



The Association of
Technology,
Management, and
Applied Engineering

**The Association of Technology, Management, and Applied Engineering
Meeting Tuesday 24, 2009
Conference Call**

- **Call to Order:**
Ivan Mosley, National Association of Industrial Technology, Executive Board
Chair at 12:03 p.m.
- **Introductions**
Rick Coscarelli, ATMAE, Executive Director
Steve Harris, NAC (Not on call)
C. C. Lambert, NAC
Royall Mack, NAC, Chair
John Martini, ATMAE, Vice Chair
Ugo Mgbike, NAC
Ivan Mosley, ATMAE, Executive Board Chair
John Wright, ATMAE, Past Chair
Sheila Allen, Recorder
- **Overview of NAIT to ATMAE**
 - History of NAIT: On October 29 and 30 1965, representatives from 28 colleges in 20 states, as well as representatives from 10 Industries, met at Kent State University, Kent, Ohio and discussed the degree program called Industrial Technology, Chaired by Dr. Charles W. Keith. In 1969 the accreditation proposal was incorporated.
 - Major Projects:
 1. Accreditation
 2. Convention/Conferences
 3. Membership
- **Chair/Coordinator Discussion**
Ivan recommended Royall Mack as Chair and John Martini as Coordinator of the National Advisory Council and they accepted.
 - Royall Mack-Chair
 - John Martini-Coordinator

3300 Washtenaw Avenue • Suite 220 • Ann Arbor, Michigan 48104-4294

- **Strategic Plan (Royall Mack)**
 - Royall asked what are the roles and responsibilities of the NAC. The NAC must be aware of the Executive Boards expectations.
 - John Wright responded to Royall the Executive Board input and assistance in 3 areas:
 1. Marketing Plan/Website design
 2. Restructuring
 3. Strategic Plan Development

The Executive Board welcomes input from an Industry perspective not just an Academic perspective.

- **NAC Time/Commitment to the project**
 - Royall Mack 3-4 hours per month for the next 4-5 months
 - C.C. Lambert 3-4 hours per month for the next 4-5 months (some travel)
 - Ugo Mgbike 3-4 or more hours per month for the next 4-5 months. (Evening Meetings Preferred)

Meetings/Conference Calls will be scheduled in the evenings after 6 p.m. Central Standard Time 7 p.m. Eastern Standard Time.
- Royall suggested that the Marketing Plan and the Restructuring Plan need to be included in the Strategic Plan.
- Royall asked when a revised Strategic Plan would be in place with the Marketing Plan, Restructuring Plan, New Vision and Mission Statement. Page 6 of the NAIT Strategic Plan was referenced. (Success Measures)
- Leadership Team Meeting Schedule (Ivan Mosley, John Martini and John Wright)
 - March 4th (Conference Call)
 - April 30th-May 1st (Executive Board Meeting)
 - Discussion should take place with Ivan, John Martini and the Executive Board
- John Martini will update and incorporate all plans into the Strategic Plan and will submit to NAC by April 1st.
 - Marketing Plan-External development in progress
 - Restructuring Plan-Internal discussion in progress
- Royall stated ATMAE is a STRONG and PRETIGIOUS Organization and the best is yet to come once the Strategic Plan is in place. C.C. and Ugo agreed. ATMAE will get the best use of the NAC members once they can review a Strategic Plan Royall suggested a 3 year plan. Royall also suggested that issues such as funding and membership and other issues be brought forth to NAC. These issues should be discussed in order to ensure the organization remain relevant well into the future.

- **Website/Marketing**

- C.C. suggested a new FrontPage immediately.
- Royall suggested dialogue with stakeholders is needed and NOT allow the website to differ from the Strategic Plan. Website should mirror Strategic Plan.
- Ivan suggested this become a temporary fix until entire website is reconstructed.
- John Wright suggested replacement of the old ATMAE logo to be removed.
- Ugo suggested a Current News section on the website.
- Royall suggested moving forward with the website redesign if finances permit.
- Per Board members on the call, May timeframe is the worst time of the year for cash flow. This is the Accreditation period. Funds are already encumbered.
- Possible one time funding might be an option. As done with the Kent State Project (Strategic Plan)
- The current website has more than 1,000 pages with a lot of content.
- ATMAE is currently in the bid process for the Website redesign. (Clarity Quest)
- Current issues 2009 (John Wright)
 1. Update the image-the current website is not contemporary.
 2. E-Commerce capability
 3. National Training and Consulting Database Initiative-one stop shop (6 month implementation process)

Royall stated to define the components of the organization.

- **Marketing Plan 2009-2010**

Ugo stated the appearance of the current website is unprofessional and need to be update immediately.

1. Accreditation
2. Conference
3. Certification

If money is being spent engage everyone in the process of the Marketing Plan. Make them familiar with the process. NAIT has 4 products that are source of revenue.

- **Communication**

- Royall suggests all meeting information be transparent to Executive Board and Members.
- All members on the call agreed that Financial Information is kept confidential.
- The NAIT organization is a 501-C-3 therefore any member can request financial information. Members of the organization may access financial information via URL.

- **Leadership Concerns (Royall Mack)**
 - Excitement from all of the Executive Board members.
 - Ask the Executive Board members to continue to be patient and do not lose focus of the organization.

- **Project Management/Timelines**
 - C.C. asked the timeframe for completion of the project.
 - John Wright stated communication is needed. (Timelines and objectives)
 - Royall stated there should be **NO** Substitute for Communication and transparency of the NAC. Royall also suggested more verbal telephone communication and less emails.
 - Royall, C.C. and Ugo will review document starting April 1st. All Conference call participants agreed to convene via conference call April 17th at 7:00 p.m. Eastern Standard Time.

- **Restructuring (John Wright)**
 - Issues- The transition process of Executive Board Chair
 - Representation from all divisions currently has a seat on the Executive Board. When a new division is added another seat is added. This becomes a constraint on governing.
 - There are concerns with a 1 year term of the Chair. The Chair is still in organizing mode.
 - Possible 3 year term is being suggested.
 - NAC should expand to 12 members (Chair and Co-Chair) with a seat on the Executive Board.

- **Wrap up**
 - Executive Board Governance- the roles and responsibilities of each member.
 - Prioritization-Students being first and foremost.
 - The ultimate goal is to produce a better quality student.
 - Sheila Allen will distribute the first draft of meeting notes February 27th. Feedback needs to be sent to Sheila by March 2nd and Final Draft will be sent to all by March 3rd for Executive Board meeting on March 4th.

Meeting Adjourned at 1:35 p.m.