MEMBERSHIP DATA HANDBOOK

Your guide to using ASCE's Section/Branch membership data
ASCE’s Membership Data Handbook

2020 USERS GUIDE

MEMBERSHIP DATA UPDATED EVERY BUSINESS NIGHT
1. Designate a membership data account holder (or holders): Multiple volunteers may serve as account holder for each Section and/or Branch. Each volunteer must request their access individually as identified in step 2.

2. Contact ASCE Headquarters to request access:

Contact ASCE at memapp@asce.org to request your access. Include the following information:

a. **Identification:** your ASCE Member ID number (or email address associated with your ASCE membership)
b. **Data Select (location of data):** Name of Section(s)/Branch(es) for which you’d like access (multiple are okay)
c. **Type(s) of access (multiple are okay):**
   i. Full listing: a full, current listing of the members of your Section/Branch (note: a full Section listing also provides Branch designations)
   ii. New/reinstated members: a listing of members who joined ASCE in an indicated month and were assigned to your Section/Branch (also includes those in your Section/Branch who have reinstated a prior ASCE membership in the indicated month)
   iii. Student upgrades: a listing of members who have transferred from ASCE Student membership to Professional membership in the indicated month.
   iv. Moved members: a listing of members who have moved from a different Section/Branch to yours in an indicated month.

3. Obtain access: Within a week, a representative from ASCE Headquarters will reach out and let you know your access is ready. Instructions will be provided to you on how to obtain the information and are also provided below.
ACCESSING YOUR MEMBERSHIP DATA

ASCE internal testing has indicated the Google Chrome web browser Version 79.0.3945.130 works fastest to access the membership data.

Note: If you are accessing the “Full listing”, please start at step 1 below. If you are accessing a different report (e.g. “New/Reinstated members”), go to step 10.

1. Go to go.asce.org/memreport and Login with your ASCE user name and password.

2. Upon successful login, the Indemnification Page will be displayed. If you haven’t indemnified in the last year, you will need to check all checkboxes. Once the boxes are checked, click “I agree” radio button and the “Confirm” button will be displayed.
3. Click “Confirm” to proceed.

4. If you have access to multiple reports, you will see a screen similar to the below. If you only have access to one report, you will skip this screen and go straight to step 5. Click the report you’d like to download.
5. A screen similar to the below will appear. To download the report, check the box next to the section/branch you want to download, then click “Download Report”.

6. A message (in blue) will be displayed that the report is being generated. Note that download times may vary from 5-10 minutes depending on your Internet connection and the time of day your report is being generated.

7. Once the file(s) have been generated, they will automatically appear (in blue) on the page with today’s date. They will also still be available any time you access the report page.
Files below have been generated and ready for you to download.

SectionsBranchesALL-00804-10.28.2019.csv

8. To download the file, click the file you want to download (the blue link). A pop up window will be displayed. You can either choose “Open with” to view the file before saving OR choose “Save File” and it will be saved where your downloaded files are usually saved.

9. Open the file from the saved location.

Note: following are instructions for accessing report types other than the “Full listing”.
10. Go to https://sp360.asce.org/PersonifyEbusiness/My-Account and Login with your ASCE user name and password.

11. You will be taken to your “My Account” screen. To view your reports, scroll to the bottom of the page. On the left navigation pane, at the bottom, you will see a “Reports” heading and “View Reports” subheading. Click “View Reports”.
12. Next you will be taken to an indemnification form screen. Read all rules shown in the indemnification form (see Appendix A for this text in full). Check each box and then click “I agree” at the bottom of the page if you agree. Once you have clicked “I agree”, a “Confirm” button will appear. Click “Confirm” to proceed. If you don’t agree yet still require membership data, please contact ASCE at memapp@asce.org as you will be unable to access the data without agreeing to the indemnification form rules.
13. After agreeing to the rules for data use, you will be taken to the list of reports you have access to. Click “View report” to be taken to your membership listing.
14. You will see a screen similar to the below. Please see instructions a.-c. below to proceed.

a. “Member Mast Cust”: please input your ASCE Member ID, including all digits (should be 12 total). Hint: you can find your ID on the right pane of the “My Account” screen when you first log in (titled “Member Number”).
b. Enter Month: select (or enter in the text box) the month for which you want the information. Information will be given for the entire month you select. The months are numbered in order based on the calendar year (e.g. “3” is March, “9” is September).

c. Enter Year: select (or enter in the text box) the year for which you want the information. Hint: if you click on the text above the listing of the years twice, they will sort in descending order.
d. Once you have entered values for all three prompts, click “OK”. Go to step 14.

