

# **ASEM Webinar Policy and Procedures**

Prepared by the ASEM Webinar Committee\*

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## Executive Summary

The mission of the ASEM is “to advance and disseminate the engineering management body of knowledge, develop engineering solutions to management challenges, and promote professional development and networking among members.”

In order to help fulfill this mission, ASEM offers regular online webinars. The benefits of such webinars to ASEM members and the global engineering management community have been identified through two series of webinars hosted between July 9<sup>th</sup> and October 22<sup>nd</sup>, 2020; namely, the “2020 ASEM International Webinar Series” and “Professional Development Series” organized and moderated by Yesim Sireli and Atul Kalia respectively.

Below are the takeaways from what was learned from the survey inputs.

1. Holding regular webinars help advance ASEM’s reputation nationally and internationally. It contributes to recruitment and retention of members.
2. Attendees rank wide-ranging, interesting, innovative, up-to-date topics and the interactive moderation and presentation significantly higher on their list of what they appreciate in these webinars.
3. The survey generated varied suggestions for presentation topics as well as for improvement as included in Appendix 3 and 4. A slightly more significant takeaway is that student attendees rank practical, educational content higher. They also mention featuring speakers from student chapters/junior professionals and information about job opportunities and employers’ expectations would be useful. Professionals, too, would like to hear more about job opportunities and both groups are in favor of one-on-one mentorship.

As a result, the Webinar Committee was formed and has been working on holding regular (at least monthly) webinars after the international series ended. In order to meet the attendees’ expectations, the committee prioritized both up-to-date and practical/educational topics presented by highly regarded presenters by means of two lines of webinars: professional and student/academic partnership.

Based on the experience gained, the committee created ASEM’s first webinar policy and procedures report, which dives into the details of lessons learned. This document can be updated as needed in the future.

## 1. Reasons for this New Policy

The mission of the ASEM is “to advance and disseminate the engineering management body of knowledge, develop engineering solutions to management challenges, and promote professional development and networking among members.”

In order to help fulfill this mission, ASEM offers regular online webinars. The benefits of such webinars to ASEM members and the global engineering management community have been identified through two series of webinars hosted between July 9<sup>th</sup> and October 22<sup>nd</sup>, 2020; namely, the “2020 ASEM International Webinar Series” and “Professional Development Series” organized and moderated by Yesim Sireli and Atul Kalia respectively. These events were attended by a global audience from different locations of the World as seen in Figure 1.



Figure 1. Global registrations.

### 1.1. 2020 ASEM International Webinar Series Analysis

ASEM held 11 weekly one-hour international webinars between July 9<sup>th</sup> and October 22<sup>nd</sup>, 2020, excluding July 30<sup>th</sup> and the month of August, every Thursday at 9 am EST. The goal of this series was to highlight the work of various ASEM contacts around the world and to globally reach out to both members and non-members for reputation building. Accordingly, the speakers represented nine countries. As Table 1 shows, the number of registrations to each event changed between 49 and 96 throughout.

Table 1. 2020 International Webinar Series Speakers, Dates and #Registrations per event.

Speaker / Country	Date	# Registrations
Rolando Rodriguez from Guatemala	9-Jul-20	52
Geert Letens from Belgium	16-Jul-20	96
Abhijith Santhanam from Ireland	23-Jul-20	85
Azam Ishaque Chaudhary from Pakistan	3-Sep-20	49
Jennifer I. Braganza from USA	10-Sep-20	56
Erol Ozan from USA	17-Sep-20	61
Juan Pablo Lema from Colombia	24-Sep-20	47
Simon Philbin from the United Kingdom	1-Oct-20	61
Leonie Kay Hallo from Australia	8-Oct-20	51
Amr Tarek and Mohamed Khalaf from Egypt	15-Oct-20	62
Yesim Sireli from USA	22-Oct-20	58

The registrants were sent an exit survey with 9 questions (see Appendix 1). The survey asked for participation from the recipients only if they attended at least one webinar. It generated 61 inputs. Three of these were left out as one participant did not meet the webinar attendance criterion, and another provided the same input three times. As a result, 58 useable inputs submitted from 11/30/2020 to 12/9/2020 were analyzed.

As presented in Figure 2, 33 (55.9%) of the participants were ASEM members while 25 (44.1%) were not. Out of the 34 members, 16 (48.5% of the survey participants who are members) indicated that they either renewed their membership (11) or became new members (5) partly because of the benefit they received from the webinars. Considering that not all attendees filled out the survey, this indicated that, over the course of the webinars, at least 5 new members and 11 membership renewals were generated. The remaining 17 (51.5% of the survey participants who are members) stated that the webinars did not have an effect on their membership decisions.

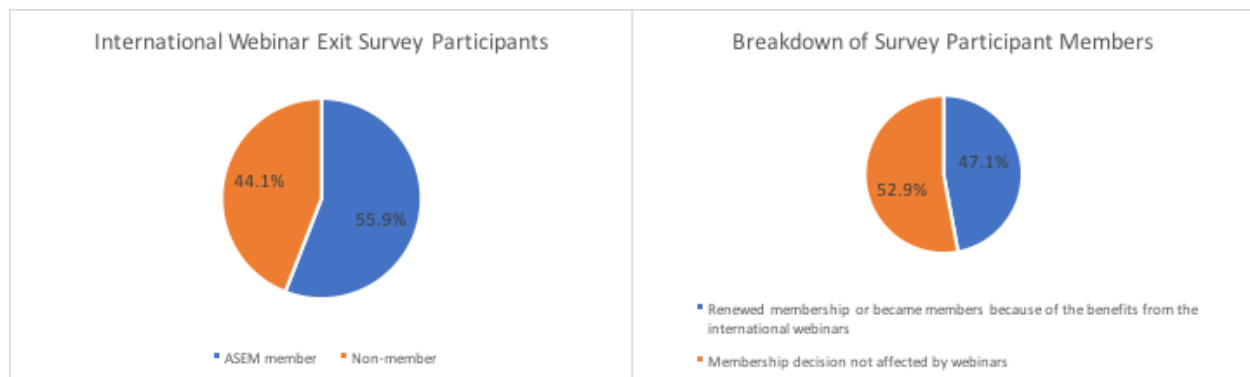


Figure 2. Breakdown of survey participants.

