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## **ATMAE Board of Directors Meeting**

### **Monday, June 22, 2015 at 9:30 AM**

### **Sheraton Station Square Pittsburgh**

**Present:** William S. Hallock, Royall Mack, Jesse Kamm, John Hausoul, Robert A. Chin, Rod Flanigan, Jeff Cunion, Susan J. Ely, John E Wyatt

**Absent:** Dr. Baijian “Justin” Yang, Joyce Wilkerson

**Visitors/ Staff:** Rachel Drochter, Kelly Schild (partial via conference call)

Meeting Minutes:

Meeting came to order at 9:57 am.

Approval of Meeting Minutes:

Royall moved to approve May’s meeting minutes. The motion was seconded by Susan and unanimously approved by the Board.

Treasurer’s Report:

Jesse reviewed the Budget Projections 2015 Report. Jesse pointed out the End of Year is projected to be \$15,347 and commented that ATMAE will end with a slight surplus. He attributed this surplus to several factors limiting spending and greater than predicted revenues. He pointed out that Accreditation did not spend what they thought they were going to spend. The Board discussed total Accreditation income and Jesse pointed out that the difference between ‘13-‘14 and ‘14-‘15 was due to double counting income and that ‘14-‘15 numbers are a more accurate picture of income. He mentioned that moving forward, money coming in would be tracked more accurately in that all revenues would be counted rather than just a 60/40 split and the reserve split would rather be counted as an expense to reserves.

Accreditation Update:

Board Members discussed the accreditation board desire to have budget policy for Accreditation moving forward. The recent Accreditation MOU was brought up during the treasurer’s report. It was decided to table the discussion of the MOU for a later board meeting because it is currently under analysis. Kelly Schild will be starting on July 6<sup>th</sup> and the Board welcomed her arrival.

Conference Update:

Board Members discussed the possibility of having the Conference Opening Reception at the Carnegie Science Center. The question of whether the event should be an extra paid event was discussed and it was reported that the cost of the reception would be \$65 per person for drinks, appetizers and transportation.



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Kelly discussed the ATMAE Conference Attendance and Revenue by Location document. Kelly cautioned that the attendance numbers from earlier years may not be accurate. Bill also pointed out that the difference between attendance numbers and income can be explained with the fact that some attendees only registered for one day. When discussing different locations for future ATMAE conferences, the Board and staff discussed the threat of decreasing attendance if the conference was to move out of the Midwest. Board members suggested look at travel budgets within difference universities and colleges to give ATMAE better insight into what registrants can afford for travel to conferences. Some Board members suggested notifying conference attendees and members during the 2015 conference about the move out West in 2017 for meetings. This would also give Student Chapters two years to prepare and secure funds.

Kelly discussed her process for acquiring room rate estimates when conference planning. She talked about how she has contacts with all the major hotel lines. She also pointed out that she inquires about session room space at each of these hotels in a given location and then sends RFPs to those that fit ATMAE's meeting space requirements. Kelly reminded the Board that the 2016 Orlando conference dates are November 2-4, 2016.

Kelly also discussed the 2017 Site Comparison grid. Cincinnati was proposed as the site for 2017. John Hausoul did a site visit in April. John and Kelly gave an overview of the hotel's expense, capabilities and amenities. They also detailed the options they researched for ATMAE's desire to go west which included Las Vegas.

Kelly inquired about the Board's opinion of the Sheraton and the site visit earlier in the morning. She commented that ATMAE has most of the conference space in the hotel. She also detailed the use of the Grand Station rooms. She explained that the air wall in the between Grand Station I-II and Grand Station III-V will be open during the robotics competition. These rooms are also designated for the exhibitors, receptions, coffee breaks, breakfasts, and lunches. She also mentioned that the Reflections Room will most likely not be used during the conference. The Waterfront room will be used as a Robotics Prep room and the Admiral Room will be used for accreditation on Wednesday and Thursday, but will be open on Friday. The Board mentioned that the Admiral Room could be a good place to hold additional workshops and division meetings. The Board and staff also discussed details relating to the Robotics Competition. Kelly said that the hotel has guaranteed ATMAE ten parking passes which can be given to the Robotics teams.