14. The report will then start to load. You will see a progress window. Note the “Last refresh time” is based on how long the report last took to generate information, and is not indicative of how long the current report will take.
The membership list will appear on the same screen when it is ready (note the below screen intentionally does not have data). Hint: export the information immediately as the session will time out if left open for too long. If you get a “No data to retrieve” message, there were no applicable members in the timeframe indicated.

15. To export the report, click the export icon to the left of the envelope icon located on the top left of the page.
16. The Export window will display. Make sure all checkboxes are checked under “Select” and “Excel” is selected as the File Type. You can also export to other formats under “File Type”. Click “OK” to proceed with the export.
17. Your data will open in a new window in Excel (or other “File Type” selected). From here, you can save the file to your computer using the functionality of your selected “File Type”.

18. If you need to go back to your “My Account” screen, just click the “Back” button on your web browser to be taken back to your report list (it may need to be clicked twice). From there, you can continue to use the functions of the “My Account” area.

If you encounter difficulty, please contact ASCE at memapp@asce.org.
Membership Database Content and Code Definitions

The fields included in your membership data will vary based upon the type of access you selected (e.g. Full listing, new/reinstated members). The full Section/Branch listing file contains all available fields. The abridged listing formats (New/reinstated members, Student upgrades, Moved members) contain a redacted list of fields. Here are the fields and the definitions of each.

Full Section/Branch Listing

<table>
<thead>
<tr>
<th>COLUMN</th>
<th>TITLE</th>
<th>CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Member ID</td>
<td>Member’s ASCE Identification Number</td>
</tr>
<tr>
<td>B</td>
<td>Section Branch</td>
<td>Member’s Section and Branch Name</td>
</tr>
<tr>
<td>C</td>
<td>Name Prefix</td>
<td>Ms., Mr., Dr., etc.</td>
</tr>
<tr>
<td>D</td>
<td>First Name</td>
<td>Member’s First Name</td>
</tr>
<tr>
<td>E</td>
<td>Middle Name</td>
<td>Member’s Middle Name or Middle Initial</td>
</tr>
<tr>
<td>F</td>
<td>Last Name</td>
<td>Member’s Last Name</td>
</tr>
<tr>
<td>G</td>
<td>Name Suffix</td>
<td>Sr., Jr., III, etc.</td>
</tr>
<tr>
<td>H</td>
<td>Name Credentials</td>
<td>P.E., M.ASCE;, Ph.D.,F.ASCE, etc.</td>
</tr>
<tr>
<td>I</td>
<td>Label Name</td>
<td>Full name of member</td>
</tr>
<tr>
<td>J</td>
<td>Email Address</td>
<td>Primary Email Address</td>
</tr>
<tr>
<td>K</td>
<td>Phone</td>
<td>Preferred telephone number</td>
</tr>
<tr>
<td>L</td>
<td>Primary Job Title</td>
<td>President, Chief Engineer, Project Manager, etc. (provided by members on voluntary basis)</td>
</tr>
<tr>
<td>M</td>
<td>Company Name</td>
<td>Name of Member’s Place of Employment</td>
</tr>
<tr>
<td>N*</td>
<td>Address Type</td>
<td>Work/Home/Unknown</td>
</tr>
<tr>
<td>O*</td>
<td>Address Line 1</td>
<td>Member’s Preferred Address 1</td>
</tr>
<tr>
<td>P*</td>
<td>Address Line 2</td>
<td>Member’s Preferred Address 2</td>
</tr>
<tr>
<td>Q*</td>
<td>Address Line 3</td>
<td>Member’s Preferred Address 3</td>
</tr>
<tr>
<td>R*</td>
<td>Address City</td>
<td>Member’s Preferred Address (City)</td>
</tr>
<tr>
<td>S*</td>
<td>Address State</td>
<td>Member’s Preferred Address (State)</td>
</tr>
<tr>
<td>T*</td>
<td>Address Zip Code</td>
<td>Member’s Preferred Address (Zip code)</td>
</tr>
<tr>
<td>U*</td>
<td>Address Zip Code Plus</td>
<td>Member’s Preferred Address (Zip Code + 4)</td>
</tr>
<tr>
<td>V*</td>
<td>Address Country</td>
<td>Member’s Preferred Address (Country)</td>
</tr>
<tr>
<td>W</td>
<td>Life Member (Y/N)</td>
<td>Y/N Field – Indicates Life Member status (yes/no)</td>
</tr>
<tr>
<td>X</td>
<td>Birth Date</td>
<td>Member’s Date of Birth</td>
</tr>
<tr>
<td>Y</td>
<td>Current Member Grade Date</td>
<td>Date current member grade achieved</td>
</tr>
<tr>
<td>Z</td>
<td>Current Member Grade</td>
<td>Current grade of the Member</td>
</tr>
<tr>
<td>AA</td>
<td>Previous Member Grade</td>
<td>Grade of the Member prior to the current grade</td>
</tr>
<tr>
<td>AB</td>
<td>Society Dues End Cycle Date</td>
<td>Indicates the most recent year an ASCE member has paid for or renewed their membership (e.g. 12/31/2019 refers to the 2019 membership year)</td>
</tr>
</tbody>
</table>
*Note: a series of asterisks in one or more address fields indicate it is an address that is not current.

