

President's Corner - IACEE Continues to be On the Move!



During the fall 2010, your IACEE Headquarters moved to Georgia Tech in Atlanta, Georgia. Much activity happened during the physical move as well as with the creation and adoption of a new strategic plan for IACEE and our 12th World Conference held in Singapore and hosted by the National University of Singapore. IACEE continues to be on the move and we are not slowing down!

On the Move with New Members With the participation of many new members who attended the World Conference and many new members since the conference who have come to the website and joined, we see membership and interest in IACEE continuing to flourish. We have added new corporate members, members from new parts of the world - hello Australia! - and members from academic providers. If you have not joined yet, please visit the **Membership** tab on the website. If you have not paid your dues, please also visit the Membership tab and use the Join IACEE option.

On the Move with DAETIX IACEE's project for quality management in CEE that allows for benchmarking and sharing best practices continues to rapidly move forward. The IACEE project took on a new name of DAETIX, from the funded activities of DAETE. A book of results and best practices from more than 70 organizations was created in January 2011 and distributed at the ASEE CIEC event in San Antonio. A group is positioning the tools to be available via web services for submitting and querying the data for members, so stay tuned!

On the Move with IACEE's Strategic Plan At the last Executive Committee meeting held at ASEE's CIEC meeting, the strategic plan was used for the first time as a reporting tool. Each of the four IACEE Vice Presidents reported on their area of responsibility within the organization and presented progress being made (and completed!) according to the plan. The Strategic Plan will continue to be a living document that guides our organization and will allow us to show progress toward our goals.

On the Move with Member Engagement With the new IACEE website, there are many new features that we have not had previously. Working with the IACEE web team - thank you Louk Fenris and Soma Chakrabarti - we are working to provide new services that are responsive to you, our members. For this month, we introduce the Survey tool - see the Members' Area Features after logging into the website with the credentials provided to you when joined IACEE. If you have forgotten that information, please send an email to info@iacee.org to retrieve them. So, participate in the current survey about future trends in continuing engineering education. Also, send us suggestions for questions to ask the membership.

On the Move with Planning for the Next World Conference in 2012 Please see the section in this newsletter regarding the upcoming world conference in Valencia, Spain, May 2012 - only a short year away! Please volunteer to participate in the planning, submit an abstract, participate as a vendor or just come to beautiful Spain for great dialogue. Join the LinkedIn group for IACEE2012 as well.

On the Move with Council Membership I want to thank two outgoing IACEE Council members, Tuula Bergqvist and Cheng Ji-aping. Both have stepped down from their responsibilities on Council due to personal reasons, but I wish to acknowledge their service on Council and I know they will continue to participate in IACEE as they are able. I would like to welcome two new members to Council to replace our vacant seats - Ms. Kirsti Miettinen from Aalto University in Helsinki, Finland and Mr. Zhang Guoqing from Beijing, China, who is also a Vice President in CACEE. Mr. Zhang is also the Interim Vice President for communication and member engagement until our council meets in June this year.

I hope you can join the excitement within IACEE. Volunteer to participate in any of the areas you find of interest to you and whenever you have a question, please reach out to either IACEE's Secretary General Frank Burris (f.burris@iacee.org) or me (n.baker@iacee.org). I look forward to seeing you either in person or in our web forums. Have a great spring 2011!

Best wishes,

Nelson Baker
President, IACEE

Calendar Items

DAETE Research Group Meeting

June 13-14, 2011
Valencia, Spain

IACEE Executive Committee Meeting

September 13-14, 2011
Beijing, China

13th IACEE World Conference on CEE

May 17-19, 2012
Valencia, Spain

2011 IACEE Council Meeting

June 15-16, 2011
Valencia, Spain

IACEE Executive Committee Meeting

January 31, 2012
Orlando, Florida, USA

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12th World Conference on CEE Wrap-up

Submitted by: Colin Leung

The 12th World Conference on Continuing Engineering Education (WCCEE) was held in Singapore from 17 to 19 October 2010. A total of 99 delegates from 22 countries attended the conference. China's delegation led in number of participants with 43, followed by the USA (15), Japan (7), Singapore (6), Finland (5), and The Netherlands (4). The remaining 16 national delegations numbered either (1) or (2). Of the 99 delegates, 40 were non-IACEE members; these were all awarded a one-year Individual Membership effective with the start date of the WCCEE. The first two days of the conference were held at the National University of Singapore while the final day involved joint sessions with the Global Engineering Deans Council (GEDC) conference and the ASEE Global Colloquium on Engineering Education (GCEE) held at the Marina Bay Sands Resort.