#### Membership and Certification Update:

Rachel and John gave an update on membership. Membership and certification numbers are steady and have been generally increasing. Rachel discussed the need to engage students through various initiatives including Student Chapters, student competitions, and a specialty newsletter. John and Rachel reiterated the importance of continuing to engage with students through membership by creating professional development opportunities. Having a strong student membership base will allow ATMAE to attract industry as the place for finding industry's future workforce. Rachel also discussed how she has worked to create better efficiency within the exam and certification process.



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#### JTMAE Update:

John discussed recent projects and developments with the JTMAE publication. He informed the Board that articles that had not been placed on the new website when the old database was shut down have since been uploaded to the website. He also discussed how the ATMAE staff is currently doing a time audit to gain insight on how long the process of publication takes for ATMAE staff. John requested that Board members recommend potential JTMAE board members who may be interested in journal related issues. Dr. Chin agreed to assist in recruiting ATMAE members for the JTMAE board positions.

#### Nominations Updates:

Nominations will have to replace a 2-year, 4-year, at large, industry rep, and student. Royall mentioned that Victor Brown may become the new NIAC member involved with the Board. Victor could be the Chair and representative from NIAC. A Board members recommended Erik DeVito as a potential candidate for the industry position.

John encouraged the Board to think about the impact of having millennials on the Board. Royall agreed with John but cautioned that the next student Board member will need to be committed, professional and have a good understanding of ATMAE policy. The Board discussed the massive turn over in Board leadership in the next elections and shared the opinion that it is important not to lose the continuity between the new Board and the old Board. The Board fears a lack of continuity could destabilize the strategic planning and goals/vision of the current Board and ATMAE moving forward. John and Bill requested the Board continue to think about possible candidates for the ATMAE Board.

Jesse and John suggested that the ATMAE Board include an Accreditation Board ex-officio member. Board members suggested creating an open invitation to the Accreditation, JTMAE and Certification Boards to participate in the ATMAE Board meetings. John encouraged the Board to reach out to Andy Anderson to make that invitation to the Accreditation Board.

Board members also discussed issues of being more transparent to other Boards and ATMAE members. It was suggested that an Annual Report should be published online and be available at the annual conference. Board members also suggested a quarterly dashboard be published on the website.

#### The following action item was established:

A quarterly report (financials, members, action plan progress report) be published by the Executive Director. This report should highlight one major action item per quarter. Bill and John decided to begin the process of writing the first report and send it to the Board by mid-July. It was also decided that the Board will skip July for the Board meeting and reconvene in August.

#### 2014-2015 ATMAE Accomplishments:

John reviewed the 2014-2015 ATMAE Accomplishments document. John noted that associations most frequently lose money in their first transition year and added that ATMAE has improved significantly financially and in communication with members and in governance. He adds that Accreditation has



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improved its processes and membership and certification has grown and improved efficiencies. John also talked about accomplishments within events and mentioned that there were zero no shows at the 2014 conference. He also discussed the success of the online presenter proposal submission process. 204 presentations were accepted out of about 240 (90% acceptance rate). John concluded by stating that the ATMAE staff are working toward improving the publishing process.

Board members inquired on whether ATMAE looks at analytics for measuring efficiencies of different initiatives. John stated that ATMAE staff look at analytics on electronic communications, such as rates of click backs, etc. He also mentioned that ATMAE is beginning to use Constant Contact and will be able to use more sophisticated analytics to measure member communication. Board members suggested Google analytics be investigated for use in understanding traffic on the website and in the journal.

#### 2015/2016 Action Plan Review:

John gave an overview of the 2015/2016 Action plan. John Hausoul, Susan Ely and John Wyatt talked about their plans to form a grant writing task force to secure funding for programs and resources for colleges and universities. Their goal to ultimately become a National Center for Technological Advancement. John suggested that a team be put together comprising of academic professionals who are looking for money. The grant proposal is due in October 2015. Susan Ely and John Wyatt will head this team.

John also discussed the formation of a Membership Committee with members representing the leadership in each division. ATMAE plans to reach out to division directors to ask for their help in recruiting new division member to the committee. It was suggested that the Membership Committee be utilized to create more opportunities for communication between ATMAE and the division and to gain a better understanding of what members for each division want and need. John suggested this membership committee be formed and have at least two meetings before the annual conference to discuss what the objectives are moving forward. Bill also suggested requiring mission statements from each of the divisions.

