processes, to the point that section and division activities are declining.” – *ECE Professional Member*
- “My old employer paid for half of my dues, but my recent employers have not. As dues have gone up, the longer I've been out of college, the harder it has been to be motivated to continue my membership.” – *Mid-career Professional Member*

EMEA members' NPS increased, offset by the disappointing results reported by APAC and NA members.



“ Since I started my professional career in 1995 my local ASME chapter has done absolutely nothing in terms of activities. I do more with SME and AWS than my primary professional society. That is appalling. I feel all I get out of my membership is a magazine and discounts on select items from time to time.” – Professional Member from North America

“ I thought there would be more educational opportunities, conferences, or events to further my continuing education.” – Professional Member from APAC

Students reported strong results (*comparison to FY21 is not available*)

	Student Base: 50	Professionals Base: 544
NET PROMOTER SCORE (NPS) Likelihood to recommend to others; considered a leading KPI for assessing customer opinion and loyalty	+34	+16
MEMBER DELIGHT (MD) Indicates degree to which the membership, surpassed or failed to deliver on attendees' and presenters' expectations	78%	75%

“I belong to ASME because I feel I have to belong to the society for credibility, but to be honest the local chapter doesn't do anything and the ASCE in NYC is much more active. Plus the emphasis on robotics is not in my wheelhouse, I'm thermal fluid systems and everything you send is aeronautics and robotics.” – *ECE Professional Member*

“The web is full of engineering resources, simply applying ASME branding on some doesn't make it better.” – *Mid-career Professional Member*

“Extremely valuable as a student and soon to be engineer.” – *Student Member*

Course of Action

Based on key learnings, below are areas of improvement being addressed.

	Key Concern/Need	Key Target Segment	Action Plan
Value Proposition	<ul style="list-style-type: none"> Additional complimentary content Technical content 	<ul style="list-style-type: none"> All Professionals 	<ul style="list-style-type: none"> Develop additional content for key topics with additional formats Continue to partner with Business Units to offer additional content (e.g., Publishing, L&D)
	<ul style="list-style-type: none"> Belonging to a community/networking 	All	<ul style="list-style-type: none"> Continued focus on revitalization of sections Conduct additional research to further define networking needs
	<ul style="list-style-type: none"> Career resources 	Students/ECEs	<ul style="list-style-type: none"> Expand benefit offerings including resume and interview assistance
Pricing	<ul style="list-style-type: none"> Pricing is too high for many international markets Desire for company to pay membership dues 	<ul style="list-style-type: none"> International Students Professionals 	<ul style="list-style-type: none"> Re-evaluate pricing and consider lowering dues for international markets (India and Latin America initially) based on cost of living differences Focus on B2B strategy to target institutions for bulk membership Consider providing advisors free membership for coordinating group membership at section level

Based on key learnings, below are key recommendations for areas of improvement.

	Key Concern/Need	Key Target Segment	Action Plan
Ability to Pay/Purchase Process	<ul style="list-style-type: none"> Website, shopping cart not working properly or online payment method not available. Simplify online renewal process 	All	<ul style="list-style-type: none"> Course of action in line with Salesforce and eCommerce platform updates as part of Digital Transformation project that will update shopping cart and online payments overall. Auto renewals will also be a new capability to ease the annual renewal process.
Member Communications	<ul style="list-style-type: none"> Large volume of overall ASME emails results in tuning out pertinent information (e.g., Membership renewals) Need for more personalized communications based on content topics, benefit preferences, location, industry/discipline, events, etc. 	All	<ul style="list-style-type: none"> Enact more sophisticated email business rules to control volume (via Salesforce Marketing Cloud) Diversify communication methodology Test new channels besides emails (e.g., WhatsApp)

- Continued focus on India and Latin America markets to drive international growth. The new sections in India, Karnataka and Maharashtra, drove 195 and 205 new members in FY23, respectively. Since the inception of the EnginZone authorized membership provider agreement, new members in Latin America grew by 175 vs. the same period the prior year.
- Continue offering membership bundled pricing during conference registration given constraint for real-time membership signup. Initial test in FY23 showed that 68% of non-members registering for conferences within the pilot chose membership bundles.
- Finalize benefits product development roadmap based on membership survey results.
- Define pilot tests with Publishing team based on feasibility of back-end platform capabilities.
- Collaborate and launch B2B pilot with L&D team and Sales.
- Continue ongoing surprise and delights for existing members to drive long-term retention.
- Execute on content strategy to drive membership acquisition through free, gated, and premium content.
- Continue partnering with Programs team for member-only tracks during EFX events.