



THE Bulletin

OF Tau Beta Pi

March 2010

A Publication
for the Collegiate
Chapters

Exploring Media Strategy

by Dylan S. Lane, Communication Specialist

For 125 years Tau Beta Pi has recognized superior scholarship, leadership, and achievement in engineering.

As the mission of Tau Beta Pi has remained constant, the manner in which Tau Bates use the Association to develop skills and relationships to help further their personal and professional ambitions constantly necessitates development.

Tau Beta Pi International Headquarters manages a website as a primary resource for its members and interested parties that has amassed more than 5.5 million hits on the main page.

More recently the Association has joined the realm of *social media*. For some, apprehension accompanies the words social media, but these networks such as **TBPCONNECT**, Tau Beta Pi's free and exclusive social network, Linked-In, and Facebook offer exciting opportunities for all Tau Bates.

As the Association celebrates its 125th anniversary, we have an opportune time to brainstorm for the future. Social media are only as strong as the audience that uses them. In order to mobilize our ranks and focus our resources, Tau Beta Pi needs to formulate a strategy that defines the role of social media in the Association for the next five years.

For example, it is relevant to discuss the original concepts of **TBPCONNECT**, an inCircle network. Investing in an exclusive social network for Tau Bates was deemed a member benefit that would offer international networking opportunities, a private web-based forum for members to discuss the Society, engineering, or events (social and professional), and a resource for chapter communications.

There are many other uses for **TBPCONNECT** that have been developed, thanks to inCircle and the Tau Bates who have provided useful content.

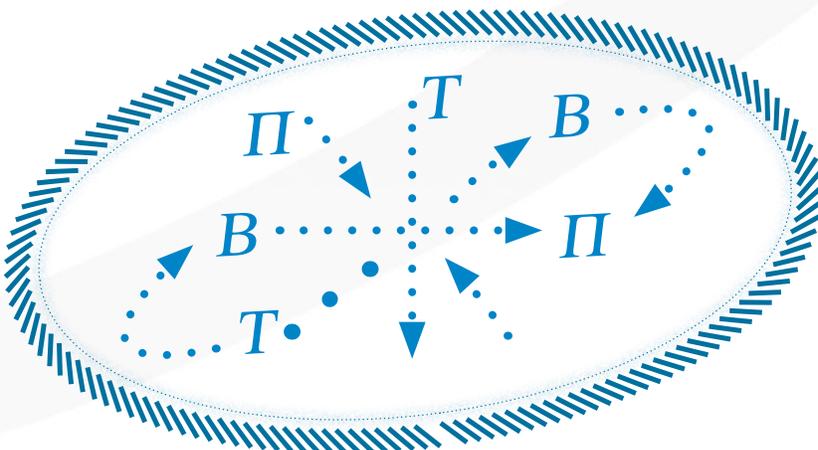
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ISSUE AVAILABLE AT WWW.TBP.ORG



Currently, an important aspect of inCircle is the Careers section. This unique job resource has expanded to include 66 *partner* companies, a job-search engine, and much more.



Thanks to the efforts and visions of some alumni, Tau Beta Pi is well represented on Linked-In with an official member-group. This group has merged sister groups and blossomed with nearly 4,000 Tau Bates!

The Discussion section in this group is a popular forum for discussions on engineering and job-related topics.

Upon the merger of this group, we decided that membership would be restricted to members who verify their records. This has improved the integrity of Tau Beta Pi's Linked-In group, but has excluded more than 1,000 requests from individuals whose membership could not be verified.

This is the type of decision that helps shape the social media strategy of the Association.

It is important that all members provide feedback about how Tau Beta Pi represents itself in the realm of social media, regardless of experience with communications tools.

Could the Association do more for its members? How can Tau Beta Pi reach more members and offer meaningful membership? What limitations should Tau Beta Pi follow with regards to promoting the Association in new social media realms?

The challenge for the Quasquicentennial to Tau Bates is as follows:

Take some time to explore the different avenues of media and communications associated with Tau Beta Pi.

Identify one aspect of communication that appeals to you. Now, report feedback on positive features, missing or negative components, and how to build onto the current communication lines.



Together we will construct a communications and social media strategy for Tau Beta Pi's future.