Over the three days, there were 74 oral presentations. These presentations consisted of 2 award lectures, 2 keynote lectures, 2 invited lectures and 14 parallel sessions. Besides the pre- and post-conference IACEE Council meetings, the biennial IACEE General Membership Meeting was held during the conference on the afternoon of 18 October. The conference banquet was held at the Guild House of the University on 17 October. A noteworthy social event was the joint reception held at the IndoChina Waterfront Restaurant on the evening of 18 October, attracting over 500 delegates from WCCEE, GEDC, GCEE, International Federation of Engineering Education Societies Summit and the Global

Student Forum. This is the first time ever that engineering education stakeholders ranging from engineering deans, academics, continuing engineering education providers, professional societies to students got together for technical sessions and social events under the umbrella of the five components of the World Engineering Education Forum (WEEF).

Overseas publicity for the conference was largely due to the untiring efforts of IACEE Council members, in particular our colleagues from China. Publicity for Singapore and the region could have been better but unfortunately the Local Organizing Committee was tied down and a bit overwhelmed by the other four WEEF events. Verbal feedback from WCCEE delegates has been generally favorable, with many expressing sincere thanks and compliments to the IACEE Council and Local Organizing Committee. They were happy with the arrangements and hospitality for the two days at the University and treasured the unique and valuable experience of mingling with other engineering education stakeholders at the Marina Bay Sands Resort.



1 February 2011 Executive Committee Meeting Highlights

Submitted by: Frank Burris

The IACEE Executive Committee met on 1 February 2011 at the ASEE Conference for Industry & Education Collaboration (CIEC) in San Antonio, Texas, USA. Our day-long agenda included the following highlights:

1. The transition of our Headquarters operation from ASEE in Washington to Georgia Tech in Atlanta has essentially been completed.
2. The Executive Committee reviewed the Report on the 12th World Conference on Continuing Engineering Education (WC-CEE) held in Singapore in October 2010 and discussed how our experience could translate into planning for the 13th WCCEE.
3. Two Council members (Tuula Bergqvist and Cheng Jian-ping) elected in October have had to resign their Council seats. The Executive Committee accepted the appointment of Zhang Guoqing as CACEE representative to the Council and approved Kirsti Miettinen as a replacement for Tuula Bergqvist. The full IACEE Council will act on these changes at its June meeting.
4. ASEE Interim Director Lyle Feisel visited the meeting for a brief time and was presented by President Nelson Baker with a Resolution of Thanks to ASEE for serving as IACEE Headquarters for eight years.
5. The Executive Committee conducted an in-depth review of the current membership and developed action items to meet the avowed goal of getting the membership database up to date by 31 March.

6. A Financial Report was presented that indicated IACEE is fundamentally "on budget" for the current year.

7. Nelson Baker introduced the spreadsheets recently developed by Sue Bray to track our progress against strategic goals.

8. Progress on two major IACEE Projects (DAETE and CEE Manager Training) was reviewed.

9. Preliminary plans for the 13th WCCEE in Valencia, Spain were reviewed and comments were passed back to General Chair of the conference, Patricio Montesinos.

10. Council Member Louk Fennis and Member Soma Chakrabarti presented a list of 39 recommendations for improvement of the new IACEE website. Louk and Soma will continue to collaborate in the step-by-step improvement of the site.

11. A number of membership development efforts were discussed and will be formulated for the June Council meeting.

The complete approved Minutes of this Executive Committee Meeting were distributed to the IACEE membership on 27 February and they are also posted on the IACEE website under the **Officer/Staff** tab.

