



tel 1.212.591.7000
fax 1.212.591.7674
www.asme.org

Two Park Avenue
New York, NY
10016-5990 U.S.A.

**DRAFT AGENDA – OPEN SESSION
FY27 BOARD OF GOVERNORS MEETING**

**HILTON ORLANDO, Orlando, Florida
6001 Destination Parkway – Room Lake Mizell
Monday, June 8, 2026 – 8:30 am to 10:30 am (EDT)**

BREAKFAST – Lake Down (7:30 am – 8:30 am)

1. Opening of the Meeting (Start Time 8:30 am)

- 1.1. Call to Order
- 1.2. Adoption of the Agenda
- 1.3. Announcement (5 minutes) INFORMATION
Lester Su
- 1.4. President's Remarks (10 minutes) INFORMATION
President
- 1.5. Executive Director/CEO's Remarks (5 minutes) INFORMATION
Tom Costabile

2. Open Session Agenda Items

- 2.1. Governor-Nominees, SVP, S&C Introductions (40 minutes) DISCUSSION
President
- 2.2. Code of Ethics/AI (10 minutes) INFORMATION
Lester Su
- 2.3. Membership (30 minutes) INFORMATION
Tom Costabile and Drew Lentz
- 2.4. BOG Planning Meeting Update (10 minutes) INFORMATION
Anand Sethupathy

3. New Business

4. Open Session Information Items

4.1. Dates of Future Meetings

DATE	DAY	TIME	LOCATION
July 12, 2026	Sunday	3:00 pm – 5:00 pm	Seattle, Washington
July 13, 2026	Monday	9:00 am – 5:00 pm	Seattle, Washington
July 14, 2026	Tuesday	9:00 am – 5:00 pm	Seattle, Washington
Aug 31-Sep 6, 2026	Monday-Sunday	TBD	Delhi/Chennai, India
November 8, 2026	Sunday	TBD	Vancouver, BC, Canada

5. Adjournment

List of Appendices

- 2.2. Code of Ethics/AI
- 2.3. Membership



**Board of Governors Meeting
Agenda Item
Cover Memo**

Date Submitted:	May 11, 2026
BOG Meeting Date:	June 8, 2026
To:	Board of Governors
From:	Lester Su, President
Presented by:	Lester Su
Agenda Title:	Code of Ethics and AI

Agenda Item Executive Summary:

President Lester Su has provided some additional perspective to the Code of Ethics and Artificial Intelligence (AI) on the attached.

Proposed motion for BOG Action: none

Attachment(s): PowerPoint Presentation

AI and Ethics - update

Background At our January and April meetings, and in an information session in March, we discussed:

- the Society's Code of Ethics of Engineers
- the implications for the Code that follow from developments in generative AI tools
- whether ASME should make a new statement about AI, and whether we should modify the Code of Ethics

Proposal I propose that we issue a statement about AI that focuses on education and accuracy assessment; I further propose that we consider adapting a generalized version of that message in the Code of Ethics

Summary of observations

Our observations on AI include:

- Advances in AI have been rapid, but still owe only to scale. E.g. the breakthrough of GPT-3 was a result of volume of training data, not any fundamental advances in large language modeling.
- Use of generative AI tools is ubiquitous and inevitable.
- AI tools can enable superior engineering, by acting as multipliers for the productivity of engineers.
- Engineers are accountable for the results of their use of AI. (This raises ethical questions of disclosure, responsibility, and accountability, akin to reliance on the work of employees, which are already addressed in the Code of Ethics.)

(more)

Summary of observations - 2

- Engineers need to be cognizant of uncertainties and inaccuracies arising from the use of AI. These issues arise also from the use of analytical tools such as CFD or FEA, and do not fundamentally raise any new ethical questions.
- What is new about contemporary AI in comparison with CFD/FEA is that the capabilities of the latter, including their errors and uncertainty, are readily understood; in contrast, the quantitative capabilities of LLMs, not being based on physics, are not easily quantified. One can argue that this *does* introduce a new ethical question, that did not pertain with previous forms of IT.

Proposal

I propose that we make an statement on AI that addresses the following:

1. We take an optimistic view of the adoption of AI, and of its potential to facilitate superior engineering.
2. For quantitative applications, engineers need to understand and acknowledge the capabilities, limitations, and potential errors associated with AI. This may require new protocols for error and uncertainty quantification.
3. Given the above, it is important for engineers to maintain currency in developments in AI and other IT tools.



Can we adapt items 2 and 3 into a new canon in the code of ethics?



Board of Governors Meeting Agenda Item Cover Memo

Date Submitted:	May 11, 2026
BOG Meeting Date:	April 20, 2026
To:	Board of Governors
From:	Tom Costabile, Executive Director/CEO
Presented by:	Tom Costabile and Drew Lentz
Agenda Title:	Membership

Agenda Item Executive Summary:

This session will provide further information to continue the discussion on ASME membership.

Proposed motion for BOG Action: None

Attachment(s): PowerPoint Presentation

ASME Membership Update

Continuing the Conversation

June 8, 2026



Today's Discussion

Agenda

1. Focus Areas: Progress Update
2. Value Proposition
3. Engagement
4. Insights
5. Market Research - Who's doing it right?