Be sure to experience each communication/media tool in its unique niche. Tau Beta Pi's HQ Blog, hosted by WordPress, has been live since December 2008.

In less than a year, the blog registered more than 6,000 unique hits. The focus of the blog is engineering. Like Tau Beta Pi, the blog strives to give attention to all areas and aspects of engineering.



With announcements from Headquarters, news on Tau Bates and their careers, and cutting edge engineering news, any reader is sure to find a story of interest.

If you need help finding Tau Beta Pi communications, start with www.tbp.org.

From here you will find access to TBPCONNECT, AlumNet, The Best People Engineering Job Board, Tau Beta Pi's HQ Blog, our Facebook fan club, and much more.

Remember that ignoring the current direction and role of social media in non-profit organizations would be as injurious as references to Tau Beta Pi as a *fraternity*.

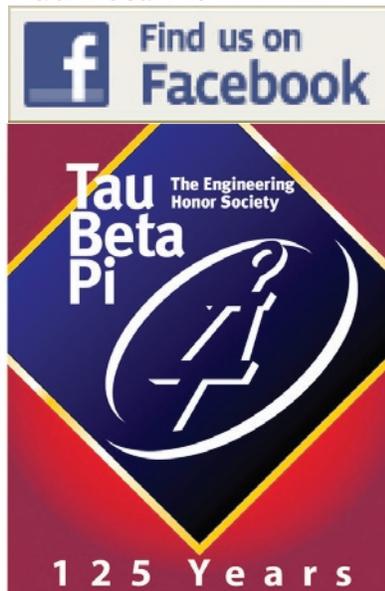
As members of Tau Beta Pi, you bear the responsibility of shaping the Association, and Headquarters is here to support and facilitate the vision of Tau Beta Pi Founder Williams and current members alike.

TBPI Special Discount

Members of TBPI may be eligible for an additional discount off their automobile insurance through a partnership with GEICO.

This special member discount is eight percent in most states and is available to qualified members in 45 states and the District of Columbia. To take advantage of the discount, visit www.tbp.org/pages/ForMembers and select the GEICO link under "Member Benefits."

Tau Beta Pi: THE BENT

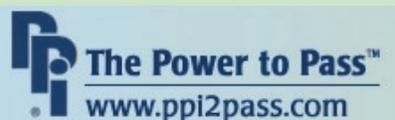


New Member Benefit: PPI test-review products

As a result of a new partnership, Professional Publications, Inc., is offering verified Tau Beta Pi members:

- 30% discount on PPI-published products, including exam preparation materials for the FE and PE exams.

Enroll online at: www.tbp.org/pages/ForMembers/Index.cfm.



Chapters must file

The IRS requires non-profit organizations that do not file an annual form 990 to file a 990-N. This affects most TBP chapters, which are required to visit IRS.gov and submit the online-only Form 990-N no later than the 15th day of the fifth month after the close of the chapter's fiscal year.

For example, if the fiscal year ends May 31, the e-postcard is due by October 15. Information about Form 990-N and IRS.gov are available on the Chapter website. Officers need to be aware of this new federal requirement. Failure to submit will result in a chapter losing its tax-exempt status.

This is a required report for receiving a Secretary's Commendation. Chapters must forward a copy of the acknowledgment email received from the IRS to receive credit for submitting the report.

TBPI Engineering Futures Designed for Excellence!

BRING EF TO YOUR CAMPUS!

Bring the award-winning EF program to your campus. Contact Sherry King (sherry@tbp.org) today about hosting an EF session. Download a set of fliers to help promote the event at www.tbp.org/Chapters/Resources/OtherResources/index.cfm.

The TBP Engineering Futures Program won the American Society of Engineering Education Corporate Member Council's **2007 Excellence in Engineering Education Collaboration Award**.

This recognition validated two decades of effort by TBP Facilitators and engineering students since 1988. During a recent three-year period, 3,100 students each year participated in 206 sessions annually.

New MindSET Grants

Your chapter could receive up to \$1,000 to conduct a project helping to educate local K-12 students in the STEM disciplines.

The money is available to chapters from Tau Beta Pi's MindSET Program to involve young students in their communities and develop engineering modules that stress the importance of math and science.