Membership Database Updates

Submitted by: Frank Burris

A great deal of work has been done to update the IACEE membership database since the transfer of IACEE's Headquarters from Washington to Atlanta last autumn. In September 2010 approximately 640 membership records were transferred from an Access database at ASEE to the Membership Management System of Vieth Consulting, with whom we contracted for website and membership services in September. Because many of these records had not shown any activity in the most recent 4-5 years, the number of records was then culled to slightly less than 200

by January 2011. We have now reduced the number of remaining potential membership "drops" to approximately forty. These forty were assigned to various IACEE Council members for follow-up at the recent Executive Committee meeting. Our avowed goal is to achieve a viable, active, and up-to-date membership of 160-180 institutions and individuals by 31 March 2011. Hopefully, by the end of this month we will have a membership database that is in excellent shape and we will be able to focus on the recruitment of new members for the remainder of the year!

IACEE Financial Report

Submitted by: Frank Burris

While our Headquarters was housed with the American Society for Engineering Education (ASEE) from 2002-2010, financial reporting was done using ASEE Income and Expense categories, many of which did not apply to IACEE. Over the past three months we have developed a simplified one-page spreadsheet tailored to IACEE's Income and Expense categories that provides an excellent snapshot of our financial standing at any point in time.

For the five months dating from 1 October 2010 through 28 February 2011, the following financial breakdown is shared:

Funds Transfer from ASEE	\$7,500.00
Dues Income	\$11,000.49
World Conference Income	\$7,172.80
TOTAL INCOME	\$25,673.29
TOTAL EXPENSE	\$6,732.06
NET	\$18,941.23

Any member seeking additional financial details should contact Frank Burris (f.burris@iacee.org).

Continuing Engineering Education (CEE) Manager Training Project

Submitted by: Pat Hall

Project Team: Patricio Montesinos (Universitat Politecnica de Valencia), Phil O'Leary (Univ. of Wisconsin), Dr. Zhou Yuanqiang (Tsinghua Univ.), and Pat Hall (Univ. of Tulsa)

One of the goals defined in the IACEE Strategic Plan is "to provide globally recognized manager training for continuing engineering educators". The concept for this project has been introduced and accepted by the IACEE Council. IACEE members collectively have vast expertise to help provide skill sets and share their knowledge to enhance an individual's ability to succeed in CEE management and to meet global needs across the technical industries.

Within a month or two, an electronic survey will be distributed to the IACEE membership asking for feedback on this Project and for the topics to be introduced in the future for CEE Manager

Training programs. Some topics include Assessment, Faculty Development, Marketing, Industry Partnerships, and Evaluation. There may also be programs to improve daily operations of CEE centers.

When you receive this survey in the near future, think about the following:

1. As an experienced CEE Manager, what training do you wish you could have had when you started working in CEE?
2. If you are new to CEE, what training would you like to see to help you do your job better?

We look forward to receiving your feedback!

New IACEE Website

Submitted by: Louk Fennis

Since last autumn, when IACEE President Nelson Baker introduced IACEE's new website during the General Membership Meeting in Singapore, the website has been hosted by a small company (Vieth Consulting) that specializes in offering web-based solutions to non-profit organizations and associations. For member-based organizations, like IACEE, they offer their Membership Management System (MMS). MMS consists of a set of online tools that allows IACEE to manage membership records and dues, handle event registration, and easily update website content. The many MMS functions are available to us at a very reasonable fee.

After loading all IACEE information onto the new site (text, membership records, calendar events, past newsletters, past meeting minutes, etc.), the site is very promising, but still far from perfect. Broken links, information in the wrong place or on the wrong page, illogical menu sequences, invalid member information are but a few of the items that need to be fixed, improved and updated.

During the last few months of 2010 Louk Fennis and Soma Chakrabarti collaborated on the generation of a list of 39 items that need to be fixed on the new website. Most of this work has been or will be done by Council Member Louk Fennis (louk@fennis.eu), IACEE Member Soma Chakrabarti (schakrab@ku.edu), Secretary General Frank Burris (f.burris@iacee.org), and President Nelson Baker (n.baker@iacee.org).