**Abridged Listings**

<table>
<thead>
<tr>
<th>COLUMN</th>
<th>TITLE</th>
<th>CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Member ID</td>
<td>Member's ASCE Identification Number</td>
</tr>
<tr>
<td>B</td>
<td>Section Branch</td>
<td>Member's Section and Branch Name</td>
</tr>
<tr>
<td>C</td>
<td>Member Name</td>
<td>Member's full name</td>
</tr>
<tr>
<td>D</td>
<td>Email Address</td>
<td>Primary Email Address</td>
</tr>
<tr>
<td>E</td>
<td>Phone</td>
<td>Preferred telephone number</td>
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<td>H</td>
<td>Address Type</td>
<td>Work/Home/Unknown</td>
</tr>
<tr>
<td>I</td>
<td>Address Line 1*</td>
<td>Member's Preferred Address 1</td>
</tr>
<tr>
<td>J</td>
<td>Address Line 2*</td>
<td>Member's Preferred Address 2</td>
</tr>
<tr>
<td>Column</td>
<td>Description</td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>-------------</td>
<td></td>
</tr>
<tr>
<td>K</td>
<td>Address Line 3*</td>
<td>Member’s Preferred Address 3</td>
</tr>
<tr>
<td>L</td>
<td>Address City*</td>
<td>Member’s Preferred Address (City)</td>
</tr>
<tr>
<td>M</td>
<td>Address State*</td>
<td>Member’s Preferred Address (State)</td>
</tr>
<tr>
<td>N</td>
<td>Address Zip Code*</td>
<td>Member’s Preferred Address (Zip code)</td>
</tr>
<tr>
<td>O</td>
<td>Address Country*</td>
<td>Member’s Preferred Address (Country)</td>
</tr>
<tr>
<td>P</td>
<td>Current Member Grade</td>
<td>Current grade of the Member</td>
</tr>
<tr>
<td>Q</td>
<td>Graduation Date</td>
<td>Approximate Graduation Date</td>
</tr>
<tr>
<td>R</td>
<td>Student Member Institution Name</td>
<td>Name of Student Member’s Institute of Higher Education</td>
</tr>
<tr>
<td>S</td>
<td>Undergraduate School Name</td>
<td>Name of school where member went for undergraduate education (if not Student member)</td>
</tr>
<tr>
<td>T</td>
<td>Younger Member</td>
<td>Identifies ASCE Younger Members (age 35 and under, not a Student member)</td>
</tr>
<tr>
<td>U</td>
<td>Join Date</td>
<td>Date of joining ASCE</td>
</tr>
<tr>
<td>V</td>
<td>New Member Flag</td>
<td>Joined ASCE in the past 30 days</td>
</tr>
<tr>
<td>W</td>
<td>Reinstatement Flag</td>
<td>Reinstated ASCE membership in the past 30 days</td>
</tr>
</tbody>
</table>

*Note: a series of asterisks in one or more address fields indicate it is an address that is not current.
Appendix A – Membership Data Use Tips

Welcome New Members

There are two sources of information for members new to your Section or Branch: the “New/reinstated members” report, and the “Moved members” report. You may tailor your message to either or both groups. Use this information to welcome new members to ASCE and to your Section, Branch, Younger Member Forum or Technical/Professional Committee by:

- Sending a "welcome" e-mail, letter, postcard, or (best of all) a personal phone call.
- Explaining the benefits of membership in your Section or Branch.
- Inviting them to your next meeting, program or activity that aligns with the new members interests.
- Introducing new members who attend meetings, programs or activities.
- Finding small ways to get them involved based on their unique talents and your Section or Branch needs.

Retain Current Members

Remember, members won't automatically renew their membership each year - they need to see the value of being an ASCE Section or Branch member! Take this opportunity to communicate ASCE's value.

Members who have not renewed their dues for consecutive years will be dropped from the membership rolls in March of the following year. In addition, March will be the last month of Civil Engineering magazine and ASCE News for members who have not paid their dues for the prior year. These members will be placed in "arrears" status and will lose their valuable ASCE benefits.

