



2017

ASCE
AMERICAN SOCIETY OF CIVIL ENGINEERS

ANNUAL REPORT

IT WAS A VERY GOOD YEAR

From putting civil engineering on IMAX screens around the world to sending home a report card grading America's infrastructure, ASCE had a big year in 2017.

As civil engineers, we touch almost every part of people's lives. *Dream Big: Engineering Our World*, which premiered Feb. 17 in museums and other giant-screen theaters, brought that dynamic engineering story to life on screens six stories high – and in 3D – to excite and inspire future generations of civil engineers.

The film presented by Bechtel and produced by MacGillivray Freeman Films in partnership with ASCE, reached more than a million viewers in less than six months. Audience survey data shows that approximately half of the attendees have been under the age of 17.

But *Dream Big* is more than just a film. Since a 45-minute movie cannot cover everything about engineering, or even civil engineering, we've created resources and programs designed for outreach by museums, engineers, and teachers.

Like most big dreams, or visions, *Dream Big* didn't happen overnight. It was more than a decade in the making. Likewise, our work to modernize America's infrastructure has been a focus for many years and continues to build momentum.

On March 9, we released our 2017 *Infrastructure Report Card* bringing vital infrastructure issues to the forefront of mainstream media and the national political conversation. Since its release, the *Infrastructure Report Card* website has received upwards of **80,000** unique visits, and its mobile app more than **300** new downloads. It earned sustained news coverage, including in *The New York Times*, *The Today Show* and the *NBC Nightly News*.

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Members and staff have presented the Report Card to members of the U.S. Chamber's Transportation and Infrastructure Logistics Committee, the National League of Cities, the National Lieutenant Governors Association, and had a Capitol Hill briefing during the Value of Water Coalition's Water Week.

Finally, at our very foundation, ASCE is an association of people coming together for the common purpose of advancing the civil engineer and the civil engineering profession. In doing so, our diverse membership of more than **150,000** engineers protects the health, safety, and welfare of over **7 billion** people worldwide.

With such a far-reaching responsibility to the global population and planet, it is no wonder that diversity and inclusivity are so closely intertwined with our work and lives. For that reason, ASCE's Board of Direction voted unanimously to add a new Canon to the ASCE Code of Ethics, codifying civil engineers' commitment to diversity and inclusion.

ASCE continues to take the lead in moving our members ahead in a world that demands excellence and leadership from its civil engineers. Through our partnerships with other organizations and our connections with our members, policymakers, and staff, we will maintain our place as the leading professional engineering society that meets and exceeds the demands of the future.

Sincerely,



A handwritten signature in black ink that reads "Norma Jean Mattei".

Norma Jean Mattei, Ph.D., P.E., F.SEI, F.ASCE
ASCE 2017 President



A handwritten signature in black ink that reads "Thomas W. Smith, III".

Thomas W. Smith, III, ENV SP, CAE, F.ASCE
ASCE Executive Director

IMAGINE A WORLD



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where infrastructure is once again the foundation of a thriving nation. ASCE raises awareness of the need to maintain and modernize America's aging infrastructure using environmental, economically, and socially sustainable and resilient practices, to achieve healthy and vibrant communities through its **Infrastructure Report Card**, its sustainability programs, and the **ASCE Grand Challenge**.

Photo: Rod Lamkey Jr.





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THE INFRASTRUCTURE REPORT CARD'S WEBSITE

has received upwards of **80,000 unique visits**, and its mobile app more than **300 new downloads**.



2017 Infrastructure Report Card



Photos: Rod Lamkey Jr.

Shaping discussion on infrastructure issues



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At ASCE's 2017 Fly-In, **204** members from **49** states, the District of Columbia and Puerto Rico met with **230** Congressional offices



ASCE's Key Contacts supported ASCE's legislative priorities sending over **10,000** e-mails to federal and state elected officials



112 ASCE members participated in Infrastructure Week Key Alert, sending **2,221** emails to **1,475** elected officials across the country



5 state Infrastructure Report Cards released

Building urgency for sustainable infrastructure

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International Conference on Sustainable Infrastructure 2017 was truly international in scope and influence. It brought together about **400** diverse engineers from **25** countries. The message was clear: a global movement toward more sustainable development is needed to prepare us for significant challenges ahead, including population growth and increasingly severe weather conditions.



