



The Association of
Technology,
Management, and
Applied Engineering

**ATMAE Annual Board Meeting
Hilton Netherlands Hotel, Cincinnati, OH
June 15-16, 2017 – MINUTES**

June 15, 2017

Present: John Wyatt (Chair), Sharon Rouse (Treasurer), Saxon Ryan, David Brinkruff, Heshium Lawrence, Tarek Mahfouz, Erik Devito, Victor Brown (via phone), Glenn Rettig (Board of Accreditation), Caitlin Schwab (Staff), Ralph Bizzarro (Staff), Neil Littell (guest)

Call to Order: John Wyatt called the meeting to order at 8:32A EST.

Roll Call: Roll call was completed and quorum established. Tarek gave John Wyatt his proxy vote.

Approval of the May and Amended April Minutes: A motion was made by David and seconded by Heshium to approve the amended April minutes. Motion passed. A motion was made by Heshium and seconded by Saxon to approve the May minutes. Motion passed.

Introductions with CHMS: Introductions were done during roll call.

Tour with Hotel Staff: Tour began at 9A and ended at 10:04A. Vic Brown joined the meeting via phone.

Committee Reports:

Accreditation

Glenn gave an update on the international accreditation and where the Accreditation Board is in the process. Need to make a determination in the near future to continue or stop the process.

Need to look at the legal ramifications of going international with accreditation and the cost of going international. Also need to think about moving data to and from different countries.

Glenn talked about distance learning and standards and how they are evaluated. May have to come up with standards for institutions that are just online and how to evaluate and rationalize the program. Looking at the 19 standards this year and determining if changes (if any) need to be made.

Accreditation Board is going to look at what happens if an institution loses accreditation and how to “phase out” the institution.



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Conference

Caitlin will be working with Melissa on the conference. It is important to get the speakers on the schedule and to have the agenda finalized as soon as possible. ATMAE attendees usually sign up late, so early registration is slow. Closer to the conference registration picks up. Use some of the hotel history in the marketing for the conference.

Certification

Certification had a great year and had revenue upwards of \$43,000. Now is the time to think about the LMS system and how to move forward with that. Mark is in agreement to modernize the CPT exams. We need to start selling these modules and trainings sold within the industry. Not sure of the market but we will have to figure out what the market looks like.

Heshium talked about the certifications being a word of mouth sell. Maybe have the people who require this knowledge take the module so they can see if it works for their company.

LMS/Training

John W. talked about putting training exams and materials out there for industry use. Hap (a guru for these systems) developed more student centric systems. Maybe should keep him on retainer as a consultant. Melissa (CHMS) could help with this. Industries might want to buy this training. We have this LMS system. Let's populate it with the items we can sell and what is useable. What do they want and where do we sell it? What are the priority products? Something to look at is CEUs for the courses.

Eric DeVito arrived at 10:32 am

Membership

Membership is up, all the tiers have grown slightly. We need to work on getting all the numbers up. Membership is cyclical. We need to have them see a value in the membership. Reminders are sent out to members to have them pay dues and a member of the Board (Tarek) reaches out to members that are due and tries to get people to renew their dues.

- Try to get numbers from what companies are hiring ATMAE members.
- Maybe a one year free, or a discounted rate when you move from student to industry members.
- Maybe have a preferred certification for members to help with employment.
- Possibly use SocialLink on YM to see where members are working/getting jobs.
- Click bait and Twitter links.

The more data we get the better decisions we can make.
What do members want from us to be a member or possibly continue to be a member.

Journal

No report at this time, but it is doing fairly well. Important to keep the Journal running through the transition.

Additional Discussion:

-Tracking CEUs.

-Certifications at the conference.

Strategic Planning: John W. talked about marketing and we need to find out what the different markets are and develop a 1-year plan, 2-year plan, 3-year plan, etc. Figure out what works well for the markets we are in. Do a market analysis. What the organization as a whole can do to market and grow the organization as a whole. There are a lot of different wants and needs. We need to figure out the market to figure out how to achieve the goals that are set and then revisit it every year to determine how the marketing plan is going.

CHMS has a person in Albany and they can help with a strategic plan. Would like the executive board, board chairs, committee chairs, Jim and Melissa to go to Albany and participate in the strategic plan.

Department of labor has the information/data about the job market.

Possible job of accreditation, to get the information of where students are going after graduation. Need to determine what the markets are for accreditation.

Money would rather be spent gathering data than on a piece of paper to send to someone.

Ralph discussed what ATMAE members want and what other members want.

Determine what data is needed for each item for the strategic plan.

Outside and internal objectives need to be determined.

Funds will be allocated for the strategic plan. Call will be set up with John W., Jim, Brain, and John G to discuss when this could take place.

Board wants an “at a glance” issue sheet. Have a sheet that shows all the numbers on one sheet and have the information in a graph that is easier to decipher. Have a general overview.

Meeting Recessed for Lunch at noon and reconvened at 12:58P.