In addition, 10 of the participants who are not members answered Question 8, which asked them what would make them consider membership. 4 said that they were already considering becoming members and one in this group suggested that ASEM should facilitate teamwork sessions for students to discuss the content of each webinar further among themselves. One of each of the remaining 6 participants made the following comments in terms of what they would consider appealing for them to become members:

- Regular webinars
- Regular newsletters and one-on-one mentorship

- Announcements of job opportunities
- Recent ASEM partnership bearing fruit
- Opening a section in their location
- A change in the society's name (American Society for Engineering Leadership and Management) and emphasis (leadership).

In Question 4, the participants were asked to name one thing that they liked about the session(s) they attended. 55 participants many of whom provided more than one specific input answered the question. 58 such entries were observed and divided into seven categories as shown in Figure 3. 37.9% of the inputs were about the presentation topics, followed by the format of the webinars (25.9%), the quality of the speakers (12.1%), and the general organization, registration, attendance and promotion process (10.3%). 6.9% emphasized the international diversity the sessions provided while 2% liked the duration of the sessions and the remaining 2% said that no change was necessary.

As shown in Figure 3, out of the 37.9% (22) who liked the presentation topics, 68.2% (15) liked the fact that the session(s) they joined featured relevant, educational, practical, and/or applicable topics. The remaining 31.8% enjoyed their session(s) because the topic(s) was/were wide-ranging, interesting and/or innovative. The survey did not ask the participants if they were students or professionals. However, it is useful to point out that, based on how they expressed their opinions, the first group within this category included a number of students (please refer to the raw data provided in Appendix 2). For example, one talked about how the webinar topics were in line with “what they were studying” or how the webinars helped them “choose their career path.” This indicates that student members and non-members would be more interested in applicable webinar topics.

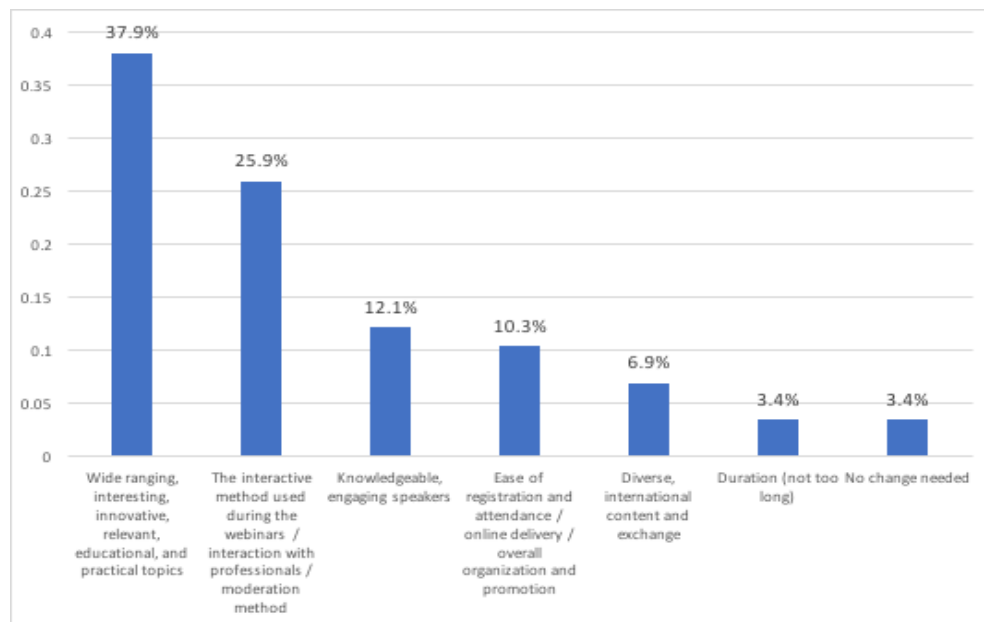


Figure 3. What the participants liked about the session(s) they attended.

In Question 3, the participants were also asked to provide one thing that ASEM could do / change / add to make future ASEM webinars even more useful. This question received 50 inputs and the raw data are included in Appendix 3. Four of these mentioned specific topics and were more suitable to add to the tabulation of the Question 5 inputs. Therefore, 46 inputs were analyzed for Question 3 instead of 50.

A few of the participants provided more than one suggestion. As Figure 4 shows, the entries were grouped into 10 categories. As the inputs were quite diverse, the “Others” category had the highest percentage (18.8%) with 9 different suggestions. Table 2 includes these suggestions where some of the wording was modified for better presentation.

The second largest group (16.7%) expressed that they were happy with the webinars and no changes were necessary. The following group (12.5%) generally proposed a change in the start time of the webinars. However, the suggestions were varied and no consensus could be reached. This is an expected result considering how spread-out the participating locations were (see Figure 1), and a problem without a clean-cut solution.

Highlighting more wide ranging, up-to-date topics were the next largest category with 10.4%, followed by a desire to consider more of the students’ interests (10.4%). To elaborate, more specific recommendations in the student group contained

- featuring speakers from student chapters / junior professionals
- providing current, practical content
- informing students about job opportunities and what the employers are looking for

8.3% wanted more interaction between the speaker and the attendees; 6.3% suggested adding more practical content; and 4.2% each suggested the continuation of the international and diverse elements in webinars; finding ways to reach out to a larger audience, sharing the recordings on the website and sending notifications to participants when they are posted; and, providing clearer abstracts about upcoming webinars.