Value Proposition

Transactional → Outcomes

Insights

Actionable insights

Engagement

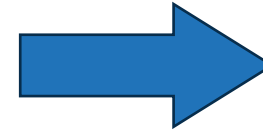
Engagement < > Retention

Value Proposition: List of Benefits → Outcomes



Early Career Core Membership
\$110

- ✓ Digital Mechanical Engineering Magazine
- ✓ ASME SmartBrief
- ✓ ASME News
- ✓ Access Engineering—FREE Books
- ✓ ASME Career Center
- ✓ NEW! ASME Mentoring Program
- ✓ Technical Divisions
- ✓ Sections
- ✓ ASME Membership Certificates
- ✓ TEC Talks
- ✓ Career Related News & Insights
- ✓ ASME Store
- ✓ TechDesign & TechReboot Weekly Newsletters
- ✓ ASME Mentee Track- NEW!
- ✓ New Member Welcome Webinars
- ✓ Free Quarterly E-Book Download
- ✓ ASME Digital Article Bundle
- ✓ Un Dia En La Vida
- ✓ Giving Docs
- ✓ Community Engagement Center/Volunteering



Find your
COMMUNITY

Grow your
SKILLS

Make an
IMPACT

“Member Benefits List is Overwhelming and Unclear”

Tangible outcomes

Value Proposition: New Messaging Test Results - Students

ASME (American Society of Mechanical Engineers) Ad · 🌐

From late-night labs to career goals, you don't have to go it alone. Belong to a community that will help you thrive.

.....
Engineering Students:
Find your home before you graduate.

Join Today

asme.org
Become an ASME Student Member Learn more

👍 6

Like Comment Share

COMMUNITY (Q1)
Clicks: 6,174

ASME (American Society of Mechanical Engineers) Ad · 🌐

You've got the theory, now it's time for the hands-on experience. Build your skills, network, and confidence with ASME.

.....
Engineering Students:
Turn classroom concepts into career-ready skills.

Join Today

asme.org
ASME Student Membership Learn more

👍 3

Like Comment Share

SKILLS (Q2)
Clicks: 456

ASME (American Society of Mechanical Engineers) Ad · 🌐

Future engineers don't wait for change—they make it. Get the tools, skills & opportunities to make a difference, with ASME.

Future Engineers:
Big impact starts before you graduate.

Build what matters - skills, confidence & experience - with ASME.

Join Now

asme.org
ASME Student Membership Learn more

👍❤️ 18 2 shares

Like Comment Share

IMPACT (Q3)
Clicks: 7,923

Value Proposition: New Messaging Test Results - Early Career

ASME (American Society of Mechanical Engineers) Ad · 🌐

You've launched - Now rise higher. Join a community of engineers shaping the future and find your place in something bigger.

.....

You've launched your engineering career.
Now, belong to something bigger

Join Today

ASME
SETTING THE STANDARD

asme.org
ASME Membership
Join Today

Learn more

17

Like Comment Share

COMMUNITY (Q1)
Clicks: 9,141

ASME (American Society of Mechanical Engineers) Ad · 🌐

New tools. New tech. New challenges. Keep your skills sharp with ASME courses, training & resources for ambitious engineers.

.....

Technology evolves fast – Make sure your engineering skills do too.

Join Today

ASME
SETTING THE STANDARD

asme.org
Become an ASME Member
Join Today

Learn more

13

Like Comment Share

SKILLS (Q2)
Clicks: 3,197

ASME (American Society of Mechanical Engineers) Ad · 🌐

Build more than products—build the future. Lead, give back, and use your engineering skills for real-world impact.

Be the generation of engineers that solves what others haven't.

Make an Impact with ASME

Join Now

ASME
SETTING THE STANDARD

asme.org
Make an Impact with ASME Membership

Learn more

126 2 comments 1 share

Like Comment Share

IMPACT (Q3)
Clicks: 6,603

Value Proposition: New Messaging Test Results - Professional

ASME (American Society of Mechanical Engineers)
Ad · 🌐

Beyond the office. Beyond the project. Be part of a global community that's shaping the future of engineering.

70,000 Global Engineers Who Make A Difference - Together.

Join Today

ASME

asme.org
Become an ASME Member Learn more
Join Today

👍 17

👍 Like 💬 Comment ➦ Share

COMMUNITY (Q1)
Clicks: 8,218

ASME (American Society of Mechanical Engineers)
Ad · 🌐

Great engineers evolve with the industry. Keep your skills sharp, stay competitive & lead innovation with ASME's L&D courses.

Elevate your engineering skills. Apply them faster. Stay sought-after.

Join Today

ASME

asme.org
Become an ASME Member Learn more
Join Today

👍 26

👍 Like 💬 Comment ➦ Share

SKILLS (Q2)
Clicks: 7,754

ASME (American Society of Mechanical Engineers)
Ad · 🌐

Make an impact in the engineering community. Become a mentor, course instructor, volunteer on committees, and give back.

Engineers, your expertise matters. Give Back. Lead Forward. Leave Your Legacy.