Send your chapter proposal to Headquarters. Application guidelines are in Section C-VI of the *President's Book* on the website.

Up to 10 grants may be given, and proposals will be considered on a first-come, first-served basis. Florida Delta won the first grant of \$500 in January.

[Visit www.tbp.org/mindset/]

Welcome KY Γ & ID Γ!

Two new chapters established by the 2009 Convention are being installed with the initiation of their charter members this year. Kentucky Gamma officially came into being on February 27, 2010, at Western Kentucky University in Bowling Green, KY, with Vice President **Solange C. Dao** as official installing officer.

Idaho Gamma at Boise State University in Boise, ID, will officially join the Society on March 13, 2010, with Councillor **Norman Pih** serving as installing officer.

This brings the number of active collegiate chapters to 236.

Educational Loan Fund

Since 1935, Tau Beta Pi has assisted student members with their financial needs while in school or with payment of their initiation fees through our Student Loan Fund. We are pleased to offer this service for student members in amounts up to \$2,500 per member.

Repayment is required to begin after three years, and a simple interest rate of six percent is charged from the day the loan is received.

Interested students can obtain promissory notes and loan applications from their chapter president, the website, or the international Headquarters in Knoxville.

MindSET Project Goals

The TBP MindSET Program is challenging chapters and alumnus volunteers to help reach a goal of 10 new MindSET projects by October 2010.

To achieve this goal the MindSET National Management Committee is contacting Regional Management Committee members and advisors of chapters that currently participate in K-12-related community service activities.

It may not be widely known, but your chapter can start a MindSET project by incorporating the core components of MindSET into existing K-12 service activities.

THE PC WEENIES™



WWW.PCWEENIES.COM

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Initiate One More Electee!

We're well on our way to meeting the goal above for a third straight year! This should be a continuing goal of every chapter! Growth allows a chapter to develop. In the Chapter Development Cycle, increased membership leads to better leaders, campus service, an improved image, more members, ... and on it goes.

During the fall, a total of 126 chapters and the Association as a whole were meeting this goal. California Epsilon was leading the way by initiating 34 more electees than fall 2008. An additional 48 chapters increased the number of new members by 10 or more. Forty-six chapters initiated all their electees in the fall!

Chapter officers must continue to provide the personal touch to reach out to eligible students and follow up! A letter from the dean to the parents of the electees can be effective as well.

The enduring strength of TBPI is you, the member. You will carefully elect new members who will then improve and strengthen your chapter. Be sure to contact candidates and let them know of our sincere desire for them to join us. Take time to ensure that they receive your invitations. Help them to understand what it is about TBPI that made you join. After initiation, interact with them. You can build an even greater Society. It just takes a little time.

—Roger E. Hawks
Assistant Secretary-Treasurer

Spring Conferences



The District Program provides a vital link between the national organization and individual chapters. Each year the Directors gather students for regional conferences to provide both retiring and new officers opportunities to discuss chapter operations and to socialize. All chapters are urged to elect new officers before their District conference. New and outgoing officers are encouraged to attend.

DISTRICT	LOCATION	DATE
1	Burlington, VT	Feb. 26-27
2	New York, NY	Feb. 20-21
3	State College, PA	Feb. 12-13
4	Charlotte, NC	Apr. 10
5	Boca Raton, FL	Apr. 10
6	Huntsville, AL	Feb. 5-6
7	Athens, OH	Apr. 10
8	Chicago, IL	Apr. 10
9	Tulsa, OK	Feb. 27
10	Austin, TX	Feb. 27
11	Minneapolis, MN	Apr. 10
12	Laramie, WY	Feb. 27
13	Albuquerque, NM	Mar. 5-6
14	Spokane, WA	Mar. 27
15	San Luis Obispo, CA	Mar. 6
16	Las Vegas, NV	Apr. 24

Nominate a Laureate!

Exceptional Tau Bates are recognized annually at each Convention for their talents and contributions to society beyond the normal perimeters of engineering. Last year, four outstanding students were recognized for accomplishments in athletics, arts, and diverse achievements. They each received a \$2,500 cash prize, a plaque, and national publicity in *THE BENT* and on the web.