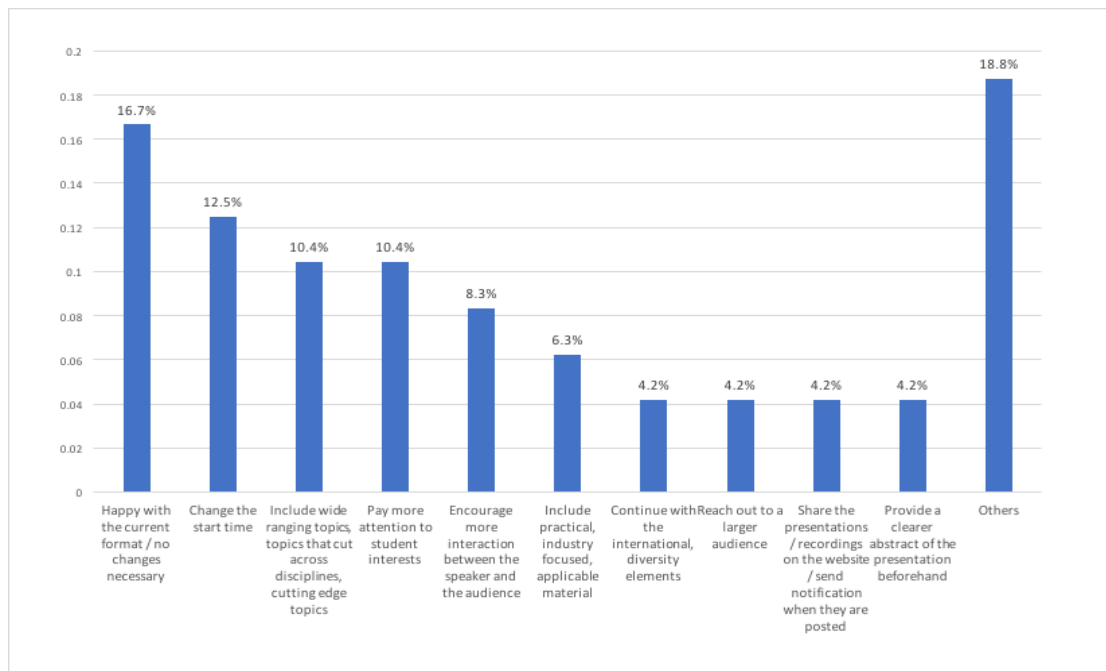


Figure 3. The participants’ suggestions for changes.

Table 2. The “Others” in Figure 3.

The suggestions / comments included in the “Others” category
Add a more complete ending or closing review of the entire operation of the series with a few highlights.
Make webinars exclusive to members.
Some subjects were directed toward encouraging student members, which was not helpful.
Some topics appeared to be directed to investors rather than engineering managers.
Provide distinct webinars to fulfill the ASEM mission, which would provide a way to distinguish the society from competitors such as PMI and ASQ.
List all webinars every January to add on our calendars through the year.
Consider changing your name to American Society for Engineering Leadership and Management.
The language barrier sometimes made it hard to understand.
There were technical difficulties in some sessions.

Question 5 asked the participants to add to the list of topics already covered during the webinar series for future consideration. This generated numerous topics that are listed in Appendix 4 along with the topic suggestions from the Professional Development Series. In addition, the last question of the survey collected general comments from the participants (24 inputs in total), which are included in raw format in Appendix 5.

## 1.2. Takeaways from the International Webinar Survey Results

Below are the takeaways from what was learned from the survey inputs.

4. Holding regular webinars help advance ASEM’s reputation nationally and internationally. It contributes to recruitment and retention of members.
5. Attendees rank wide-ranging, interesting, innovative, up-to-date topics and the interactive moderation and presentation significantly higher on their list of what they appreciate in these webinars.
6. The survey generated varied suggestions for presentation topics as well as for improvement as included in Appendix 3 and 4. A slightly more significant takeaway is that student attendees rank practical, educational content higher. They also mention featuring speakers from student chapters/junior professionals and information about job opportunities and employers’ expectations would be useful. Professionals, too, would like to hear more about job opportunities and both groups are in favor of one-on-one mentorship.

As a result, the Webinar Committee was formed and has been working on holding regular (at least monthly) webinars after the international series ended. In order to meet the attendees’ expectations, the committee prioritized both up-to-date and practical/educational topics presented by highly regarded presenters by means of two lines of webinars: professional and student/academic partnership. Based on the experience gained, the committee created this webinar policy and procedures document as detailed in the following sections.



## 2. ASEM Webinar Policy

The intent of the webinar policy is to assist ASEM on its mission to “advance and disseminate the engineering management body of knowledge, develop engineering solutions to management challenges, and promote professional development and networking among members” via regularly coordinated webinars. It describes what constitutes a webinar; what content to offer; how to select speakers; how to coordinate the webinar efforts; what the target audiences should be; and how to promote these events as follows:

**Definition of a webinar:** A webinar is a live online presentation of a topic of interest to engineering managers to assist ASEM on its mission on a regular basis throughout the year. It does not describe any event related to the International Annual Conference, any other joint conferences, or ASEM Board of Directors or committee meetings.

**Target audiences:** Webinars are initially open to members and non-members. Based on evolving need, membership may be required in the future for at least some of the webinars. Engineering management professionals and students are the two major target audiences.

**Regularity of webinars:** ASEM offers at least one webinar per month. Occasionally, mini-series focusing on specific topics are also allowable on a more frequent basis (e.g., weekly).

**Content to offer:** ASEM chooses to present strategic and innovative as well as tactical and applicable interdisciplinary and engineering management topics to different target audiences with various interests.

**Speaker selection criteria:** ASEM hosts established speakers who are experts in their fields as well as any other notable presenters with up-to-date knowledge on approved content.

**Webinar promotion:** Webinars are promoted by ASEM and its partners.

**Coordination of the webinars:** The Webinar Committee coordinates the effort of organizing and offering ASEM-supported webinars.

The webinar policy is in effect starting November 1, 2020. It will be updated when a need arises. The procedures describing how to follow this policy and the responsible parties for elements of this policy are explained in detail in Section 3.