We now have an inventory of most of the things that need attention. We shall fix them during the next couple of months and we welcome your comments and suggestions for changes. While our wish list for changes is lengthy, at present a shortage of resources will limit our changes to those that we can accomplish on our own. IACEE's website, informative and interactive as it already is, will soon be improved to benefit the cooperation between IACEE members and serve the international CEE community.

Exploring the Members' Area of the IACEE Website

Submitted by: Soma Chakrabarti

In the redesigned IACEE website, the Members' Area has a lot more to offer than was the case with its previous version. As you log-in to your account (the log-in boxes are located at the top right-hand side on every page of the IACEE website*), the Members' Area specific to your membership opens up. In this issue of IACEE Newsletter, we will explore five major sections of the Members' Area. These five sections, as indicated in the screenshot below, are the starting points for your interaction with your fellow IACEE Individual Members and Institutional Members.

*If you do not have a Username/Password to access the Members' Area, please contact Secretary General Frank Burris (f.burris@iacee.org) to create them.

Upcoming ASEE Events

Engineering Deans Institute

April 10-13, 2011
Palm Springs, California, USA

118th ASEE Annual Conference & Exposition

June 26-29, 2011
Vancouver, BC, Canada

Global Colloquium on Engineering Education

October 24-27, 2011
Shanghai, China

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1. **Your Contact Information:** Make sure you have listed your most current contact information here. Other members would like to be in touch. If any of your information changes, please update your information as soon as possible.
2. **Projects/Committees:** If you are interested in joining a Special Interest Group (SIG) or would like to be involved in a Project, please sign up here. This is a perfect place to show your interest in the eight available SIGs and get involved in IACEE Projects.
3. **Member Directory:** You can search for a specific member (individual or institutional) by keyword or business name. You can also get a list of all members by using the View All Businesses button here.
4. **Quick Reports:** A collection of many types of member related reports in different formats (PDF, html, csv) are available here. If you like to know detailed information (websites, contact information) about all the international member organizations, view the reports. Further, you can convert the files to a format that will be useful for your address book.
5. **Multipost:** Finally, from this section, you may post information to your social networking site. Remember to link your networking use information before you try to post.

Tsinghua University Centennial & School of Continuing Education

Submitted by: Hu Dongcheng

Founded in April 1911, Tsinghua University has developed into a research-oriented comprehensive university. Upholding the school motto of "Self-discipline and Social Commitment" for a century, Tsinghua is committed to generating, disseminating and preserving knowledge, and to working with all partners for excellence in meeting the challenges of a world-class university.



Old Gate of Tsinghua University

Tsinghua University welcomes this year's Centenary Celebration, while taking it as an opportunity to vigorously promote education support, outstanding academics and social services. Based on the sustainable development of interdisciplinary activities, in-

novation and internationalization, Tsinghua is very dedicated to enriching the future for the revitalization of the Chinese nation and the betterment of humankind.

The Tsinghua Centenary Year began officially on April 25, 2010 at the celebration of the 99th anniversary, and will conclude at the end of July in 2011. The celebration will reach its culmination from April 22 to 24 in 2011 while hosting the University Centenary Ceremony, Global Summit of University Presidents (GSUP), Celebration Gala, student art and science shows, etc.



Academic Activities

The world's most renowned scholars and business leaders are being invited to the Tsinghua campus to deliver lectures and participate in seminars. The University also organizes forums in other cities at home and abroad.

Overseas Exchanges

During the Centenary Year, the University sends delegations to world-class universities around the world for TSINGHUA WEEK or TSINGHUA DAY, as well as university exhibitions.

Public Service Programs

Tsinghua has opened new and enhanced existing public service programs, such as promoting education in rural areas and volunteering in community services programs, etc.

Alumni Activities

The Tsinghua Alumni Association is working with many local chapters in China and abroad to organize a series of activities for alumni, to encourage them in giving back to society and to strengthen the bond with their alma mater.