Your Impact Starts with ASME

Join Now

ASME

asme.org
Make your Contribution with ASME Membership Learn more

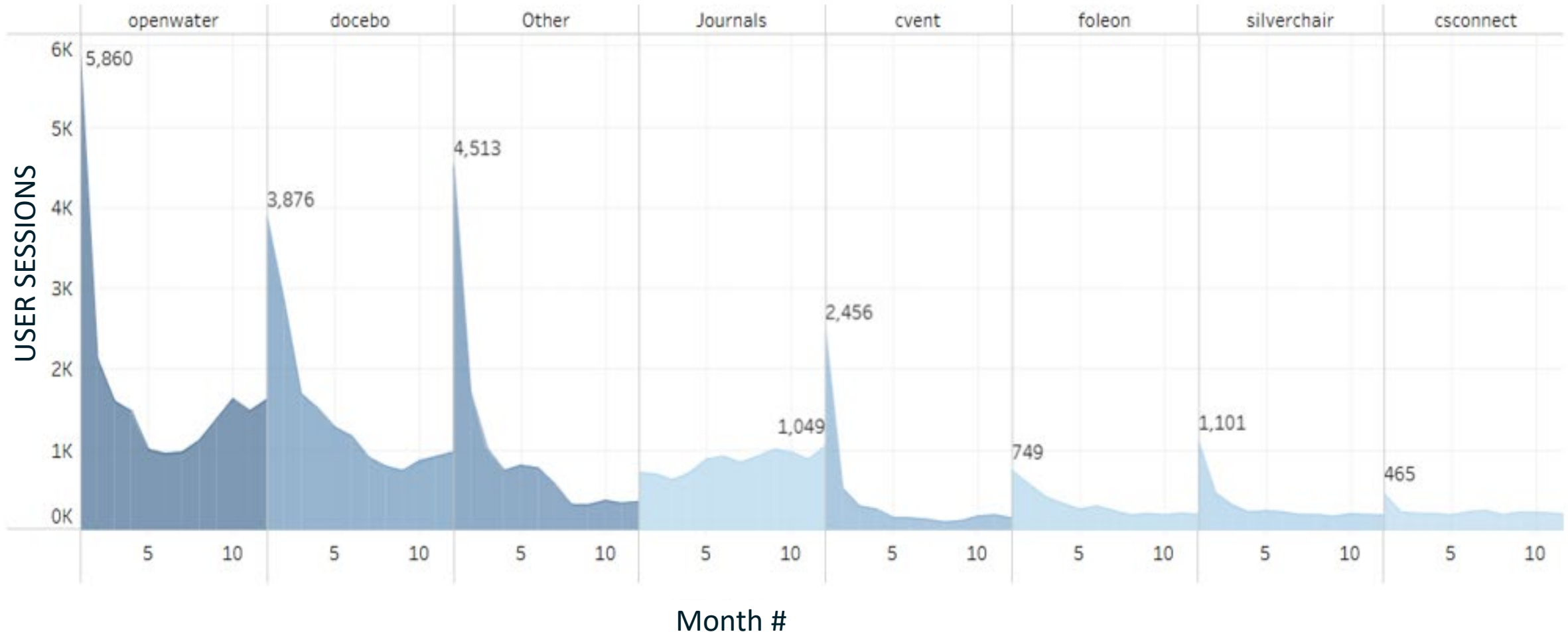
👍 60 1 share

👍 Like 💬 Comment ➦ Share

IMPACT (Q3)
Clicks: 4,122

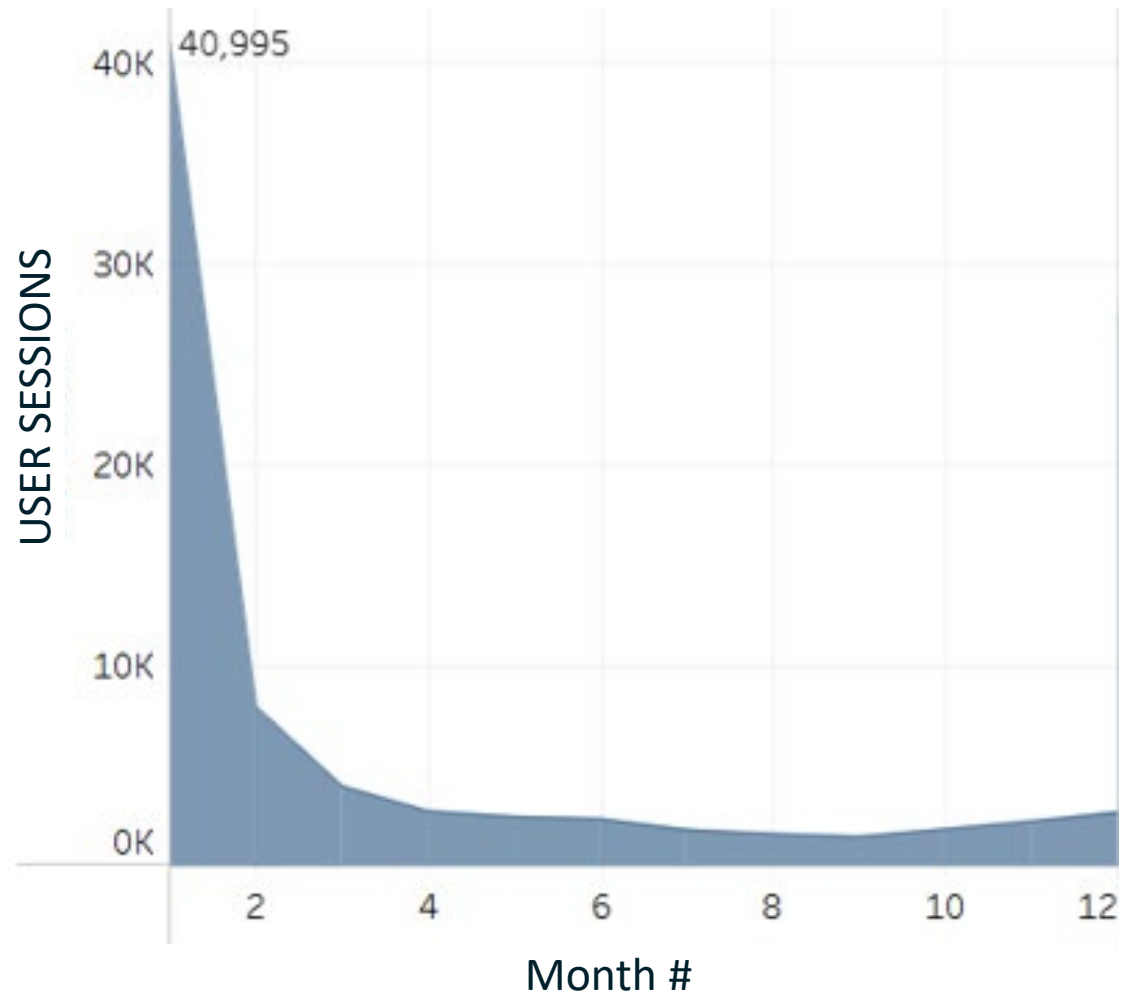
Engagement: New Member Digital Access – 1st Year