Treasurer’s Report: The ATMAE Board reviewed the current proposed budget.

Discussed the accreditation budget for site visits, and having a better budgeted number.

Discussed looking for another travel agency that charges a smaller fee.

Accreditation Board to start receiving a monthly report.

A motion was made by Heshium and seconded by Erik to approve the budget as presented. Motion passed.

John W. wanted to discuss if it would be prudent to move money into the Edward Jones account. Ralph suggested waiting until you receive the audit for the current fiscal year to make that decision.

Conference: 2018 will be in Kansas City, MO.

John W. wants ideas for 2019. John was asking about the rate policy change of the room rate of \$125. The board discussed a policy change that would allow for the best bang for the buck.

Suggestions:

- Huntsville, AL
- San Antonio, TX
- Austin, TX
- Myrtle Beach, SC
- Nashville, TN
- General regions between the east coast and the Mississippi river

Need to be able to accommodate the room rate restrictions, and to accommodate the number of rooms needed. Submit RFPs for 2019, 2020, 2021.

Communication ahead of time is important!

NIAC and Industry Roles: Victor discussed his involvement and NIAC and talked about the focus on the students about what the industry is looking for from graduates. Would do career fairs, resume help, and interview help. Saw the value this added to ATMAE and the conference. Eventually some companies didn't see the value in this effort at the ATMAE conference. There is now a situation where we are stuck and Victor would like to reshape the NIAC and have a role at the conference that does not conflict with what else is going on. NIAC will need to be rebuilt at this point.

Idea(s):

1. Was their value with NIAC when they were working with the students?
 - The student division is looking for as many options to add value to the students.

Victor will build a proposal up and present at the July 2017 Board meeting for approval and then begin to work with what is going on. Checking to see what the best options are. John W. talked about how we need Victor as NIAC to let us know where they see holes that need to be filled.

Victor will have a meeting with NIAC members in the meantime and determine what the perspective on what industry members are seeing and move forward from there. The goal is to provide value to the ATMAE student members.

By-Laws: John W. charged Erik and a team to come up with what the by-laws changes are. Erik has been looking at the by-laws over the last 18 months. He has realized that the by-laws are not being followed or we are not being consistent with the by-laws. Put together 21 proposed changes to the Board, and there was much discussion about the changes. Erik gathered a group to discuss these changes and then ATMAE got involved

in the RFP process. Came back to the by-laws discussion and most of the original members got together to discuss the by-laws and changes. Erik discussed the by-laws with the Board. Erik proposed that he compile all the information and then bring it the Board to determine what changes should be accepted. Erik discussed some of the suggested changes to the Board. The by-laws will require further discussion before being brought to the membership for voting.

A motion was made by Erik and seconded by John to recess the meeting. Motion passed. Meeting recessed at 4:40P

June 16, 2017

All present from yesterday, Victor did not call in.

Tarek absent, Dominic, and Victor.

Elections:

Sharon and Tarek are on the nominations committee and have been working with John W. on preparing a presentation or a webinar to get people involved.

John W. there are a few board members rolling off.

John W will be running for a second term.

Announcement needs to go out about the elections and call for nominations. Elections take place in August. Email needs to go out to gather CV/resume for people running.

Board discussion of divisions, and what to do with the divisions going forward.

Ideas:

- Have the divisions review the papers for the conference, direct email or call the division leaders and ask them to help review presentations.
- Possibly disband the divisions. Give directions on what needs to be shown to the Board and if the division does not become engaged then the division will disappear.
- Create a survey to find out what membership wants? Work with Jim on creating this survey.

How does ATMAE get membership engaged again?

Scholarships and Awards: Strandberg and Kicklighter scholarships. John W. needs volunteers and needs to put out applications for scholarships. The scholarships need to be sent out to members. Volunteers need to review the applications to see who will win the scholarship. David, Heshium, and Neil volunteered to be on the committee.

Rudisill and the Keith awards. Rudisill award is the presidents award. The Keith award requires nominations from two former Board chairs. These awards are not given out often. Dr. David Hoffer has been nominated for the Rudisill award. He did a lot of work on ATMAE name change and the venn diagram. Mark Miller for the Keith award.

A new trophy needs to be made and call it the "Steve Harris Trophy" for the robotics competition. Ask Steve's family to present the trophy at the robotics competition.



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To be added to website: calendar of events and more updates.

Also, add a donation check box for the foundation to the renewal form on the website.
Send a receipt to people when they renew.

The robotics competition “ask” will be presented at July Board meeting.

Other Business

John W. discussed the exchange. This is where people can interact with each other and work on grants, talk to subject experts or get together to collaborate. John W. wants to create this exchange as a resource for members. Possibly build a searchable database. Ideally to get the next generations involved.

John W. thanked everyone for attending and for their participation in this meeting.

A motion was made by Saxon and seconded by Heshium to adjourn. Motion passed.
Meeting adjourned at 9:46A