## 3. Webinar Procedures

This section describes the procedures to follow in order to meet the requirements of the ASEM’s webinar policy. Although some of the subsections briefly explain the individuals/offices that are responsible to implement the procedures, a more clear and detailed explanation on responsibilities is included in Section 4.

### 3.1. Target Audiences

Webinars are open to members and non-members. Based on evolving needs, membership may be required in the future for at least some of the webinars.

Engineering management professionals and students are the two major target audiences. Based on the results of the previous webinar exit surveys, two sets of webinars will be offered to these two different target audiences:

1. ASEM webinars for professionals
2. ASEM webinars for academic partners and students

### 3.2. Webinar Frequency

ASEM offers one webinar per month at a minimum. Occasionally, mini-series focusing on specific topics are also allowable on a more frequent basis (e.g., weekly).

In addition, the two different target audiences listed in Section 3.1 may receive one webinar each in the same month from time to time. To avoid time conflicts, the webinars for the professional group occur in the first or second week of the month while the webinars for the academic partnership/student group take place in the third or the fourth week of the month.

### 3.3. Identifying Webinar Content and Speaker Selection

ASEM chooses to present strategic and innovative as well as tactical and applicable interdisciplinary and engineering management topics to different target audiences with various interests by means of two lines of webinars: professional and student/academic partnership.

ASEM hosts established speakers who are experts in their fields as well as any other notable presenters with up-to-date knowledge on approved content.

### 3.4. Webinar Coordination & Logistics

#### 3.4.1. Webinar Planning Spreadsheet

All webinar information is entered into the “Webinar Planning Spreadsheet” Form” by the Webinar Committee members in advance. A sample portion of this spreadsheet is included in Table 3.

Table 3. Webinar planning spreadsheet.

Committee Lead	Name	Role	Organization	Topic	Audience	Partner	Theme	Date	Start Time	End Time	Date Confirmed	Available to?
WWW	John Chavens	Executive Director, Global Initiative on Ethics of Autonomous and Intelligent Systems	IEEE	<a href="#">The philosophy and practice of ethically aligned design</a>	Professional	UMBC	DEI	Thu 11/12	9am ET		Confirmed	All
WWW	<a href="#">Arianna Howard</a>	Chair, School of Interactive Computing, Georgia Tech; Founder and CTO, Zynobots	Georgia Tech	<a href="#">The Black in Robotics Initiative</a>	Professional	UMBC	DEI	Thu 1/23	9am ET		Confirmed	All
Ona	Joe Lampinen	Senior Director, Product Development	Kelly	Careers in Product Management	Student		Academic Partnership	Wed 1/27	12pm ET		10/23/2020	
Ona	Bill Pedersen	Engineering Director	Luke Superior Consulting	Project Management for Large Scale Projects	Student		Academic Partnership	Thu 2/11	12pm ET		10/26/2020	
WWW	Annie Jean-Baptiste	Author, Building for Everyone: Expand Your Market with Design Practices from Google's Product Inclusion Team	Author, Building for Everyone	Building for Everyone: A Fireside Chat on Product Inclusion with Annie Jean-Baptiste	Professional	UMBC	DEI	Thu 2/18	9am ET	10am ET	Confirmed	All
Ona	Kristen Egan	Systems Engineer	Raytheon Technologies	New To The Job? How To Differentiate Yourself as a Performer	Student		Academic Partnership	Thu 3/4	1pm ET		Confirmed	
WWW	<a href="#">Brocken W. Bero</a>	Associate Professor in Science, Technology, and Society	UVA	<a href="#">Interdisciplinary Communication: Implications for Engineering Ethics (Spring 2021)</a>	Professional	UMBC	DEI	Thu 3/25	9am ET		Confirmed	All
Ona	Annamarie Ullano	Project Manager	BIL Health	Health Internships: How to find them? How to maximize its value?	Student	Northeastern U	Academic Partnership	Thu 4/8	12pm ET	1pm ET	Confirmed	All
Years	Joe N. Ballard, LTJ, US Army (ret), PE	Founder and Chief Executive Officer, The Ravens Group, Inc.	The Ravens Group		Professional	none	Regular	Fri 4/23	9am ET		CANCELLED	All
Years	Joan Jinnest			Learn Six Sigma with a Human Touch	Professional	n/a	Regular	Thu 5/20	9am ET	10:00 AM	Confirmed	All
Annamarie	Ben Baliga			Program Certification (collaborate with CEMAL)	Both	n/a	Regular and Academic Partnership	Thu 6/24	11 am ET	12:00 PM	Confirmed	All
Annamarie	Nate Wyrick			Promoting from Within: Risks and Challenges of Promoting Engineers into Leadership Roles				Thu 7/22			Confirmed	All
Woodrow	Rosalyn Berne	Associate Professor in Science, Technology, and Society	UVA		Professional	n/a	Regular	Thu 8/26	12 pm ET	1:00 PM	Confirmed	All - non-members to be charged \$10

### 3.4.2. Video Conferencing Platform

Zoom - *Meetings* is used to organize and record webinars. The “*Webinar*” capability of Zoom is currently not accessible to ASEM.

### 3.4.3. Event Page Setup

Setting up an event page for a webinar requires the following steps:

- Log in to the admin profile on WildApricot via [www.asem.org](http://www.asem.org).
- Navigate to Home > Events to access the event builder. Depending on the date range, both past and future webinars are visible here.
- It is possible to ‘duplicate’ events in order for those to look like another webinar in a series. Alternatively, it is possible to start from a blank page, which requires more careful review of all components.

Appendix 6 includes screenshots to detail the steps listed above.

### 3.4.4. Other Website Options

Whenever applicable or requested, a webpage can be set up advertising a series, or information can be added into already existing webpages. Figure 4 is an example from the International Webinar Series.