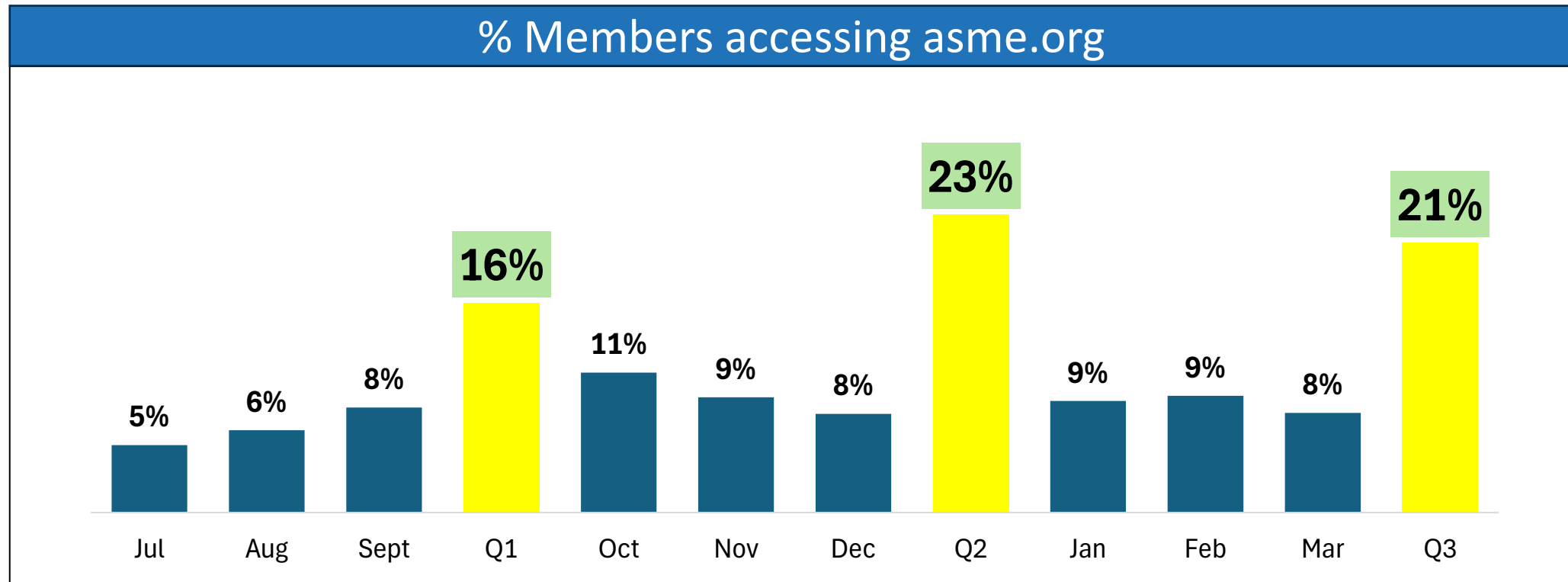
Sessions Per Application: New Members (last 2 years)