Sustainability



Rethinking what's possible for the industry

THE ASCE GRAND CHALLENGE SEEKS TO ENHANCE

the value of infrastructure projects over their life cycles and **optimize infrastructure investments.**

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ASCE Grand Challenge



Dreaming big to excite future generations



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Dream Big is not only a journey through engineering's greatest wonders, but also a tale of human grit, aspiration, and the triumph of human ingenuity. More than a movie, *Dream Big* is a movement. This inspirational film for IMAX and other giant-screen theaters is accompanied by a suite of educational tools to help engineers and educators spur kid's interest in engineering.



Dream Big: Engineering Our World

Since its debut, **Dream Big**

- Surpassed **1 million** viewers
- Received **3** Giant Screen Cinema Association awards



- Inspired **650,000** kids and families to see engineering in a new light

- Earned a **"100% fresh"** rating on Rotten Tomatoes

- Was booked by **65** museums

Produced by ASCE in partnership with MacGillivray Freeman Films and presented by Bechtel.

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CIVIL ENGINEERING CLUBS:

500+ students were reached through 27 Civil Engineering Clubs™



Pre-College Outreach





ASCE GIVES ITS MEMBERS

the programs they need.

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26th year of **Steel Bridge Competition** – **233** student teams competed in the regional competition, **43** student teams competed in the national competition

Oversaw **18** Student Conferences

605 Younger Members held leadership positions within their Section, Branch, Committee or Young Member Committee

ExCEED Teaching Workshop – 20th year, **893** graduates since 1999

30th annual **Concrete Canoe Competition** – **205** student teams competed in the regional competition, **20** student teams competed in the national competition

Raise the Bar aims to increase education requirements for engineering licensure to better protect the public in the future. Trained **120** Raise the Bar advocates and champions since 2012

Promoting the profession



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ASCE IS THE VOICE

of the civil engineering profession. The Society puts civil engineering in the spotlight to ensure that it receives the much-deserved recognition for its contributions to society.

- **ASCE SmartBrief**
– 55,536 subscribers

- **ASCE Enews**
– 123,867 recipients

- **Facebook**
expanded by 10,133 new likes

- **Twitter** feed expanded by 5,780 new followers

- **LinkedIn** group grew to 224,673 members

- **YouTube** channel currently has 13,592 subscribers.

The most watched video “What Do Civil Engineers Do?” has grown to over 325,000 views

- **Trusted news source:** Received 22,105 media mentions in all 50 states and more

than 25 countries. Stories appeared in major print and broadcast media outlets including

- The Washington Post
- The Guardian
- U.S. News & World Report
- Time

- Bloomberg
- Wall Street Journal
- NBC’s Nightly News
- CBS Sunday Morning
- Fox News
- AP

Educating the civil engineer

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The challenges of developing and applying new technologies, materials, and approaches to the world's infrastructure will require an expanded skill set for civil engineers.

At ASCE, we develop the resources and create learning opportunities to educate the civil engineer for today and for tomorrow.