Section and Branch leaders, please be sure that your dues have been paid by December 1st to insure that your membership does not expire.

Use your membership data to encourage members to renew their membership during the renewal period to avoid being dropped. Field "AB, titled "Society Dues End Cycle Date," indicates the last year a member paid Society dues. Because Student Members and Life Members do not pay Section/Branch dues, you may exclude them by filtering. Here’s how:

First, begin by turning on your filter control by going to the middle of the Excel Workbook under the “Data” menu and clicking on the icon titled “Filter”.


A drop-down button will then be applied to every header.

Next, go to column “W” titled “Life Member (Y/N)” and uncheck “Y”. Click OK and all Members who are Life Members will be eliminated.

Then, go to column “Z” titled “Current Member Grade” and uncheck “SM”. Click OK and all Student Members will be eliminated.
Any member that does not have the previous year or current year in this column will be dropped in March. Most of the members that will be dropped will have either the previous year or nothing in this column (upgraded Student Members who did not ever pay dues).

Field “AD”, titled “Section Dues Cycle End Date”, indicates the last year a member paid Section dues. If your Section or Branch does not charge Student Members or Life Members, exclude those members by using the same filtering system shown above.

There are three easy ways for members to renew:
2. Call (800) 548-ASCE (2723) or (703) 295-6300.
3. Return one of the renewal forms they received in the mail.

You can also identify and contact "at-risk" members. An "at-risk" member tends to fall into three categories:
1. 1-3 year members (use the “Join date” column to identify this group)
2. Recent graduated students (use the “Current Member Grade” column and the “Graduation date” column to identify this group)
3. Members who have not renewed by February (see previous instructions on identifying when a member last paid ASCE membership dues).

Along the same lines, make sure your members have paid their Section dues by making sure the member does not have the previous year in the column for “Section Dues Cycle End Date”.

Maintain contact with these members throughout the year, not simply at renewal time, and convey how valuable their membership is through your own experiences.

**Recognize Life Members**

Life Members are identified in your membership data by a "Y" in the Life Member column (column “W”). In addition, the Life Year field (column “AR”) lists the year a member either became a Life Member or will become one in the future.
To identify new Life Members, simply sort the data by "Y" in the Life Member column and then sort by the Life Year column - members who have a "Y" in the Life Member (Y/N) field and the current year in the Life Year field have recently become Life Members.

ASCE sends new Life Member certificates to Sections and Branches, and there are many ways to recognize these members for their lifetime of commitment to ASCE and the civil engineering profession:

- Host a banquet or dinner in their honor.
- Ask them to speak at a meeting.
- Publish their picture and bio in your newsletter.
- Post their picture and bio on your Web site.

**Celebrate Members' Professional Accomplishments**

ASCE and general association surveys indicate that one of the primary reasons people join professional societies is for professional recognition. However, in some cases engineers do not request accolades. Do not take this to mean that they do not need positive feedback. Sections and Branches can use membership data to recognize members who have achieved significant milestones in their ASCE membership. Consider honoring these members at meetings; listing them in your Section/Branch newsletter; and contacting them with a personal e-mail, phone call or letter thanking them for their support of ASCE.

Would you have appreciated a note of congratulations when you passed the PE exam? Members who have recently passed the PE exam typically contact ASCE to update their credentials. Any Associate or Affiliate member with a PE qualifies to be advanced to the Member grade. Use your membership data and sort by "Current Member Grade Date" (column “Y”) to identify all members that have recently advanced their membership grade.

You can also use this data to recognize those advanced to the Fellow and Distinguished Member grades of membership - the two highest member grades you can attain. Column “Current Member Grade” ("Z") will provide this information.

NOTE: If you have access to lists of members that have passed the PE exam, please send them to member@asce.org, and we will advance your Affiliate and Associate members.

**Recognize Member Anniversaries**

To identify members who have achieved significant membership "anniversaries," such as 5, 10 or 15 years of ASCE membership, just look at the Join Date field (column “AO”) in your membership data. For example, a member who joined ASCE in 1987 had reached their 25th year of ASCE membership in 2012.

Send e-cards to members on their birthdays and membership anniversaries.

First, use your membership data to identify members' birthdays and/or membership anniversaries. Sort the data by the Birth Date field (column “X”) to find upcoming birthdays. While none of the sites listed below are endorsed by ASCE, they have free e-cards and no pop-up ads:

- www.e-cards.com: e-cards with a global, educational or environmental twist
- www.greetings.yahoo.com: large selection of e-cards
www.hallmark.com: large selection of e-cards in addition to for-fee greetings services
www.1001postcards.com: e-postcards, including an extensive and diverse holiday selection
www.regards.com: e-cards and e-invitations, allows you to track RSVPs
www.evite.com: e-invitations, allows you to manage RSVPs, include maps and directions to events, collect payments online using Paypal

You might consider using free online services to invite members to meetings and events as well as track planned attendance.