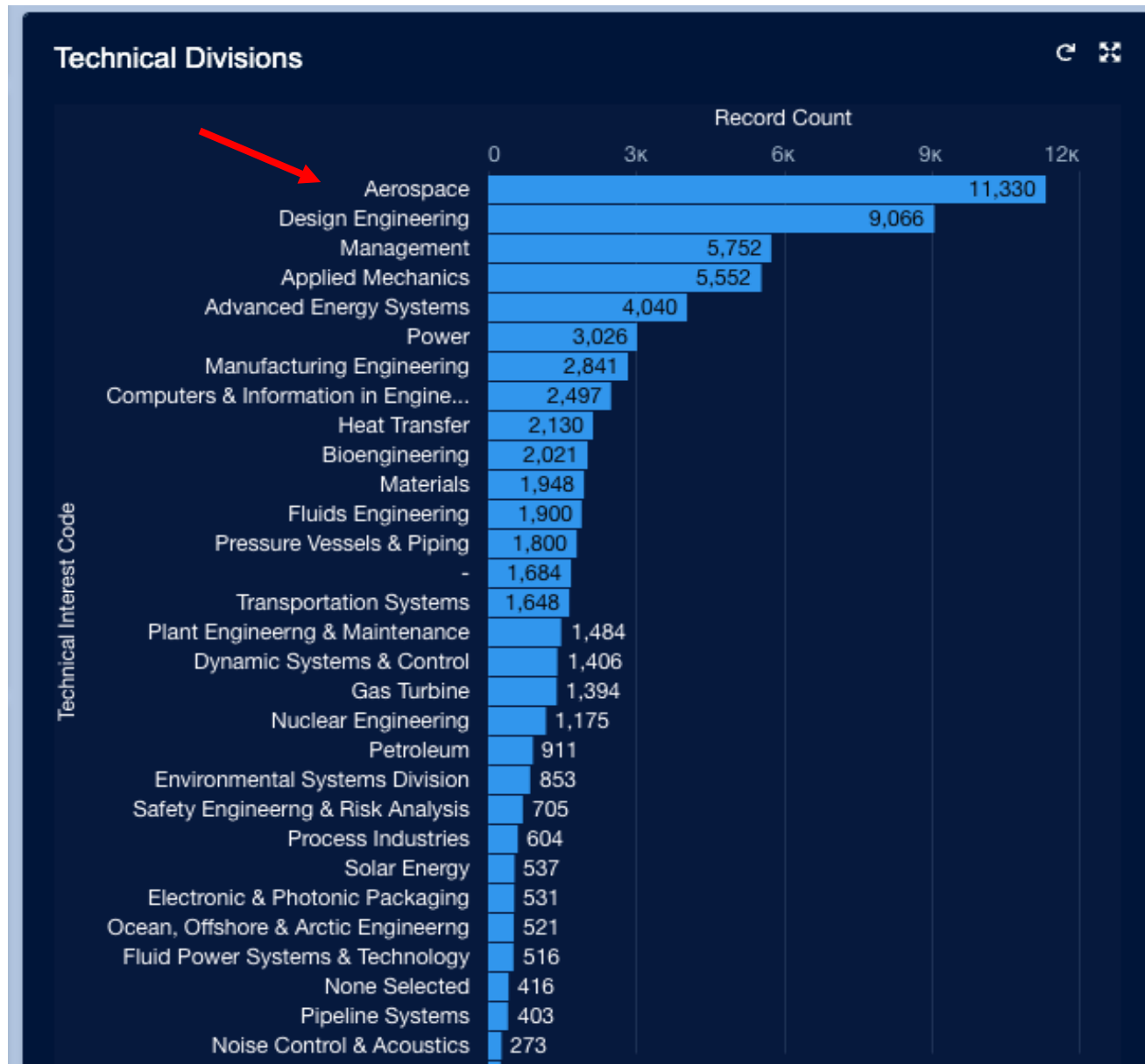
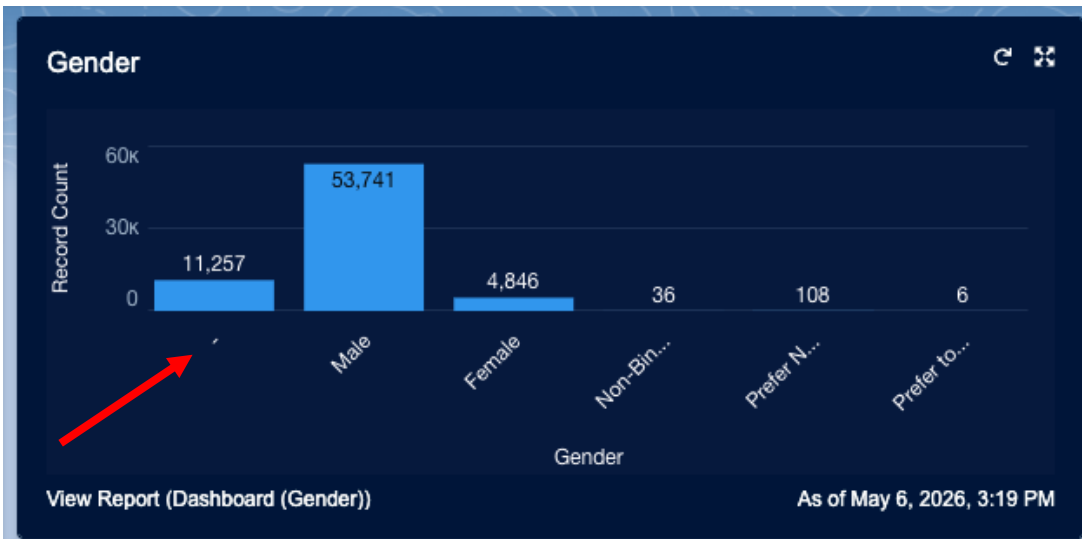
Engagement: New Member Digital Access – 1st Year