The Tau Beta Pi Laureate Program has been honoring collegiate members since 1982 and has recognized contributions of Tau Bates in the arts, athletics, diverse achievements, and service. Chapters select nominees from their members; information on how to proceed is found in the *President's Book* (pp. C-29 & 30) and on the web at tbp.org/chapters.

If an extraordinary member in your chapter qualifies, submit a nomination package in digital format to Headquarters by April 1—to the attention of Secretary Treasurer Froula.

Seeking TBPI-McDonald Mentor Nominees

Marion and Capers (*North Carolina Gamma '74*) McDonald and the Association have established an award to celebrate excellence in mentoring and advising among TBPI educators and engineers. The honor recognizes those who have consistently supported the personal and professional development of their students and colleagues through mentorship.

The TBPI-McDonald Mentor is chosen by a committee of national officials and will be presented a special medallion and a \$2,000 cash award (\$1,000 to honoree and \$1,000 to the nominating chapter—or to

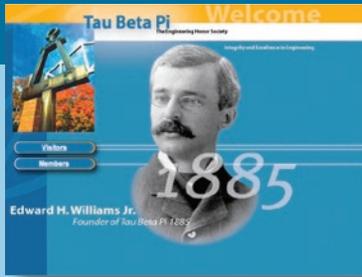


the honoree's chapter if nominated by a member). Only one award will be presented at any annual Convention.

Any chapter or member may nominate one (or more) alumnus member(s) for the award. The following material is required to be sent in digital form to the Executive Director by April 1:

1) A one-page summary of achievements and/or contributions of the nominee exemplifying the objective of the award.

2) Two letters of reference from persons other than the nominating party or sponsoring chapter president who are familiar with the nominee's contributions and achievements, such as a dean or supervisor.



EXPLORE HQ'S MUST SEE WEB PAGES

Whether you're a new member or a veteran chapter officer, check these helpful Tau Beta Pi web pages.

Tau Beta Pi Welcome
 "Designed to be helpful to first-time visitors."
 —Ray Thompson
 Log on: www.tbp.org



Tau Beta Pi Home Page
 "Find everything by bookmarking this page in your browser."
 —Angie Boles
 Log on: www.tbp.org/pages
5,500,000 hits!!



TBPCONNECT
 "You'll find other Tau Bates in your state and around the world. Create a network with students, alumni, and friends. Join in the fun."
 —Dylan Lane
 Look At: www.tbp.org/pages



Chapter Website
 "This page leads to everything a chapter could want, including its own bylaws. It's indispensable for filing your reports."
 —Roger Hawks
 Look Under: *Chapters*

5,500,000 hits!!



Member Benefits
 "It may surprise you to learn how many benefits and useful discounts are available to members."
 —Pat McDaniel
 Look Under: *For Members*



Tau Beta Pi Member Lookup
 "You can easily determine if someone is a member of Tau Beta Pi."
 —David Roberts
 Look Under: *For Members*



Distinguished Members
 "Self explanatory! You'll find an amazing number of accomplishments by Tau Bates."
 —Debbie Dewine
 Look Under: *About TBP and then People*



2010 Convention Information
 "It has all the details you need for attending the next Convention."
 —Sherry King
 Look Under: *Convention*



Subscribe to THE BENT
 "You can definitely save money by converting your initial four-year subscription to a Life Subscription right away."
 —Betty Harless
 Look Under: *Publications*



Chapter Materials Order
 "The best place to order electee invitations, posters, honor cords, stoles, castings, and other necessary supplies...without a credit card."
 —Rebecca Davis
 Look Under: *Chapters and under Resources*

www.tbp.org/pages/

2010 Chapter Anniversaries

125 th 100 th	Pennsylvania Alpha	June 15, 1885	Lehigh University
	New York Delta	January 17, 1910	Cornell University
	Massachusetts Alpha	May 14, 1910	Worcester Polytechnic Institute
75 th 50 th	California Gamma	January 26, 1935	Stanford University
	Louisiana Delta	March 5, 1960	University of Louisiana at Lafayette
25 th	Indiana Gamma	December 10, 1960	University of Notre Dame
	Florida Epsilon	February 9, 1985	Florida Atlantic University
	New Mexico Gamma	March 2, 1985	New Mexico Institute of Mining & Technology
	Massachusetts Theta	March 9, 1985	University of Massachusetts Lowell
	Colorado Epsilon	November 23, 1985	University of Colorado at Denver

Alumnus & Student News

USA Science & Engineering Festival

Tau Beta Pi is proud to be an official partner of the inaugural USA Science & Engineering Festival to be held in the greater Washington, DC, area in October 2010.