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Tsinghua University School of Continuing Education (SCE)



Established in 1985, the School of Continuing Education, Tsinghua University is the first continuing education school in China approved by the Chinese Ministry. It takes responsibility for leveraging education resources to serve society's needs. The School, relying on the University's excellent faculty resources, solid research foundation and extensive international cooperation network, provides high-quality, multi-level educational programs. These programs utilize modern technologies, making

due contribution to the building of a life-long education system and learning society in China. It is dedicated to providing on-the-job training and continuing education to civil servants and corporate managers on business management, public policy and management, society and culture, engineering technologies, etc. in various industries.

Every year about 60,000 to 80,000 people take part in the face-to-face training program at Tsinghua SCE with certificates awarded. More importantly, with its Education-Aiding-the-Poor Program, Tsinghua SCE provides free continuing education to about 180,000 people in poverty-stricken areas in China every year. In addition, the number of participants for its distance training programs without certificates reaches nearly 1 million each year, with over 1,000 corporate clients.



Tsinghua SCE has established partnerships for cooperative education programs with organizations in the US, UK, Australia, France, Germany, Japan, Korea, Finland, Sweden, etc. The UNESCO Chair for Continuing Engineering Education in China is also in the School. SCE also seeks international cooperation and exchange through its active involvement in IACEE, ASEE and AESEAP.

Thematic Studies Plan Adopted by the Pan American Academy of Engineering - API

Submitted by: Leizer Lerner

During its last plenary meeting held on 21-22 October 2010 in Buenos Aires, Argentina, the Pan American Academy of Engineering approved a Permanent Plan of Thematic Studies in reference to the development of engineering and its significant impact to the countries of the Americas. This "Action Plan" was declared a personal responsibility of participation by the actual 124 Academicians and international Associate Members of the Academy.

Four study groups were created and one among them has a specific link of interest to IACEE: The Accreditation of the Practice of Engineering. Economic integration in the Americas is considered a reality and there are various regional plans in operation. Engineers' mobility will become important for such a process and the

establishment of an accreditation system, academic and professional, considering the quality of the graduate and the continuing education of engineers, shall be adopted by the countries of the American continents.

The study groups will develop their work by coordinated virtual contacts. If considered necessary and convenient, in some situations a study group may organize face-to-face Symposia or Seminars. In the future the summary of the groups' activities shall be kept on the Academy's [website](#).

The Thematic Studies will result in printed documents, which will also be accessible by electronic means.

13th IACEE World Conference on CEE, 17-19 May 2012 in Valencia, Spain

Submitted by: Patricio Montesinos



The aim of the 2012 IACEE World Conference on Continuing Engineering Education (WCCEE) is to bring a broad cross-section of professionals interested in CEE together to discuss and ex-

plore the current grand challenges and the solutions CEE organizations and professionals are able to offer for innovation and *continued on page 7*

competitiveness. CEE professionals are permanently facing how to manage (sometimes tired) programs under new missions and are required to give new services to our customers. The tension between new and old, CEE and research, CEE and undergraduate/postgraduate education produces waves of progression and regression in all the academic settings where CEE competes with the rest of the academic missions.

The central theme for the 2012 IACEE WCCEE is "Continuing Engineering Education: Solutions for Competitiveness, Innovation and Grand Challenges. New ideas for tired programs, new missions and services". Three main aspects will be considered: Management, Global Market and Instructional Design, which will also be the main conference TRACKS. Management is the main issue of any business. Instructional Design and Internet is a new space that is affecting CEE activity at any moment and at any place. And finally, we operate locally but think globally in a Global Market. Innovation and competitiveness of our customers is not only a need for them but also the key for surviving. At the October 2010 WCCEE in Singapore IACEE members analyzed how Continuing Engineering Education has been transformed significantly with rapid development in various delivery means, as well as variations in demands from industries in many parts of the world. More people with more different profiles are needing CEE and perhaps University policy makers have not thought enough about how important it is to care for the know-how of our professionals, who, at the end of the day, are those who compete

and innovate. In Valencia we will face the challenges for CEE, how we are able to help in the innovation development of our regions, and how we can help to improve the individual's competitiveness. In today's global marketplace, the roles for and demands on industry to create/keep jobs are enormous. The needs for affordable renewable energy, water management, and health care top the lists of many needs. How can the continuing professional development of engineers impact these societal requests? How are industry and educational training providers responding? How can we work together? This conference can be a worldwide forum to use the "power of the crowd" to answer these and many other questions. You can follow our LinkedIn group discussions in Join Group. You can also access the **WCCEE leaflet**. Begin your plans NOW to join us in Valencia in May 2012.

