

# President Holl Reports to the 2018 Convention

## State of the Association

WE ARE GATHERED here in Denver, CO, for Tau Beta Pi's 113<sup>th</sup> Convention in our 133 year history and are very proud to have sustained the organization for so long.

I am pleased to report that we remain the largest engineering society in the world with over 593,000 initiated members, 248 collegiate chapters, and 44 active alumni chapters. Through the hard work and exciting programs offered by our collegiate chapters, in 2017-18 we attracted over 9,300 new initiates. We also installed our newest chapter, Oregon Delta at the Oregon Institute of Technology, on April 14, 2018. We expelled one member convicted of violating U.S. Federal law.

The Tau Beta Pi Trust, which has been funded through generous donations and bequests through the years, was worth over \$29 million at the end of our past fiscal year (July 31, 2018). Last year, the Alumni Giving Program received over \$1.1 million from nearly 10,000 members. Many thanks to Director of Marketing and Communications, Pat McDaniel and Executive Director Curt Gomulinski who manage this program. These funds are essential as we increase the opportunities we offer.

Major Gifts Officer Sherry Jennings-King has continued to raise significant funds for our Chapter Endowment Initiative (CEI). To date, we have received support from 129 individual donors for 79 chapters. A total of 18 are fully endowed at \$100,000 or more. As with all endowed funds, the capital is not spent but the investment income is used. Of note this fiscal year is that the fund has generated income from the initial investments five years ago. As the fund grows, we anticipate an increased stream of funding for chapters and programs such as Convention, Engineering Futures, and the District Program. We are very pleased that several CEI donors are joining us at this Convention; please make sure to thank them for their generosity.

We are extremely proud of the programs we have for collegiate members. This year our 85<sup>th</sup> group of Fellowships was awarded to 31 Tau Bates for graduate study and our 20<sup>th</sup> set of Scholarships was awarded to 288 members to complete undergraduate studies. Additionally,

collegiate chapters sent representatives to the 16 Spring Conferences, 176 Engineering Futures Sessions were presented, and 26 chapters had hands-on activity sessions at local schools in the MindSet program.

## Implementing our Strategic Plan

Over this past year, the focus of the Executive Council (EC) and the Executive Director has been implementing the Strategic Plan for the Association. We have five main goals:

- *Developing the Organizational Processes of the Association*
- *Enhancing the Image, Visibility, and Branding of Tau Beta Pi*
- *Improving Chapter Support and Operations*
- *Providing Relevant and Recognized Leadership and Professional Development*
- *Strengthening the Finances and Fundraising of the Association*



The Strategic Plan is the road map we use to ensure our efforts stay focused on meeting the goals of the Association. Whenever a new initiative or program request is presented to the EC, we always ask: "How will this help us meet our strategic goals?" Keeping the Strategic Plan in mind allows us to focus our time and funds to best advantage.

## Achieving our Strategic Goals

We have worked on making progress on all the strategic goals and made great strides in *Developing the Organizational Processes of the Association*. With the support of the EC, Executive Director Gomulinski examined the Association's Headquarters operations and made structural changes to help us better meet our goals. The Headquarters staff was reorganized into teams focused on particular areas: chapter programs, finance & operations, marketing & communications, and development & administration. The EC followed Curt's lead and developed a committee structure to help manage us and focus our efforts.

We began working on *Enhancing the Image, Visibility, and Branding* in 2017 by commissioning a study from the Wharton School of Business at the University

of Pennsylvania. In 2018, we continued this work by evaluating the feedback from that study and the 2017 Convention Image and Marketing Committee. Then with the help of District Director Christina Harrison, we commissioned another image study from the Tippie School of Business at the University of Iowa.

To address the most immediate needs, the EC created an Association Website Task Force chaired by Councillor Scott Fable to address some image enhancement issues. At the 2018 Convention, the Image and Marketing Committee will be evaluating the results of the Tippie study, refreshing themselves on the Wharton study, the recommendations of the 2017 Image and Marketing Committee, and evaluating recommendations from the Website Task Force.