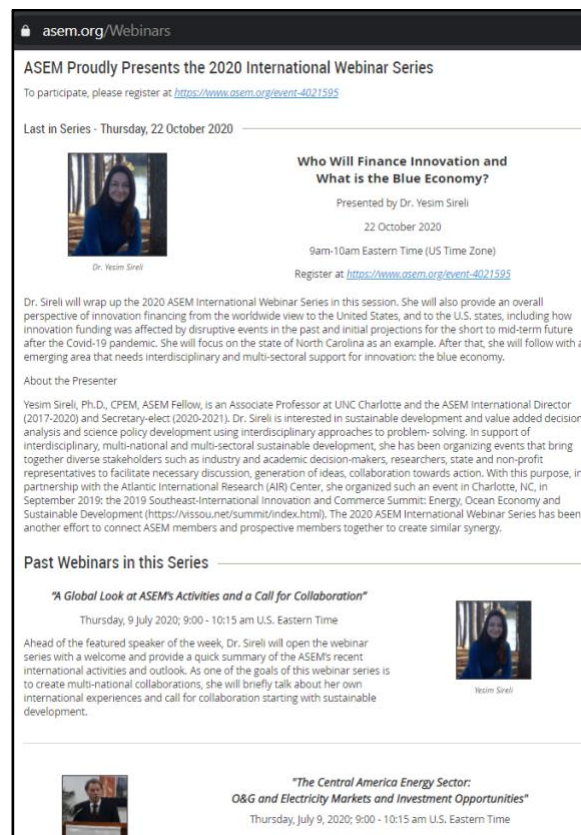


Figure 4. A webpage example.

### 3.5. Webinar Promotion

The promotional material for all webinars are created by the Communications Director, ideally with graphics and with one-liners established for quick reads. This material, then, is promoted through appropriate ASEM social media channels (Facebook, Twitter, LinkedIn via HootSuite) and through the networks of any related ASEM partners.

## 4. Roles & Responsibilities

The Webinar Committee coordinates the effort of organizing and offering ASEM-supported webinars. The current committee includes the following members:

- Committee Chair: Yesim Sireli, Ph.D., CPEM, ASEM Fellow, ASEM Secretary
- Annmarie Uliano, Communications Director
- Atul Kalia, Professional Membership Director
- Ona Egbue, Ph.D., CPEM, Student Membership Director
- Woodrow Winchester, III, Ph.D., CPEM, Professional Development & Continuing Education Director
- Shruthi Sivaprakasam, Webinars Operations Manager

Committee members could change over time. However, if possible, it would be appropriate to retain the Communications Director, Professional Membership Director, Student Membership Director and the Professional Development & Continuing Education Director on this committee on a continuing basis due to the nature of their positions.

Below are the descriptions of different roles involved in a webinar.

**Presenter/Speaker:** The individual(s) who presents the webinar topic.

**Moderator:** The individual who communicates with the Speaker before and after the webinar as needed to make sure the event goes smoothly, and also moderates the webinar. A Moderator is often a Webinar Committee member. If, on occasion, the committee decides to leave this role to another party, then, the Moderator could be an ASEM board member, ASEM member or contact.

The Moderator is specifically responsible of contacting the Speaker before and after the event, first, to welcome the Speaker with event-related instructions prior to the event, and the second is to thank the Speaker after the event. Appendix 7 includes two examples of such communications.

As appropriate, the Moderator can/should supervise the Webinar Operations Manager for further communication with the Speaker and for any other (mostly routine) tasks that must be performed.

**ASEM Host:** ASEM Host is the Webinar Operations Manager. This is a volunteer position, occupied by a student, or junior professional who is an ASEM member. The manager attends each webinar, regardless of who the Moderator or the Speaker is. His/her responsibility is to help the Moderator with routine tasks before, during and after the webinar. The Manager should attend all committee meetings to stay up-to-date on new developments and responsive to the committee members' instructions.

## APPENDIX 1

### 2020 ASEM International Webinars - Exit Survey

*Thank you very much for attending one or more of the 2020 ASEM International Webinar Series! This is a short survey to gather input from the attendees to make sure we can serve you and all of our members better in the future. Your input will be kept confidential and will not be shared with any third parties. Thank you!*

1. Email address (automatic collection through google forms):
2. Please enter your full name, title and affiliation below.
3. Please list one thing that we could do / change / add to make future ASEM webinars even more useful?
4. Please list one thing that you liked the most about the session(s) you attended.
5. In addition to the ones offered, what other topics would you be interested in hearing about in future webinars?
6. Are you an ASEM member?
  - Yes
  - No
7. If you are a member, did the international webinars play a role in your decision to become a member or renew your membership?
  - I am not a member
  - Yes, I've become a member partly because of the benefit I received from the international webinars.
  - Yes, I've renewed my membership partly because of the benefit I received from the international webinars.
  - No, the webinars did not play a role in my decision to become a member or renew my membership.
8. If you are not a member, what would make you consider membership?
9. Any other comments or suggestions? Thank you for your participation!

## APPENDIX 2

<b>Please list one thing that you liked the most about the session(s) you attended.</b>
The interaction with the professionals.
Live interaction.
Very educative and not too long.
Good speakers; relevant topics for the most part at those I attended.
Multi-geo experience exchange
variation in topics
Applications to project management
Certain topics of my interest and Yesim's leadership.
The interactive method of the webinar
seeing the speaker since this year that was not possible in person
Interesting people
Organization and publicity
I especially liked the presentation on change management.
The ease for connecting
Easy to register and attend
webinar of how to manage civil works
They all covered topics relevant to things we were studying
A wide variety of topics covered.
The diversity in the speakers create great environments to gain new perspectives and hear different stories.
All sessions are very well managed
international content
High level of expertise and Discussions
Informative and friendly
No change.
Relatively easy to register
First of all, I would like to express that I am very pleased to be a member of ASEM. Thanks to these webinars, I am very proud to come together with experts in their fields and to see their perspectives. Thank you so much.
I learned a lot during the sessions that I attended.
case illustrations, best practices
ASEM Engagement
I liked how the presenter was able to make their presentation entirely to their own liking compared to tell the presenter to follow a format
Excellent insight
good chairperson
Content and expertise of the presenter
1 Hour seminars was easy to attend with a busy schedule.
High quality speakers who knew their materials
The presenter encouraged viewer participation.
All good
Availability via webinar format allowed me to schedule time to see most of them.
Quality of materials and relevant to everyday human challenges.
Interaction
I like the interaction between the speaker and the attendees
Knowledgeable speakers. I learned a lot. Thank you for your amazing contribution.
The practicality of ideas shared
topics chosen was so beneficial and can be used to develop us as engineers
I enjoyed the speakers' willingness to openly address questions from students.
SIMPLE BUT VERY INFORMATIVE
Topic was unique
It helped me to choose my career path
I liked the intuition concept and mastering time thieves.
Applicability of content.
New knowledge.
Easy to register and being online
I like the presentations of some of the presenters, they were very engaging.
timely topics
Interactive webinars are great, keep us engaging