Sessions Per Application: New Members (last 2 years) – asme.org





Insights: Shared, Actionable Data (internal, aggregate)



Insights: Shared, Actionable Data (internal, individual)

Filters

User Email
d*****@gmail.com

Fiscal Year
FY 2026

App Menu Item Name
(All)


Member as of Date
 Lapsed / Future
 Member

Members Only

All Users

Map


Individual



Live Member Count
70,706

Digital Engagement (SSO Only) - Individual

User Email: d*****@gmail.com · Fiscal Year: FY 2026 - App: All


 Hover Over Me!

add descriptive info about person? maybe a hoverable tooltip so it doesn't clog up dashboard?

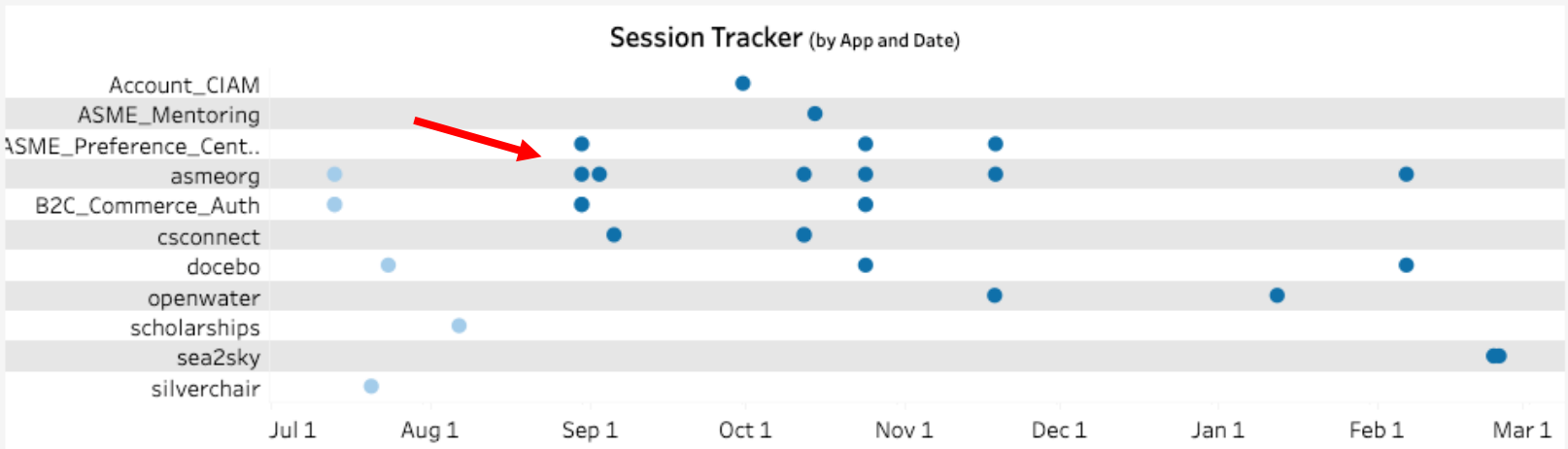
Total Sessions
17

Unique Apps
11

Years as a Member
6

Last Login Date
2/24/2026 10:01:14 AM

Session Tracker (by App and Date)



How many times was an app accessed?

App	Count
asmeorg	6
docebo	2
B2C_Commerce_Auth	2
ASME_Preference_Center	3
sea2sky	2
openwater	2
cconnect	2
silverchair	1
scholarships	1
Account_CIAM	1
ASME_Mentoring	1

Session / Journey Detail in Table format
Timestamp / App / Member as of / any other info to understand the journey

Member as of date has major flaw (use rahuldavis to show)

Works off member start date and that field refreshes on a renewal. So someone will be marked as lapsed/future historically even if they were a member at the time of login.

This is actually more of a recent membership status field

would need a table with a row for that tracks user / membership start date / membership end date for each year of membership

then update the member as of to check that table and see if the timestamp falls within any of those ranges for that person.

Multiple apps can be accessed within one unique session

Dataset has been adjusted to begin April 1st, 2025 to account for incomplete FY25 data

Project Management Institute (PMI)

- Outcome-led purpose: maximize project success to elevate our world
- Credential-led value engine; membership amplifies career outcomes
- Continuous engagement via learning, chapters, volunteering, and digital tools

Success

- **700k+** members globally
- **1.6M+ active credential holders,**
- **270k+** new PMP certifications (2023)

Purpose Driven

“No matter what your professional goals are, we have a certification to help you reach them.”

Outcomes Based

- > **Boost career growth** and level up your skills with free and discounted professional education and certification.
- > **Impact project success** with members-only tools, resources, and expertise.
- > **Connect with a global community** of more than 700,000 Project Professionals.



Unlock opportunity with PMI membership

Join PMI for exclusive access to career development resources, project tools, and a global community.

 [Explore Membership](#)

Boost **career growth** and level up your skills with free and discounted professional education and certification.

Impact **project success** with members-only tools, resources, and expertise.

Connect with a **global community** of more than 750,000 Project Professionals.