FIGURES AND DATES TO REMEMBER

Registration FEES

- Early registration (before 31st March 2012): 450€ for members and 550€ for non-members
- From 1st of April 2012: 550€ for members and 650€ for non-members

Deadline for outlines: 5th December 2011
Selected papers notification: before 5th January 2012
Deadline for accepted papers: 5th March 2012
Conference dates: 17th to 19th May 2012
Preconference Seminars: 15th & 16th May 2012

More info: www.iacee.org/wccee_2012.php

2011 IACEE Council Meeting at Universitat Politecnica de Valencia 15-16 June

Submitted by: *Patricio Montesinos*



June 15-16, 2011 the Universitat Politecnica de Valencia (UPV) will host the 2011 annual IACEE Council meeting. Nineteen members have confirmed their participation and they will not only visit CFP (UPV Lifelong Learning Institute) facilities but will also review all the 2012 World Conference planning details plus the IACEE Strategic Plan deployment. It is also planned to hold a regional event on 17 June supported by the Spanish National Conference of Social Councils. Different CEE case studies and good CEE practices will be explained to the Spanish Social Council managers. For more information please contact Patricio Montesinos (pmontesi@cfp.upv.es).

Bids for 14th World Conference on CEE in Spring 2014

Submitted by: *Frank Burris*

IACEE is actively soliciting bids for hosting the 14th World Conference on Continuing Engineering Education (WCCEE) in the spring of 2014. The first 12 WCCEEs have been held in the following locations:

1979 Mexico City, Mexico	1992 Helsinki, Finland	2004 Tokyo, Japan
1983 Paris, France	1995 Sao Paulo/Rio, Brazil	2006 Vienna, Austria
1986 Orlando, Florida, USA	1998 Turin, Italy	2008 Atlanta, Georgia, USA
1989 Beijing, China	2001 Toronto, Canada	2010 Singapore, Singapore

The 13th WCCEE is now slated for 17-19 May 2012 in Valencia, Spain. In general, we have managed to achieve good geographic balance with the WCCEE locations over the past 22 years and we would like to maintain that balance. On the other hand, there are parts of the world such as Africa and Oceania that have never hosted a WCCEE and therefore could be very attractive locations for 2014. If you or your institution has an interest in hosting the 14th WCCEE, please contact Secretary General Frank Burris (f.burris@iacee.org) and/or President Nelson Baker (n.baker@iacee.org) for bid information at your earliest opportunity.

DAETE Project Update

Submitted by: Kim Scalzo and Alfredo Soeiro

IACEE has been developing the tools for the DAETE and DAETE2 Projects. It is intended that members benefit from the possibilities offered by the services the association can deliver. In short, the tools provide support for self-assessment of Lifelong Learning and Continuing Engineering Education organizations, for benchmarking the organizations' overall performance, and to provide access to peer reviews and counseling. IACEE members have different options concerning the degree of involvement in the project. IACEE Vice President, Products & Services Kim Scalzo is in charge of creating a group to manage, support and promote the IACEE Project activities. Alfredo Soeiro has been appointed DAETE Project Manager for IACEE and is leading the IACEE project team coordinating the implementation of DAETE for IACEE members.

The level of involvement of members in the DAETE Project is represented by the three participation levels: Public User, Benchmarking User, and Developer.

a) Public User: A self-selecting membership taking advantage of the free access to the DAETE tools and choosing to enter their institutions' results and data into the DAETE system primarily for self-assessment with access to benchmarking at the criteria level.

b) Benchmarking User: A self-selecting membership paying an annual fee to IACEE to be part of the DAETE project activities that have access to deeper levels (sub-criteria) of project data submission and query. This group also becomes part of the formal user community polled to provide input into future project direction.

c) Developer: Membership is determined by self-selecting IACEE annual membership at the developer's level. This group has all the rights and abilities of the Benchmarking Users plus the ability to vote on adopting new additions to the base IACEE implementation and to vote for requesting

support of research for new additions that can be considered for future adoption.