John also talked about ATMAE's plans for recruiting and retaining faculty members. He plans to identify conferences attended by potential and current faculty members and use other associations' conferences as an opportunity to host ATMAE events and receptions.

John concluded by saying that he feels ATMAE has a clear identity and mission for the Board moving forward. Royall requested John highlight the action items with which he plans to engage industry in ATMAE. John pointed to action item #6, Certification and Training. He talked about how this action item will create incentive for industry to be involved in ATMAE and that ATMAE would share revenue with companies. He used the new LMS System as an example of how ATMAE can create revenue and will work with industry partners to develop content. These new relationships with industry will not only be valuable for ATMAE students, but will give industry access to their future work force. John also mentioned the opportunities industry has to get involved with ATMAE student competitions.



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Royall asked if there was any intention for ATMAE to work with the National Association of Workforce Boards. He stated that National Association of Workforce Boards work directly with community colleges to create pathways to industry jobs. Royall inquired what kind of relationship member institutions have with local National Association of Workforce Boards. John asked Royall to talk with him in more detail about this subject at a later date.

Meeting was adjourned at 2:10 pm

## **ATMAE Board of Directors Meeting**

### **Tuesday, June 23, 2015 at 8:30 AM**

### **Sheraton Station Square Pittsburgh**

**Present:** William S. Hallock, Royall Mack, Jesse Kamm, John Hausoul, Robert A. Chin, Rod Flanigan, Jeff Cunion, Susan J. Ely, John E Wyatt

**Absent:** Dr. Baijian “Justin” Yang, Joyce Wilkerson

**Visitors/ Staff:** Rachel Drochter,

Meeting Minutes:

Meeting came to order at 8:30am.

Action Plan continued:

John continued with his presentation of the 2015/2016 Action Plan. John discussed the creation of a new Dean’s Program (#3) designed to create benchmarks for programs and schools associated with ATMAE. The goal for this project would be to create a database that could help schools benchmark themselves against other schools and ATMAE can use this data to sell to industry. This data could also benefit the ATMAE accreditation program by educating schools, selling the value of accreditation, and meeting requirements of CHEA. John also mentioned that schools that are not accredited could still use this data. This data could also be used for conferences and meeting and be sent out to industry. Susan and Bob Chin were interested in working on this project. John suggested that the Board begin identifying people who would like to be researchers in this project.

The Board suggested that John prioritize the action items. The Board suggested limiting the action plan list to 5 or 6 items and allocating these action items to specific ATMAE staff. John agreed with this suggestion and will narrow down list to 5 or 6 items and create metrics of each one. Before the new



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Board begins, the current Board will ratify the document and assist in presenting it to the new Board. John will have the Action Plan revisions to Board by next week.

Susan suggested doing a 'Strategic Doing' and meeting with a strategic planning professional for future work. A 'Strategic Doing' is designed to build short term action items. John requested that Susan send her contact information for the planning professional she recommends.

The following action item was established:

John will update the Action plan based on comments and prioritize the top 5 projects. The Board vote on the final Action Plan document. He will also create the first Quarterly Report document and Board nominations will go out. John will also create an ATMAE Introduction packet (bylaws, action plan, financial, etc.) for the new Board. The current Board will meet with the new Board at the November conference. Board members suggested a training meeting be directed by John for the new Board. Some Board members suggested this meeting take place on Wednesday, November 11<sup>th</sup>. Jesse also offered to brief the new board on current finances of ATMAE.

Board members also asked John what he found to be his biggest challenges as the ATMAE Director. John replied that he would like to see more industry contact brought in to ATMAE to help build the organization. Specifically, John is interested in getting industry contacts from the following categories: 3D printing, robotics, and EECT. The Board suggested ABB Robotics and Festo as prospective industry contacts. Royall offered to get John names of people in industry sectors. John remarked that he talked with the Science Museum's tour guide to get robotics contacts for the conference.