Stay in the know and ahead of the curve

A career in project management means being dedicated to lifelong learning. Use the resources below to fuel your growth and excel within the ever-changing project landscape.

Society for Human Resource Management (SHRM)

- Clear promise: “Better Workplaces. Better World.”
- Value framed in outcomes: time saved, readiness, confidence
- Benefits organized around solving real HR problems quickly

Success

- **340k** members across **180** countries
- Members report **7–14 hours saved** per month
- **97%** report improved workplace readiness

Purpose Driven

“Because Better Workplaces
Build Better Lives.”

Outcome Based

- > **Build inclusive workplace cultures**
- > **Attract and retain top talent** through innovative HR strategies.
- > **Gain real-time access to advisors,** workforce benchmarks, and scalable training programs

And It All Starts With **You.**

At SHRM, we know that creating better workplaces takes all of us.

Whether you're an HR professional, a business leader, or someone passionate about improving work and lives, your involvement matters.

Together, we can elevate the HR profession, empower people, and make work better for everyone.

Because if it's a work thing, it's a SHRM thing.

Join us in building a world of work that works for all.

[Become a Member](#)

Already a member? Explore member benefits [HERE](#).

Thank You

APPENDIX

Evolved Value Proposition

Focused, Simple, Intentional

What outcomes do we promise?
How do we make this unique to ASME?

Find your
COMMUNITY

Sections
Divisions
Wi3DP
E4C

Grow your
SKILLS

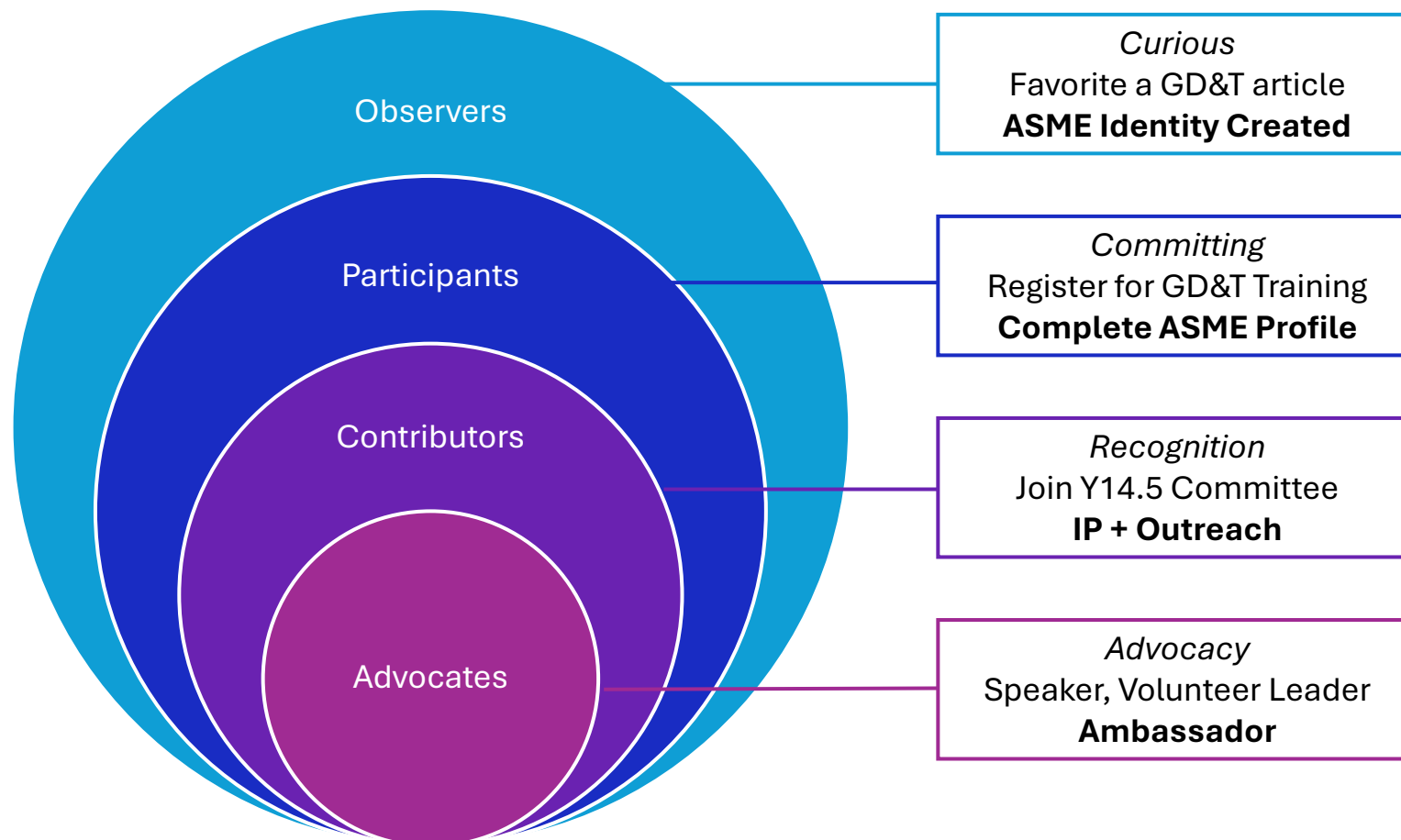
Training
Certification
Publications
Mentorship