The festival, which will be the country's first national science festival, is a collaboration of more than 500 of the country's leading engineering and science organizations and aims to re-ignite the interest of our nation's youth in the sciences.

The culmination of the festival will be a two-day expo on the National Mall on October 23-24, which will give attendees of any age the opportunity to explore all facets of science and engineering through enjoyable hands-on activities.

People across the country are encouraged to hold satellite events in their communities the same weekend to help celebrate the festival. For more information, visit www.usasciencefestival.org.

OFFICIAL PARTNER



Student Spotlight

Southern Methodist University has announced that senior electrical engineering student Ceena Hall, *Texas Iota 2011*, has been selected to participate in NASA's undergraduate student research program. As part of the program, Hall will intern at the engineering and avionics division at the Johnson Space Center (Houston, TX).

Emily Tao, *Connecticut Beta 2010*, was a finalist for the women of innovation award from the Connecticut Technology Council. Tao is majoring in materials and biomolecular engineering and was one of three finalists for "collegian innovation and leadership." She is also a 2009-10 Tau Beta Pi Scholar.

Emily Knowlen, *Wisconsin Delta 2009*, was highlighted in her local newspaper, the *River Fall Journal*, for being selected as the class respondent for the fall commencement at the Milwaukee School of Engineering. Among her recognitions, she was nominated for "Who's Who Among Students in American Universities and Colleges."

Allison Daniello, *New Jersey Epsilon 2010*, was awarded two scholarships for the 2010 school year. She received the Jerry Kilby memorial scholarship from the Professional Engineering Society of Southern New Jersey and a scholarship from Lockheed Martin Corporation, Moorestown, NJ. Daniello has been elected Recording Secretary of NJ Epsilon.

Alumnus Chapters

Two alumnus chapters are reaching out to local Tau Beta Pi members. The Bluegrass Alumnus Chapter in Lexington-Frankfort, KY, is pursuing efforts to reactivate a dormant alumnus chapter to assist Kentucky Alpha in hosting the 2012 Convention. Meanwhile, Tau Bates in Philadelphia are seeking alumni interested in helping to establish a new Philadelphia Alumnus Chapter. Contact information can be found at www.tbp.org or on TBPCONNECT.

Alumnus Spotlight

The American Diabetes Association has announced the election of Joseph C. Cook Jr., *Tennessee Alpha '65*, to its board of directors. Mr. Cook has been actively involved with the ADA for several years.

Former president and CEO of the National Action Council for Minorities in Engineering, Dr. John B. Slaughter, *Washington Beta '56*, has accepted a dual teaching position as a professor of education and engineering at the University of Southern California.

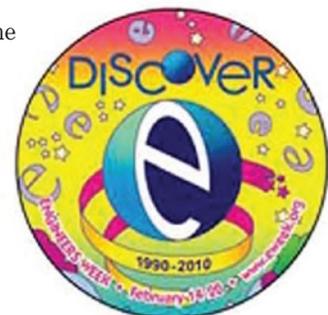
Haiti's devastating earthquake has raised questions about the country's building codes and materials used in many buildings. In separate articles, Anne Kiremidjian, *New York Alpha '72*, for *CNN* and Allen L. Jones, *Idaho Alpha '86*, in the *New York Times* gave their professional opinions on contributing factors to the devastation.

Christopher Bruhn, *Missouri Beta '85*, has been awarded the second annual O'Donnell Texas AP teacher award for 2010. Bruhn is an AP physics teacher at the School of Science and Engineering in Dallas.

Two Tau Bate alumni have recently published books. Dr. Henry Petroski, P.E., *New York Xi '63*, has written his third book, entitled *The Essential Engineer*, which became available in late February. Dr. Adedeji Badiru, P.E., *Tennessee Gamma '79*, has recently published *The Physics of Soccer: Using Math and Science to Better Your Game*.

