



The Association of
Technology,
Management, and
Applied Engineering

March 20, 2015 11:00 AM Via Conference Call

Present: William Hallock, Susan Ely, Robert Chin, Justin Yang, Rod Flanigan, Royall Mack, John Hausoul, Jeff Cunion

Absent: Joyce Wilkerson, Jesse Kamm, Lynda G. Kenney, John Wyatt

Visitors/ Staff: Michele Anderson, Rachel Drochter

Meeting Minutes:

Meeting to order at 11:05 AM.

Conference:

Approval of the minutes:

Royall Mack moved to approve the minutes from the February Board meeting. The motion was seconded by Robert Chin and unanimously approved by the Board.

Treasurer's Report:

Jesse mentioned that the balance between cash coming in and cash being spent is off by about \$5,000 on this month's report. John also mentioned that the expenses for March on the Budget Projections 2015 sheet was off \$6000 because insurance was accounted for twice because it was added to both the Manage Fee and Other.

ATMAE is getting a more accurate picture of their finances. ATMAE has stabilized financials and has better understanding of where money is going and coming in. The Board mentioned the importance of stabilizing and sustaining the financials for the future Board.

John's Presentation:

He stated that ATMAE staff are working on an operational plan at the Executive Board's request. John stated that ATMAE has three main interest groups within its membership, faculty (40%), students (50%) and industry (10%).

John presented how ATMAE can better use its resources/programs to serve the membership community. He reiterated the mission of ATMAE and noted that there is nothing happening within ATMAE operations that is outside ATMAE's current mission and vision. He states the mission was approved in 2009 and inherited through the previous management company. He stated that most of ATMAE's value has traditionally been dedicated to programs that promote academia. This is ATMAE's 'core' membership and the value propositions for these members should not diminish. However, value needs to expand in other membership areas. John spoke about recent conversations with industry professionals and noted that they see little value in their membership but need a trained work force. Student members want more career development opportunities in their membership as per results seen in a student survey recently administered by ATMAE staff. John also commented that marginal changes in the existing programs will not change our economic condition and suggested that ATMAE not abandon its current programs.

John presented ideas for increasing value to ATMAE's membership groups. He suggested more technical professional development opportunities and access to employers and jobs for student members. Industry members need a trained workforce and John is currently looking into partnerships with industry through grants and programs. John talked about the webinar series in in development for students. The goal of these webinars will be to increase student knowledge on what industry professionals are looking for in the future industry workforce.

John also mentions that ATMAE needs to increase value for current programs offered to the 'core' membership. Increased cooperation is needed between industry and 'core' membership on a national level.

John also discussed major new programs in development. One of the new programs discussed was online training initiatives. The nanotech-training program should be ready by summer. Online training will increase revenue for ATMAE. Other new programs being development include creating a newsletter for each membership group, a virtual job board for students and employers, and virtual student competitions.

The floor was opened up for comments and questions. Board members proposed the idea of having board members submit points of discussion for future Board meetings. The Executive Board would review discussion points prior to meeting and add them to agenda.



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The Operational Plan was discussed. Board members suggested creating a color-coded plan that denotes progress being made on each item. Board members also suggested a marketing plan be developed in the near future. Moving forward, the Board would like to see an Operational Plan created with both short term and long term plans. Suggestions for the operational plan included helping the Board members to share their own experiences, increasing coverage of multiple special interests/all disciplines within the technology field, and making sure there is a balance in the products and services ATMAE provides to each membership type.

Conference:

230 proposals were submitted for the 2015 ATMAE conference.

Accreditation:

Michele and Dr. Chin are working on a classification system for all accreditation programs so that all programs are represented.

Membership:

It was suggested that Board members get involved in member cultivation and share their experience and insights as a way to encourage other professionals and students to join ATMAE.

There being no further business, it was moved and seconded to adjourn the meeting. The meeting was adjourned at 12:02 pm.