## APPENDIX 3

Please list one thing that we could do / change / add to make future ASEM webinars even more useful?
Talks related to optimization and forecasting
Add a more complete ending or closing review of the entire operation of this event, with a few highlights.
Engineering management topics relates to IT and Health IT
Schedule webinars with broadband applicability to people with varied interests. Topics that cut across any discipline.
Promote and incentivate growth programs
member exclusivity
Webinar on value engineering using the latest technological innovations
Plan/ask for topics particular to the world area where ASEM members come from.
More regular webinars and something related to the field on a greater side.
have a clear link to practical application
Discuss concrete issues
Reach out to more audience. ASEM seems to be hiding among other societies. It's not popular
Make them available for reference and view at a later date. I missed a couple and they were not put on the website.
At times, it seemed the subjects were directed toward encouraging student members - I did not think this was very helpful. Also, there were other subjects that I was not sure why they were being presented to Engineering Managers, but were directed toward potential investors.
Please provide a clearer abstract of the topic at hand. ASEM is competing with ASQ, PMI, and others for people's interests. Many of us have multiple certifications. Getting things a bit more clearer will help us judge if this is something that would be useful for us. It would also help to perhaps make sure ASEM has distinct webinars, that fulfill the mission of ASEM. It is a way to distinguish yourself from others vying for your attention. Thanks.
change hours of the webinar, it would work better to me in the afternoon
Have better interaction with students
Get speakers from local chapters like NC-SC states for better reach and connect in terms of job opportunities for students.
Encourage interactivity by the speakers. I found that I had the greatest takeaways from the presentations where the speakers interacted with the audience.
CHANGE TIME FROM EASTER TIME ZONE TO CENTRAL TIME ZONE
Nothing.
List all proposed webinars every January to add on our calendars through the year.
Ensure a diverse range of topics related to EM are covered
Webinar is good practice
Discuss and reconsider changing your name to American Society for Engineering Leadership and Management.
Be more accurate with the setting of the time zone - there have been a few times where it has been difficult to estimate what time it started. Option - Google Calendar
Allow for more response/interaction between presenters
Higher interaction - Zoom, Miro
Application of EM domains to professional office context (practitioner perspective)
Look for some webinars from more junior folks, not just senior folks
nothing, very happy with it
The language barrier sometimes made it hard to understand.
Keep the topics practical and at the same time current and near cutting edge.
Provide webinars outside of working hours. Missed many of the live sessions due to work, therefore unable to interact with presenter.
Be able to reach more people by collecting whatsapp group
Please continue leveraging diversity with both foundational and innovative topics.
Facilitators should familiarize themselves with the platform system to enhance interface with all stakeholders (presenters and attendees alike).
Current format is useful enough, maybe add more updated topics
Time Zone of the webinar should be more suitable to all.
Send a notification when videos are posted to the archive
mention if the companies are interested in hiring or what they are looking for. since this in my opinion will be more attractive for the students to hear more and pay more attention to every detail because it will benefit them professionally as well not only to gain knowledge.
One thing that might be useful would be an email with the general outline of the presentation to be given. Sometimes the titles were misleading, and I was surprised of the direction the presentations went in relation to their description.
PLEASE CONSIDER OTHER TIME ZONES AND INCREASE ADVERTISING THE EVENTS
Industry focus
Overall it was a great experience
Sharing the presentations with the participants can help them to go back and forth and understand the presentation better.
In my opinion, the format is in a desirable pattern.
You're doing great job.
All webinars were excellent
Present about something that could help students now and not in the future.
technical difficulties in some sessions

## APPENDIX 4

The following are some of the topics suggested by webinar attendees (survey participants) as well as some created by Atul Kalia (some more suitable for professional or student/academic partnership lines, or both):

- Conflict reframing: how to promote productive conflict in virtual teams
- Negotiation in virtual settings
- Giving and receiving effective feedback: positive and constructive
- Employee engagement: building professional relationships in a virtual team
- Q&A sessions with industry leaders
- Effective communication in virtual teams: meetings, verbal, written, body language, presentations
- Project management: agile and other techniques
- Decision-making in the face of uncertainty
- How to find a job despite the pandemic
- Framework for driving change
- Successful pathways to becoming a product manager
- Building an agile profile for early-career advancement as a technical manager
- Navigating your company's culture
- Strategies for organization and prioritization
- Active management of your personal brand
- Relationship building with your team and supervisor
- Differentiating yourself as a performer
- Navigating the job search during/after COVID-19
- Quality management/lean Six Sigma in industry
- The transition from student to professional
- Strategies to becoming an effective engineering manager
- How to find a job even before you graduate: 3 things every Freshman, Sophomore & Junior must focus on" - 3 part-series
- It's the internships stupid": How to find them? How to maximize its value?
- Emerging topics that the employers seek help in: Does your coursework include these?"