Engineers Week 2010

Discover Engineering, was the theme for Engineers Week 2010, celebrated February 14-20. This is also the 20th anniversary of DiscoverE-identified programs. Introduce a Girl to Engineering Day was February 18. Visit www.eweek.org for more information.



Partnership Opportunities

Teach for America and Tau Beta Pi are exploring a partnership in conjunction with the Tau Beta Pi MindSET Program.

By joining Teach For America, you can use your engineering expertise to make a significant difference in the lives of children growing up in low-income communities. You can help expand and diversify the pipeline of future engineers by providing more students with the skills they need to be successful.

Full salary and health benefits. Seeking all academic majors. No education courses or experience required to apply. To learn more visit www.teachforamerica.org.

Honor Cords Available

TBPI honor cords, chosen by the 2004 Convention, are available to complement the beautiful graduation stoles. Order your supply in quantities of five or more at www.tbp.org under Chapter Resources to obtain a special price of \$11, down from the normal price of \$15.



BULLETIN on Web Only

Because of rising postage costs and in an effort to save precious resources, this and all future issues of THE BULLETIN will be available only at www.tbp.org.

Find Advisors w/ AlumNet

Tau Beta Pi's AlumNet Program was created to pair students with alumni for the sharing of information about jobs and academe. The service has been expanded, and chapters can now use AlumNet to find potential chapter advisors and speakers. More than 100 alumni have already indicated a willingness to serve as an advisor. To get in touch with an alumnus about a certain field, company, institution, or chapter assistance, simply register online at www.tbp.org. Click on the AlumNet link under "For Members" and follow instructions.

Complete the brief contact request form, and the necessary alumnus-contact information will be sent to you by email from the program coordinator. It is your responsibility to follow-up and to make contact with the alumnus.

Important Deadlines

- **March 1** Scholarship Application
- **April 1** Ratification Ballot, Laureate, McDonald Mentor, and Outstanding Advisor Nominations
- **June 1** Convention Bid for 2013 Curriculum Appeal
- **None** MindSET Project Proposal

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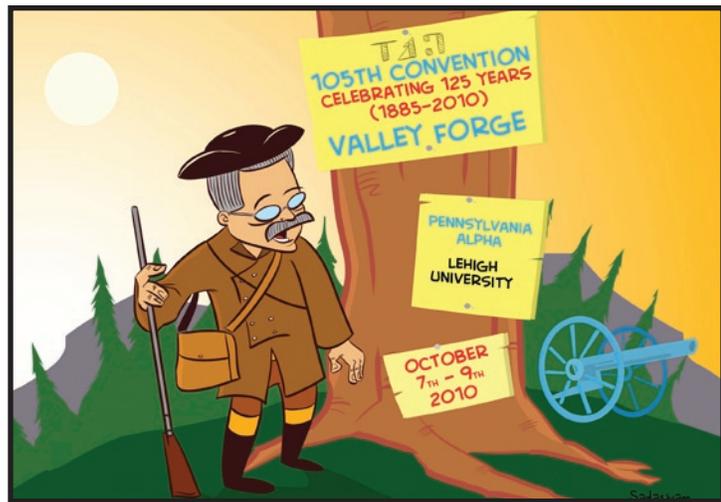
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KRISHNA M. SADASIVAM, TN '95.

Special Benefits for Members

TBPI members can access these benefits via the "FORMEMBERS" tab

- **AlumNet**—online student/alumnus mentoring service.
- **Engineering Futures**—sessions on people skills for engineering students.
- **Fellowships/Scholarships/Laureate Nominations by Chapters.**
- **GEICO**—excellent rates and additional discounts for auto insurance.
- **LTCFP**—education program with access to favorable rates on long-term care insurance.
- **miQuotes.com**—free quotes for most types of insurance.
- **My Home Benefits**—real-estate services and moving discounts.
- **nuResume**—students: market yourselves for internships. Sign-up for nuAlerts today!
- **PPI**—discounts on professional licensing exam review materials (FE/EIT, PE, LEED, & more).
- **Student Loans**—from \$75 to \$2,500 for initiation-fee or educational assistance.
- **TBPConnect**—for-members-only chapter and member networking tool.
- **The Best People Engineering Job Board**—browse jobs and post résumés online.