The public website of IACEE will support the access to multiple levels of services:

a) Public User: free access to input/limited query (benchmarking at the criteria level only);

b) Benchmarking User: paid level of user; has access to public information as well as information only for benchmarking users (benchmarking at the sub-criteria level), including best practices;

c) Developer: paid level of user, more than benchmarking user; has access to benchmarking level users information plus information only for developers.

Those members interested in the DAETE tools and services should complete these forms:

- General Demographic Data
- Supplemental Demographic Data
- Self-Assessment Matrix
- Best Practices

This information provided by members will be stored and analyzed to allow comparison and benchmarking according to the expressed intentions of the participating organization. Several case studies are available for analysis of performance with good results. The selection of the materials can be made based on the dimension and type of organization and comparison can be established with identical organizations. For further inquiries please contact Kim Scalzo (kscalzo@cpd.suny.edu) or Alfredo Soeiro (soeiro.alfredo@gmail.com).

Membership Development

Submitted by: Linda Krute

The IACEE Membership Team Needs Your Help to meet our goals of increasing the membership in these membership categories: Professional Organizations and Societies; Industrial Organizations and Companies; Academic Institutions; and Individual Members. A new marketing brochure and display materials are to be created. You can help us by submitting your ideas concerning the following: a) value or benefits of belonging to IACEE and b) names of individuals in your state/country whom we can contact regarding membership. The current benefits for joining the organization include:

- Networking with experienced & recognized experts and organizations in continuing engineering education (CEE),
- Opportunities to benchmark with other continuing education programs in industry and academia in various countries and worldwide,
- Participation in Special Interest Groups (SIGs) to share your expertise and knowledge on various topics with other CEE professionals,

- Participation at the IACEE World Conferences on CEE,
- Receive registration discounts at IACEE conferences as a member,
- Opportunity to increase your international experience, credibility and presence for your organization and find partners for global projects,
- Sharing of information about international projects and organizations through the IACEE Newsletter published quarterly.

What additional benefits should we be listing in our new membership brochure?

Please send us the names of three societies, organizations, academic institutions or individuals whom you believe would greatly benefit from belonging to IACEE. We need this information by April 15, 2011 so that our membership team can develop the new

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materials and contact the individuals you have identified. You can send your listing of benefits and potential members to Linda Krute (Linda_Krute@ncsu.edu).

If there are international conferences at which you believe IACEE materials would be welcome for distribution, please let us know. With your help I know that we can meet our targeted membership goals for 2011-12.

For more information on articles appearing in this newsletter, or to submit suggestions for future articles, please contact: **Phil O'Leary**, Department Chair, University of Wisconsin-Madison, Department of Engineering Professional Development, or Secretary General, **Frank Burris**.

AEESEAP Conference 2011 on Engineering Education Innovation and Development

Submitted by: Zhang Guoqing

The Association for Engineering Education in Southeast Asia and the Pacific (AEESEAP) will hold its 2011 conference, in conjunction with the China Association for Continuing Engineering Education (CACEE), on September 15-16, 2011, in Beijing, China.

Call for Papers

Conference Theme: Global Competitiveness through Innovative Engineering Programs

Topics:

1. Improving Engineering Programs through Accreditation
2. Outcomes-based Curriculum and Teaching Pedagogy
3. Industry-academe Cooperation in Engineering Education
4. Incentives for Engineering Faculty
5. Engineering Ethics and Professional Development

Submission:

Papers shall be prepared in accordance with a template available from Dr. ZHOU Yuanqiang, AESEAP Secretary General and submitted to yqzhou@tsinghua.edu.cn before May 10, 2011.

Others:

Papers will be reviewed and selected for presentation at the conference. Detailed dates and the venue of the conference will follow in the Conference Announcement.

Contact information:

Dr. ZHOU Yuanqiang, Secretary General

yqzhou@tsinghua.edu.cn

Further details on the conference progress will appear on the AESEAP website (<http://aeeseap.cacee.org.cn>) after April 1.

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