Another effort in the area of *Image and Visibility* is offering additional insignia items through the updated online store. Many thanks to Alex Cross, Assistant Director of Member Services, and his Headquarters team for their hard work. Making sure you wear your TBI gear helps people associate the organization with real people. This effort can reap large benefits in increasing visibility.

Communications Specialist Dylan Lane continues to manage our social media including *LinkedIn*, *Facebook*, *TauBetaPi4Life*, and other applications. With new jobs taking our members to a variety of locations over long careers, we need a reliable way for them to stay in touch. Remember to exchange your permanent contact information with your new friends while you are at Convention and plan to build a network through the links and apps the Association maintains.

To address the goal of *Improving Chapter Support and Operations*, in 2016 we appointed a Director of District Programs for a three year trial period. This director works closely with all District Directors and Headquarters staff to ensure the collegiate chapters have the required support to conduct the most important business of the Association—identifying eligible candidates and creating a culture where they choose to join. A positive experience in a collegiate chapter encourages members to stay active with the Association in their postgraduate careers. We are very grateful that Kelly Hammar has been serving in this role and extremely thankful to J.P. Blackford who has agreed to fill out her term after his EC term ends in December. We are also grateful to Director of Alumni Affairs Tricia Gomulinski who continues to provide support and encouragement to our alumni chapters. There were four new ones chartered in 2018. Most of you here are chapter leaders. We need your input on how best to provide support to these chapters.

Director of Engineering Futures Katy Luchini Colbry is the leader as we address the goal of *Providing Relevant and Recognized Leadership and Professional Development*. In addition to delivering the Engineering Futures curriculum, developed over the past 30 years, to nearly 4000 students during 2017-18, she created and piloted two new modules: *Equity, Inclusion & Ethics*, and *Mentoring*. Director Colbry continues to develop new training materials in the area of communications,

partnering with the National Science Foundation and Michigan State University.

Led by Treasurer George Morales and the EC Finance Committee, the Council has grappled with our budget, focusing on *Strengthening the Finances of the Association*. Together with the Headquarters staff, the EC Development Committee has been evaluating strategies to increase revenue. Over the past year, we have developed short-term and long-term moves to ensure future financial stability.

Executive Director Gomulinski continues to provide outstanding leadership to the Executive Council and the Association. As President, it is my pleasure to work closely with Curt. With his help, the EC maintains focus on achieving our strategic goals. Additionally, Curt is an effective leader of our dedicated Headquarters staff. The Association is indebted to Curt for his ability to articulate the need for our most recent changes. I am confident we are on a sound path to much success.

### Executive Council

At the 2017 Convention in Dearborn, MI, we elected three new members to the Council and finally have a full nine-member board. Secretary J.P. Blackford, Treasurer George Morales, and I will end our terms on the Executive Council on December 31, 2018. At this Convention, we will hold elections for three EC seats. Those Councillors will begin their terms on January 1, 2019, and will serve for three years. George is the first member to run for re-election in this new structure. Please take the opportunity to meet with each of the candidates who are running for election at this Convention to learn about their interests in the Association and to tell them about yours. The election will be held during the Third Business Meeting on Saturday morning.

Remember, EC elections are held every year. We encourage you to get involved and look at leadership opportunities at all levels.

### Programs and Celebrations

The Association is strong and continues to grow, not only in number of members but in the variety of programs we offer.

A remarkable event is taking place at this Convention—we are welcoming members to a chapter that has not held an initiation in over 40 years. Colorado Gamma, at the University of Denver, will be officially reactivated. We hope this is a result of some of our focus on becoming more visible and relevant. Congratulations Colorado Gamma!

We are excited to celebrate the 50<sup>th</sup> anniversary of women being allowed to be full members of Tau Beta Pi. At the 1968 Convention, the body voted to allow women engineering students to be considered for full membership. The chapters ratified the change to the Constitution and the first women were initiated in 1969. Prior to that, there were many years when eligible women were not recognized at all. In 1936, the Convention authorized awarding a Women's Badge, and (Continued on page 31)