## APPENDIX 5

Any other comments or suggestions?
Wonderful session
Try to introduce new topics applicable to the present times
Thank you, great effort!
I find the scope of ASEM is becoming narrower, focus on process over content
Thank you
None for now
I appreciated most of the webinars viewed. This is a good thing, and I would like to see it continued. I would like to see them recorded and made available for later reference.
We're currently starting a chapter at UNCC but I don't know if it's official yet
Thank you.
They all covered topics relevant to things we were studying
Thank you.
Thank you for the initiative!
well done on the webinars
Thank you for your service
Overall well constructed. It would be fun if even more people could attend these webinars.
Thanks, these were very good.
ASEM is an organization that touches many more many more aspects of engineering, manufacturing, research, and public interaction. I am prideful of our mission.
ASEM needs to improve its penetration into industries.
Thank you all to the facilitators
Thank you.
One thing that I would really appreciate would be a camera-on requirement. Everyone having their cameras off made the webinars feel quite impersonal, especially because of their remote nature.
CONGRATULATIONS AND THANK YOU FOR THE WEBINARS!
Thank you for providing online webinars in 2020
Hope would have the time to attend upcoming webinars.

## APPENDIX 6

Event page setup details (see section 3.4.3).

← → ↻ 🏠 asem.org/admin/events/

Apps Gmail ASEM Bills Benes Misc Logins American Society f... AU exercise New folder pp2020

**Personify**  
WILD APRICOT

Event list Event emails

Create new event Export registrants

[Back](#)

Event list - All, 1 January 2020 – 1 February 2021

Select range... 1 Jan 2020 1 Feb 2021 Apply

Filter by All Search Records found: 22

Event name Date, time Location	Registration	Registration types (Pending + Confirmed = Total)	Attendance	Tags
<a href="#">Careers in Product Development</a> <b>27 Jan 2021</b> 12:00 PM - 1:00 PM (EST) Zoom event, Information will be sent upon registration	Enabled	(Registration limit: 99) <b>Total:</b> Academic Partnership Series	<b>61</b> 0+61=61	academic partner, asem, edu, education, engineering management, event, product development, professional development, student, webinar

[Duplicate](#)

Brings you to list of default emails

Event list Event emails

Use for obtaining data

Get started here


Edit Add registrant Email registrants Export registrants Add to waitlist Reports

Back Brings you back to the event list

These 3 are manual functions

Financial transactions View email log

Displays list of all emails associated with this event

Event details	Registration form	Registration types & settings	Emails	Registrants & Invitees	Waitlist & settings
<p><b>Mandatory fields</b></p> <div> <div> <div>1</div> <div>Title</div> <div>New to the Job? How to Differentiate Yourself as a Performer</div> </div> <div> <div>2</div> <div>Event URL</div> <div> <a href="https://asem.org/event-4168513">https://asem.org/event-4168513</a> </div> </div> <div> <div>2</div> <div>Tags</div> <div>           academic partner, asem, edu, education, engineering ma         </div> </div> </div> <p>Type or click on existing tag below. Separate with commas. You can use spaces within tags.</p> <p> <a href="#">academic partner</a>, <a href="#">analysis</a>, <a href="#">asem</a>, <a href="#">aviation</a>, <a href="#">award</a>, <a href="#">awardsordered</a>, <a href="#">bod</a>, <a href="#">callforpapers</a>, <a href="#">certification</a>, <a href="#">certify</a>, <a href="#">chemical</a>, <a href="#">ckp</a>, <a href="#">computer</a>, <a href="#">conference</a>, <a href="#">cs</a>, <a href="#">de&amp;J</a>, <a href="#">deadline</a>, <a href="#">design</a>, <a href="#">dissertation</a>, <a href="#">diversity</a>, <a href="#">edu</a>, <a href="#">education</a>, <a href="#">electrical</a>, <a href="#">em</a>, <a href="#">enewssend</a>, <a href="#">engineering</a>, <a href="#">engineering management</a>, <a href="#">error management</a>, <a href="#">ethics</a>, <a href="#">event</a>, <a href="#">exec</a>, <a href="#">fbupdate</a>, <a href="#">finance</a>, <a href="#">financereview</a>, <a href="#">financial</a>, <a href="#">iac</a>, <a href="#">ieee</a>, <a href="#">international</a>, <a href="#">international annual conference</a>, <a href="#">internationalcomm</a>, <a href="#">mealpreference</a>, <a href="#">mechanical</a>, <a href="#">medicine</a>, <a href="#">meeting</a>, <a href="#">memorabiliaordered</a>, <a href="#">pdh</a>, <a href="#">pdu</a>, <a href="#">phd</a>, <a href="#">product development</a>, <a href="#">professional development</a>, <a href="#">program</a>, <a href="#">project</a>, <a href="#">project management</a>, <a href="#">promotion</a>, <a href="#">risk</a>, <a href="#">spotlightupdate</a>, <a href="#">strategy</a>, <a href="#">student</a>, <a href="#">tech</a>, <a href="#">technical</a>, <a href="#">technology</a>, <a href="#">training</a>, <a href="#">treasurer</a>, <a href="#">treasurerreport</a>, <a href="#">virtual team</a>, <a href="#">vote2017secretary</a>, <a href="#">webinar</a>, <a href="#">whq</a> </p>					
<p><b>When and where</b></p> <p>Location <input type="text" value="Zoom info upon registration"/></p> <p>Time zone <input type="text" value="(UTC-05:00) Eastern Time (US &amp; Canada)"/></p> <p>Start date <input type="text" value="4 Mar 2021"/> Time <input type="text" value="01:00 PM"/></p> <p>End date <input type="text"/> Time <input type="text" value="02:00 PM"/></p>		<p><b>Description</b></p> <p>ASEM Student Webinars - Academic Partnership Series</p> <p><i>"New to The Job? How to Differentiate Yourself as a Performer"</i></p> <p>Hosted by the Academic Partnership Program for our Student Members</p> <div> <div>4</div>  <p>Presenter: Kristen Egan Systems Engineer, Raytheon</p> <p><b>4 March 2021</b> <b>12:00 PM – 1:00 PM (EST)</b></p> <p>You have pored over textbooks, crammed for exams, and mastered concepts...now what? How do you transform the classroom knowledge you have spent years learning into a productive and fulfilling career? This presentation will cover tips and strategies to set you up for success.</p> </div> <p>Ms. Egan is a Systems Engineer working at Raytheon, which is a major U.S. defense contractor, and a Lecturer at the University of Colorado Boulder. She received a Master of Engineering degree in Engineering Management from the University of Colorado Boulder and was a charter member and President of the ASEM student chapter there. Her background spans theatrical production design, education, and engineering.</p> <p><b>For more information on ASEM's academic partnership program please visit <a href="https://www.asem.org/AcademicPartnership">https://www.asem.org/AcademicPartnership</a></b></p> <p>ASEM offers an educational webinar pertaining to the Engineering Management profession. Each webinar is worth 1 PDH. If you need a certificate for this, please email <a href="mailto:asem-hq@asem.org">asem-hq@asem.org</a>.</p>			
<p><b>List of event registrants</b></p> <div> <div>5</div> <div> <input type="checkbox"/> Show registrants who want to be listed           <ul style="list-style-type: none"> <li><input type="radio"/> to everyone</li> <li><input type="radio"/> to members only</li> </ul> </div> <div> <input type="checkbox"/> Include pending registrations           </div> </div>					
<p><b>Guest registration</b></p> <div> <div>6</div> <div> <input type="radio"/> Do not add new guests to contacts list           <input checked="" type="radio"/> Add new guests to contacts list only if email entered           <input type="radio"/> Add all new guests to contacts list         </div> </div>					
		<p><b>Additional event information</b></p> <p>7 Login information will be sent with registration confirmation.</p>			