**Encourage Members to Apply for Fellow Grade**

Would you like to have more Fellows in your Section or Branch? ASCE’s Fellow grade is an acknowledgement of leadership and progressive achievement. Less than 3.5% of ASCE’s members advance to the Fellow grade.

Applicants for the Fellow grade should provide the following:

- Completed Fellow application
- Nomination form completed by an authorized representative of an ASCE Organizational Entity (for example, Section or Branch President, Board of Direction members, Institute Board of Governors member, Technical Committee Chair, etc.)
- Copy of Professional Engineer or Professional Land Surveyor license (U.S. or international)
- Completed testimonial reference forms from three references (two must be from ASCE Fellows or higher grade of membership; the third may be from an ASCE Member or higher grade of membership)
- Copy of resume or CV

Here's a tip on how you can take the lead in encouraging your eligible Members to apply for this distinction. First, check your Section/Branch membership data to determine a listing of those who have held Member grade for at least 10 years and have a P.E. or P.L.S. Simply sort the database by Column “Y” – “Current Member Grade Date” - the column shows the date of election to ASCE Member grade. Then sort for those at the Member grade in the "Z" column. Any Member that has been at the Member grade for 10 years and has a P.E. or P.L.S. meets the minimum criteria for advancement to Fellow Grade.

Then contact these Members to notify them about their eligibility for Fellow grade. Review the application details listed above, and let them know that the Section or Branch will be proud to nominate them.

Application packets may be requested by contacting the ASCE Membership Division at (800) 548-ASCE (2723) or (703) 295-6300; by fax at (703) 295-6333 or by email to fellows@asce.org. The applicant can also access additional information about the Fellow guidelines and a PDF version of the Fellow application packet at www.asce.org/fellows.

For questions about the Fellow application process or guidelines, please contact the Fellow Applications Coordinator at (800) 548-ASCE (2723) or via e-mail at fellows@asce.org.

**Keep Life Members Involved**
ASCE has over 20,000 Life Members, many of which are retired, and are willing to help mentor engineers at earlier career stages. Use the database to sort for Life (column “W”) and/or Retired (column “M”) members to initiate contact with them (note the information in column “M” is voluntary and therefore not available for all members). In some cases you may find that these Life Members are former Section/Branch officers and may have participated in or on national committees. For additional information visit: https://www.asce.org/membership/life-member/

**Establish or Reinvigorate Your Younger Member Group/Forum**

Your Younger Member Group can be the strongest link to connecting with and retaining recently graduated students and new members. Use the “Birth Date” field (column “X”) to identify members who are 35 years and younger, then engage these members in fun activities like cook-outs, kickball tournaments, professional sports events, Outreach programs and service projects as well as joining more technical civil engineering programs.

**Involve Local Companies and Agencies**

Sort the data based on your members' company (column “M”) to determine how many members you have in a particular company or agency. Contact those members to hold a Section or Branch meeting on-site or invite the head of that company or agency to give a talk. Their participation is a potential source for new members and opens networking opportunities for your current Section/Branch and its members. ASCE offers a brochure to help establish these new avenues of communication with companies and agencies. To request more information, call (800) 548-ASCE (2723) or e-mail memapp@asce.org.
Appendix A

RULES FOR AMERICAN SOCIETY OF CIVIL ENGINEERS (ASCE) MEMBERSHIP DATABASE USE

☐ I understand that I am permitted to use this data for AUTHORIZED PURPOSES ONLY. This includes only: 1) official business of an ASCE entity; and 2) administration of member data as permitted under the terms of a signed contract or MOU with ASCE.

☐ I understand that I am NOT permitted to share any member data with any other person or entity, even including other volunteers or employees for my group/entity, for any reason.

☐ I agree to destroy any downloaded data that is more than thirty (30) days old.

☐ I agree not to share my username and password with any other person, for any reason.

☐ I agree that I am personally responsible for the security of my log-in information and any data that I download.

☐ I agree that any emails I send to multiple members will list the addresses in the blind carbon copy [Bcc] field to protect the privacy of the recipients.

☐ I agree that I am personally responsible for any breach, misuse, or violation of these rules arising from my use of data.

☒ If I am unsure whether my intended use of data is authorized, or if I have any other questions or concerns about these terms, I agree to contact memapp@asce.org at 1-800-548-2723, ext. 6201.