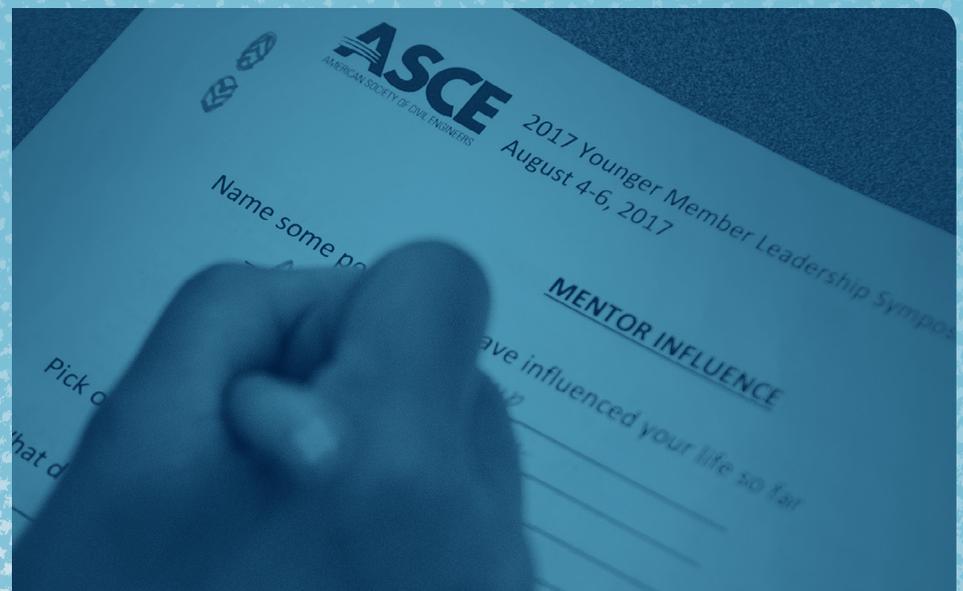
- Continuing Education Webinars: more than **13,000** engineers participated in

the **273** live webinars held, more than **50** of these were new programs

- myLearning — more than **37,000** accessed it to track their PDHs
- Developed more than **72** new

continuing education programs

- ASCE's Online Library was searched **11.3 million** times and returned **17.7 million** pieces of content



Top photo: Jason Dixon Photography

Connecting the profession globally



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Out of **196** countries in the world, ASCE has members in **177**

- **89** agreements of cooperation
- Formed **10** new International Student Chapters for a total of **65**

■ Met with the leadership of **12** international societies

- **75 percent** of the journal articles are written by international corresponding authors



Financial Statements

AMERICAN SOCIETY OF CIVIL ENGINEERS AND AFFILIATES CONSOLIDATED BALANCE SHEET

	September 30	
	2017	2016
ASSETS		
Cash and cash equivalents	\$4,000,000	\$8,514,000
Accounts receivable, net	3,136,000	3,004,000
Contributions receivable	770,000	2,041,000
Investments, at market value	54,251,000	52,528,000
Publications inventory, net	703,000	619,000
Prepaid expenses and other assets	3,885,000	3,048,000
Property and equipment, net	11,350,000	10,797,000
Total Assets	\$78,095,000	\$80,551,000
LIABILITIES AND NET ASSETS		
Liabilities:		
Accounts payable and accrued expenses	\$3,970,000	\$4,620,000
Unearned dues and subscription revenue	12,324,000	10,526,000
Annual leave payable	920,000	910,000
Other liabilities	1,732,000	1,543,000
Total Liabilities	18,946,000	17,599,000
Net Assets:		
Unrestricted:		
Avaliable reserves	33,663,000	31,257,000
Net investment in property and equipment	11,350,000	10,797,000
Total Unrestricted	45,013,000	42,054,000
Temporarily restricted	9,514,000	16,276,000
Permanently restricted	4,622,000	4,622,000
Total Net Assets	59,149,000	62,952,000
Total Liabilities and Net Assets	\$78,095,000	\$80,551,000