Event details
Registration form
Registration types & settings
Emails
Registrants & Invitees
Wa

Registration settings

Event registration limit
Leave blank for unlimited (0 sold) ?

Waitlist
☒ Enable waitlist when limit is reached

Multiple registrations
☐ Allow for the same contact

Payment method
☒ Online or offline
☐ Offline only
☐ Online only
☐ Automatically cancel registration if payment not received within 15 minutes

Registration types

Type name	Price (USD)	Availability	Guest registrations
Academic Partnership Series	0.00	Public access	

Add type

Payment instructions for this event only (for invoice)

0 of 2000 allowed chars entered

Event details
Registration form
Registration types & settings
Emails
Registrants & Invitees
V

Event organizer  
(used as reply-to for announcements and reminders; receives copies of all event emails)

☒ Organization contact  
asem-hq@asem.org
☐ Uliano, Annmarie Change...  
auliano9@gmail.com

☐ Copy emails according to email routing settings ?

Announcements  
(to people not yet registered)

Announcement 1 – not set  
Response requested  
Schedule

Announcement 2 – not set  
Response requested  
Schedule

Announcement 3 – not set  
Response requested  
Schedule

Reminders  
(to those already registered)

Reminder 1 – scheduled  
04 Mar 2021 (EST)  
0 day(s) before the event  
Change schedule

Reminder 2 – scheduled  
03 Mar 2021 (EST)  
1 day(s) before the event  
Change schedule

Reminder 3 – not set  
Schedule

Registration emails

Event registration confirmed  
Sent after registration was paid or confirmed by administrator  
☒ Send to registrant  
☒ Send copy to organizer

Event registration pending  
Sent after registration was submitted and payment is required  
☒ Send to registrant  
☒ Send copy to organizer

Event registration canceled  
Sent when registration is canceled by the registrant or automatically (not sent when canceled manually by an admin)  
☒ Send to registrant  
☒ Send copy to organizer

New waitlist registration  
Sent when new waitlist registration is confirmed  
☒ Send to waitlisted contact  
☒ Send copy to organizer

## APPENDIX 7

### An example of a Moderator's communication with the Speaker before the event:

Good Evening Annie,

As communicated on LinkedIn, I would like to invite you to give a 1 hour webinar to introduce your Product Inclusion work at Google and introduce your book, [Building for Everyone](#). As a renowned [product inclusion thought and practice leader](#), you represent a needed voice in our inaugural webinar series that offers an exploration of Diversity, Equity, and Inclusion (DEI) in the design and management of technologies and technological systems. In terms of date, we are looking at either 11 or 18 February 2021. There is flexibility. We are also flexible with time; however, a concluding ASEM webinar series was being held from 9:00 – 10:00am EST (USA) to better accommodate an International audience. Please advise.

The webinar series is co-sponsored by the [American Society of Engineering Management \(ASEM\)](#) and the Engineering & Computing Education Program (ECEP) at [UMBC](#). It is the intent for this particular series to be practitioner oriented. Our hope is that participants leave the webinar with an understanding of specific understandings, tools, and/or techniques to catalyze the conversations and actions to embed DEI within emerging technological design and management contexts.

Please advise of your interest and availability. In the interim, please advise of any questions or information needs. I welcome a phone/video chat in the near future to discuss.

I am so excited about your participation in this webinar series. I look forward to a favorable response. Stay continued safe and well.

Warmest of regards,

### An example of a Moderator's communication with the Speaker after the event:

Good Afternoon Professor Howard,

On behalf of ASEM and UMBC - Engineering & Computing Education Program (ECEP), we would like to thank you for participating in our inaugural webinar series exploring Diversity, Equity, and Inclusion (DE/I) in the design and management of technological systems. Your talk was perfectly couched. It has already spurred several conversations, that I am aware of, around how we (1) think about inclusion as engineering/technology managers and (2) act and decision-make to support more inclusive and equitable designs. Personally, your talk has inspired a thought piece on "labels and lenses" that I will be submitting as an ASEM blog post in the near future. I look forward to sharing that with you when published.

Again, thank you so very much for your time, insights, and support. Please do not hesitate to reach out if we can provide any assistance to you.

All the best on this next Chapter of your career.

Warmest of regards,