

**FINDLAY G. EDWARDS, Ph.D., P.E., D.WRE, BCEE, F.ASCE
REGION 4 DIRECTOR**

VISION STATEMENT

The most important issue facing ASCE is declining membership, which is a direct result of a perceived lack of value of being a member of ASCE.

From my discussions at Branch meetings, most members have little or no understanding what ASCE National does. Yet, ASCE has the perfect governance structure for National to inform members of what it is doing – not by email or by letter or on a website, but by personal interaction. And this same structure was designed to inform the Board of Direction of the needs and desires of the membership.

Once a year, the Board of Direction should provide a short summary of the key issues facing ASCE and the Profession. Each Director, with the support of the Governors and the Section Presidents of that region, could ensure that each Branch President receives and conveys the summary to their Branch members. A month later, each Governor, or if necessary Section President, would make a presentation on this summary to each Branch.

At a later meeting, each Branch would discuss:

What is good at ASCE?

What improvements should be made at ASCE?

What issues are facing the Civil Engineering Profession?

Any other topics the Branch feels are germane to improving the Society and the Profession.

Summaries, with recommendations, from these meetings would be passed up the governance chain to the Section President or directly to the Governor. The Section President or Governor would compile the reports from the Branches and pass the compilation up the chain of governance. Once a year, the Board of Direction would have in front of it the pulse of the ASCE membership.

By enacting these governance procedures:

The Board of Direction would know what the members value and where the members want ASCE and the Profession to go.

And most importantly:

Members would feel that they have a voice in directing the Society and the Profession.

Members would feel they are valued by the Society.

Members would be more connected to ASCE National.

Enactment of this governance procedure is a WIN! WIN! WIN!