Make an
IMPACT

Volunteer
Mentor
Donate
Programs

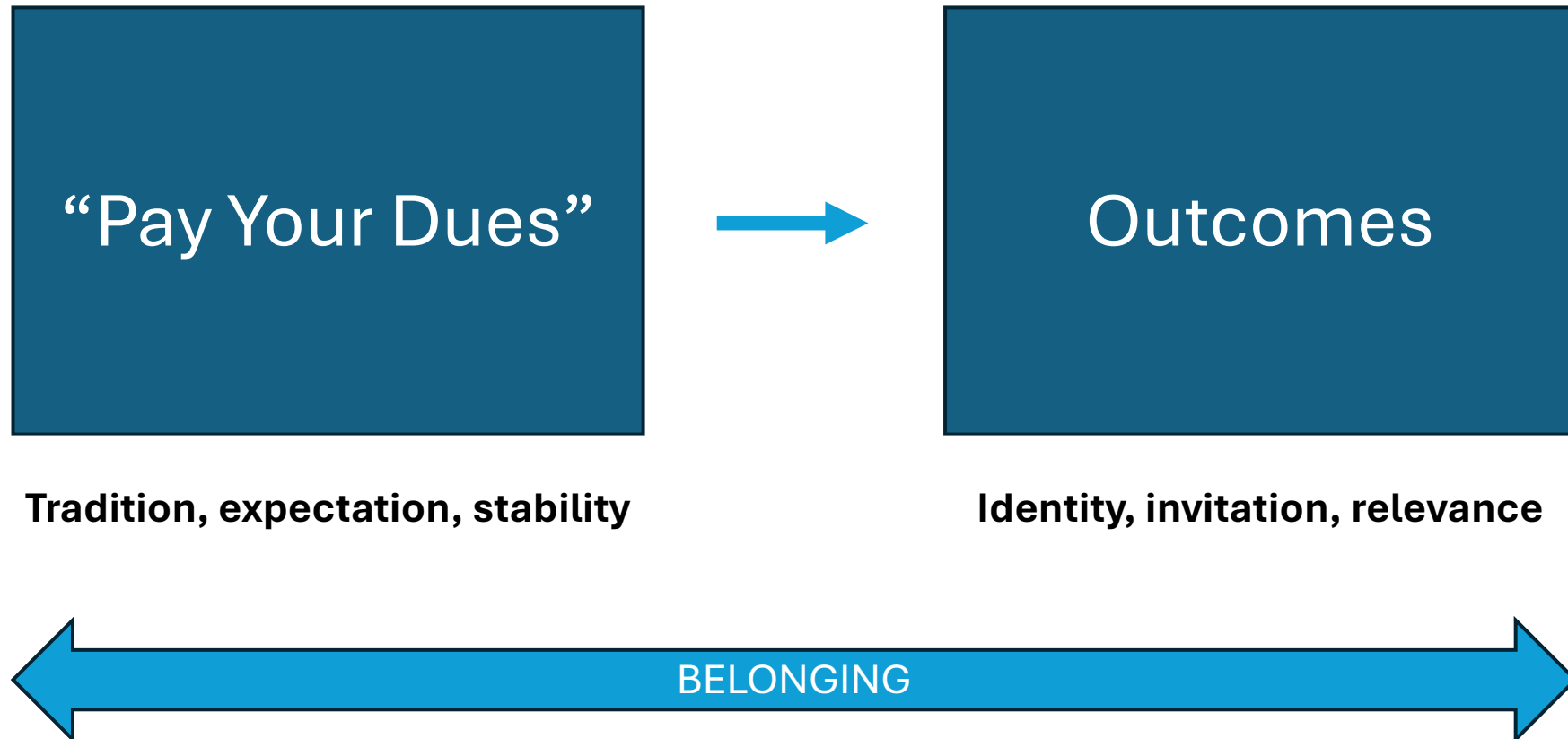
ASME Identity & Engagement

Engagement Framework



The Environment Is Evolving

Mindset shift



Value of our contributors

Engagement drives value

Visible

\$158 dues

Signal of Commitment



Not Visible

8 standards committees
10+ courses taught
3 books authored

High Value

Where We're Headed

60–90 Days

- 1. Finalize outcome-based value proposition: *Community • Skills • Impact***
 - Refine to leverage ASME Brand strength
 - A/B Test in Market
- 2. Propose engagement framework (including contributors and volunteers)**
 - Release version 1 for review and feedback
 - Connect engagement → belonging + membership
- 3. Clearer pathways to engagement and belonging**
 - Find 1-2 focused engagement pathways to strengthen (discussion)



Board of Governors Meeting Agenda Item Cover Memo

Date Submitted:	May 8, 2026
BOG Meeting Date:	June 8, 2026
To:	Board of Governors
From:	Anand Sethupathy, Chief Strategy Officer
Presented by:	Anand Sethupathy, Chief Strategy Officer
Agenda Title:	BoG Planning Meeting Update

Agenda Item Executive Summary:

A summary of the draft agenda for the Board of Governors planning meeting will be reviewed. The meeting is scheduled to be held in Seattle beginning July 12 through July 14, 2026.

Proposed motion for BOG Action: None

Attachment(s): None