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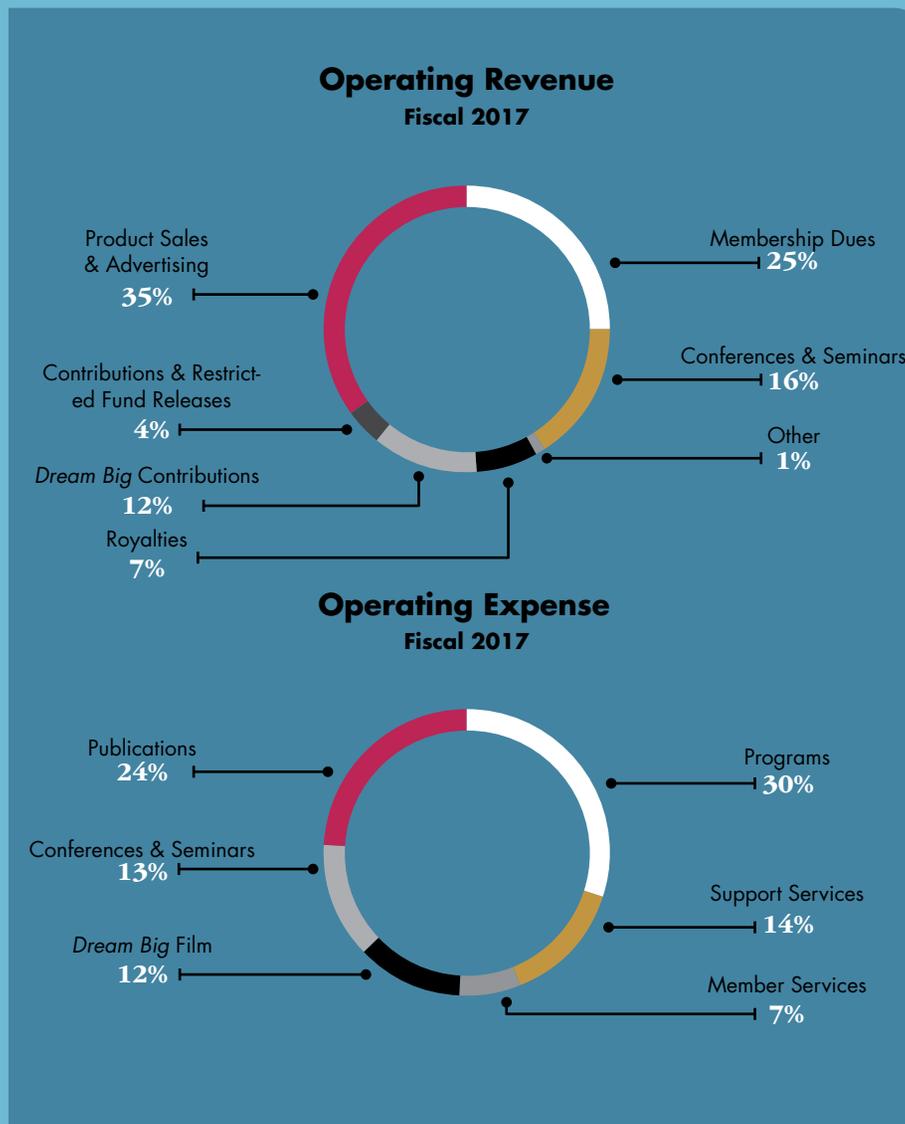
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CONSOLIDATED STATEMENT OF ACTIVITIES

Unrestricted Funds

For the Years Ended September 30

	2017	2016
OPERATING REVENUE		
Product sales	\$19,329,000	\$17,456,000
Membership dues	15,292,000	15,008,000
Conferences and seminars	9,744,000	11,929,000
Royalties	3,980,000	4,196,000
Advertising	1,994,000	1,949,000
Contributions	1,006,000	1,798,000
Other income	748,000	933,000
Operating investment earnings	209,000	267,000
Net assets released from restriction (contributions):		
Dream Big film production	7,305,000	4,863,000
Other programs	870,000	932,000
Total Operating Revenue	60,477,000	59,331,000
OPERATING EXPENSE		
Program Services:		
Program activities	18,923,000	19,972,000
Publications and advertising	14,952,000	14,878,000
Dream Big film production	7,205,000	4,863,000
Continuing education	4,701,000	4,438,000
Membership services	4,381,000	4,026,000
Conferences	3,242,000	5,575,000
Other	50,000	184,000
Total Program Services	53,454,000	53,936,000
Support Services:		
General and administrative	3,163,000	2,944,000
Member and customer service	3,091,000	3,170,000
Marketing	1,823,000	2,038,000
Fund raising	797,000	747,000
Total Support Services	8,874,000	8,899,000
Total Operating Expense	62,328,000	62,835,000
Excess of Operating Expense over Operating Revenue	(1,851,000)	(3,504,000)
NONOPERATING REVENUE		
Long-term investment earnings	4,810,000	3,350,000
Increase (Decrease) in Net Assets	2,959,000	(154,000)
Net assets at beginning of year	42,054,000	42,208,000
Net Assets at End of Year	\$45,013,000	\$42,054,000



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