John also gave an update on the conference robotics competition. John said he would like to see more design components to the competition. Winners could receive free conference registration to test their designs at conference and perhaps win a 3D printer for their school. Bill added that ATMAE needs to provide opportunities for students to be sponsored during these competitions and industry partners would be useful in providing funds for student travel expense and competition prizes. John also noted that he would like to see a larger prize for the jeopardy competition. Board members also discussed that historically, these competition have not represented some of the ATMAE divisions or schools. Board members discussed their concern on whether ATMAE is serving all divisions. Managements and industrial distribution were two example given as underrepresented divisions within ATMAE.

'15-'16 Budget Proposal:

The 2015/2016 ATMAE Budget Proposal document was discussed. Board members inquired about where the number under Accreditation Revenue came from. Jesse and John explained that the \$395,550 under Accreditation Revenue is for '14-'15 and includes both operations and reserves. Conversely, the \$254,011 under total for Accreditation was only accounting for money in operations and not including the money going in to reserves. The \$254,011 is overall operating budget. The \$106,700 is reserves.

The Board also discussed Attachment A – ATMAE Accreditation Budget. This document was created by the Accreditation Board. John talked about how line items have been added to the budget to better





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understand where money is being spent and coming in. John talked about how he negotiated this budget with the Accreditation Board. Some Board members suggested that ATMAE create a standard budget process for Accreditation moving forward.

#### LMS Presentations:

Blackboard and Knowledge Direct gave presentations about their LMS systems. It was noted that Knowledge Direct was a preferred system because it is designed specifically for associations and John believes it has the training and certification components and capabilities that ATMAE needs. He also noted that he preferred this system because of its ability to grow as ATMAE's training and certification program grows. Board members discussed whether ATMAE has the cash flow to front the cost of the Knowledge Direct system. It was suggested that the \$13,000 cost for the first year of operation be pulled out of the Foundation account and then would be paid back in to the account.

The Board inquired on whether the cost was worth this endeavor. John responded by saying that ATMAE would be making an investment in the future training module. Orboro is no longer a company and is not working with ATMAE under contract. John also discussed how ATMAE is currently losing money on certification but with this new system, ATMAE could increase revenue through training. This system would allow ATMAE to partner with companies to creating training programs.

Rod proposed that \$15,000 be taken out of reserves. This would include the first year of operations and cost of the startup process. John suggested that we increase this amount to \$18,000 to cover all costs and start up.

Rod amended his first proposal to a recommendation of a budget that would not exceed \$18,000. Susan has seconded this proposal.

This decision was unanimously approved by the Board.

The Board discussed how Apex staff are allocating time to ATMAE. The Board called a closed session at 12:18pm to talk about ATMAE staff time and allocation.

The Meeting was opened back up at 12:38pm.

The Board informed John that they were happy with Staff work and wanted to make sure John felt he had the resources to get the job done. John calculated that ATMAE has 2.75 full time employees working at Apex. John discussed ATMAE staffing roles and responsibilities with the Board. They requested a chart be created to outline all ATMAE staff task and hours. It was suggested that hours of employees be tracked for next fiscal year.

John reiterated that he thinks Staff will be able to complete all the Actions items. The Board requested that John communicate to the Board about his work load frequently and would like to have a growth plan produced to coincide with the Action Plan.

Accreditation Budget Update continued:



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The Board expressed concern about the Accreditation Budget and was interested in the changes that were made in John's negotiation with the Accreditation Board. John mentioned that historical data for Accreditation budgets were not broken down into line items so past budgets could not be used to give insight into this budget's negotiations.

John suggested that the Board approve the Accreditation budget. The Board suggested the line items already in ATMAE's budget not be duplicated on the Accreditation budget. It was also suggested that line items on all budget should be the same.

There was a motion to approve the '15-'16 ATMAE and Accreditation budgets. This motion was amended to include the removal duplicated items off of the Accreditation budget. Items for removal included conference calls, credit card merchant fees, insurance D&O ENO, and insurance general liability.

Dr. Chin motioned to approve '15-'16 budgets, it was seconded by Royall and unanimously approved by the Board.

Membership Slide Show:

John presented a slide show that highlighted three types of ATMAE members he believes are being underserved. John suggested that the Board think about how ATMAE can better serve students, community colleges and industry as they review the final Action Plan. John added that he would send this slide show to the Board.

Meeting was adjourned on 1:53pm.