

Christian Engineering Society Business Meeting Minutes

Thursday, 6/29/2017 from 3:30 – 4:30 pm at Cedarville University

- I. Meeting was brought to order by Steve VanderLeest (SVL), CES President.
- II. Opening prayer was offered by Melani Plett (MP), CES Treasurer.
- III. SVL summarized the process for appointing the organization's first set of officers (future officers will be elected by the membership) and introduced the current officers and volunteers.
 - President: SVL
 - Vice President: Bill Jordan (BJ)
 - Treasurer: MP
 - Secretary: Gayle Ermer (GE)
 - Newsletter Editor: Ted Song
 - Website Managers: Ted Song, Mike Foster, SVL
- IV. President's Report
 - a. SVL summarized the history preceding the formation of the society and identified the goals of the organization, including a description of the faith statement on the website.
 - b. Membership types and cost were described.
 - Individual membership: \$25 in dues per year, requires assent to faith statement
 - Institutional membership: \$150 dues per year with reduction in individual dues for those affiliated with the institution, requires institution to assent to faith statement
 - Member discounts for conference registration
 - c. Membership benefits and communication venues were listed.
 - d. Future plans were presented.
 - 2018: Dinner at Salt Lake City ASEE Conference
 - 2019: Full CEC near Tampa, FL
 - 2020: Dinner at Montreal ASEE Conference
 - 2021: Full CEC at Azusa Pacific (jointly with Association of Christians in Mathematical Sciences)
- V. BJ described the organization of a scholarly journal sponsored by CES.
 - a. Open access journal platform to be provided through Baylor University.
 - Editors have received training in using the system.
 - A call for papers will come this summer.
 - The journal will initially be published annually.
 - Reviewers and additional editors will be needed.
 - b. Goal of journal is to provide a dissemination venue with more rigor and higher impact factor than conference proceedings.
 - Journal could include revised and expanded conference papers.
 - There will be no page charge at the start.
 - CES will fund ~\$100 for indexing and could fund some copyediting costs.
 - c. A suggestion was made to require paper submitters to also review.

- d. A suggestion was made to include a regular “letter from the editor” or similar short article.
 - e. A suggestion was made to consider having a place to archive student work in particular (either as part of the journal or on the CES website).
 - f. It was noted that the journal would need to be marketed to build an audience.
- VI. Treasurer’s Report
- a. MP reported that there are currently 57 individual members (prior to the conference) and 11 institutional members.
 - b. Spending and account balances were reported.

Opening balance	\$11,467.33 (accrued from prior conferences)
Income from memberships	\$ 1,750.20 (prior to conference)
Donations	\$ 120.00
Expenses	\$ 184.21 (legal fees)
Current balance	\$13,153.62
 - c. MP noted that the goal of each conference is to come out even, with membership fees covering society costs.
- VII. Discussion Period
- a. Responses to question: “Where would you advertise to grow membership?”
 - i. Networking and “word of mouth” is best advertising, since potential members can’t search for what they don’t know about
 - ii. Put an ad in Prism magazine (expensive)
 - iii. Mention CES in letters to the editor of other professional engineering magazines/journals (free)
 - iv. Have a physical presence as ASEE, perhaps a table at the mixer or a booth at the expo to hand out swag
 - v. Print ribbons for CES that could be attached to ASEE name badges (similar to what some divisions have done)
 - vi. Do outreach to faculty at secular universities through campus ministries like Intervarsity
 - vii. Print T-shirts to wear at ASEE
 - viii. Do a targeted marketing campaign via LinkedIn for next conference (\$500)
 - ix. With respect to LinkedIn and Facebook, ½ of the audience recommended targeting LinkedIn alone and ½ recommended targeting both
 - x. Campaigns in LinkedIn can be started more informally by sharing and group building
 - xi. It was noted that advertising should be careful to distinguish CES and the journal from “quack” organizations that often send out spam to faculty
 - xii. Advertise in World Magazine (expensive)
 - b. Responses to question: “How to broaden the community at conferences beyond academia?”
 - i. Replace “institutions” in organization description with “enterprises”
 - ii. Develop industry sponsorships
 - iii. Have a track for industry practitioners to present without publishing a paper (the poster session at this conference is a prototype of this possibility)

- iv. Do a panel session with industry representatives
- v. Get faculty to advertise conference to alumni (one attendee was there because of seeing the announcement on the Cedarville website)
- vi. Consider changing the format of the conference as membership grows, perhaps having multiple tracks
- vii. Have sessions devoted specifically to professional work
- c. General Suggestions
 - i. Consider staggering the 4 year terms of the current officers for better leadership continuity
 - ii. Consider offering a student membership rate
 - 1. Create a scholarship fund for student conference attendance
 - 2. Promote student chapters
 - iii. Consider advertising in Christianity Today
 - iv. Consider the timing of the conference – the current schedule following ASEE works well for faculty, but maybe not for practicing engineers. Consider the effect on educators (and students) if the schedule was changed.

VIII. The meeting was adjourned at 4:30 pm.

Respectfully submitted by Gayle Ermer, CES Secretary