

PRESIDENT

ADDRESSING CONVENTION:
STATE OF THE ASSOCIATION

MARLA A. PETERSON, *Arizona Alpha '83*
2025 President of the Association

As we gather here in Albuquerque, New Mexico, for Tau Beta Pi's 119th Convention, we stand at a remarkable intersection of heritage and possibility. For 140 years, our organization has not merely endured — it has thrived, adapting to each generation while holding fast to the principles of engineering excellence and integrity that define us. Today, we celebrate the opening of another Convention. We are where we are today due to our donors' generosity and our members' determination, but in our rapidly changing world TBII requires us to double down on growth. Growth in membership, impact, and innovation that will carry us forward into a future, limited only by our collective ambition. I would like to thank our hosts, the New Mexico Beta Chapter at the University of New Mexico and the Albuquerque Alumni Chapter. Together with our Headquarters staff, they will host and support us throughout Convention.

HISTORY

Albuquerque — its history began with Native American peoples over 10,000 years ago, but the Spanish officially founded the city in 1706 as La Villa de Albuquerque. Named after the Spanish Viceroy of New Spain, it was a Spanish outpost on El Camino Real until Mexico gained independence from Spain in 1821. The United States acquired New Mexico in 1846, it became a U.S. territory in 1850, and a state on January 6, 1912. The city of Albuquerque was incorporated in 1891 and hosts the International Balloon Fiesta every October — the largest in the world.

STATE OF THE ASSOCIATION

The Association is governed by the Convention and the Executive Council. The Executive Council has multiple responsibilities that are outlined in the provisions of our Constitution and Bylaws to guide the Association's programs. In general, we receive direction from the Convention to guide the programs of the Association. This work is carried out by the Executive Director, our dedicated Headquarters staff, the Program Directors, and numerous volunteers serving on Boards, Committees, District Directors, Advisors, and Engineering Futures Facilitators.

The Council reports its activities during the preceding year by addressing the Convention. As President, this report is presented on behalf of the Executive Council. (www.tbp.org/leadership.cfm)

NUMBERS

The Association is comprised of 257 active collegiate chapters and 52 active alumni chapters. Collegiate chapters initiated 8,296 members in 2024-25, bringing the total number of initiated members to 649,681.

FINANCIAL

The Trust Advisory Committee (TAC) is responsible for the organization's financial portfolio. The TAC has five members, all with the knowledge to advance our trust. (www.tbp.org/boards-and-committees.cfm)

On July 31 of this year, the TBII Trust was valued at \$45.9 million. The generosity of our donors allows us to continue the work of the Association. The annual giving program received 7,624 donations from members and the total giving for the period 2024-25 was \$1.1 million.

The Chapter Endowment Initiative program was launched in the Spring of 2014, and allows alumni, companies, and foundations to endow the Association's activities that support any of our 257 active collegiate student chapters. There are currently 33 endowed chapters with \$100,000 or more in cash and pledges.

FELLOWSHIPS AND SCHOLARSHIPS

This year, TBII awarded 254 scholarships for a total of \$499,000. The recipients will use these funds to continue their undergraduate education. In addition, 30 graduate fellowships were awarded, totaling \$300,000. (www.tbp.org/fellowships.cfm)

All scholarships are given on the competitive criteria of high scholarship, campus leadership & service, and promise of future contributions to the engineering profession. To date, TBII has awarded 4,655 scholarships since 1998. (www.tbp.org/scholarships.cfm)

The President's Report continues on page 38.

PRESIDENT'S REPORT

CONTINUED FROM PAGE 12

Five laureates were selected as part of the 42nd year of the Laureate Program to recognize gifted engineering students who have excelled in areas beyond their technical majors.

RATIFICATION BALLOT

The four amendments approved by the 2024 Convention were:

- Clarify the requirements for a collegiate chapter of Tau Beta Pi.
- Update the language for collegiate chapters regarding inactive member status, chapter action on communications, and the Advisory Board.
- Revise the requirements for an alumni chapter to allow for a provisional status.
- Add Acts of Convention to the Executive Council's responsibilities.

Unfortunately, not enough ballots were submitted by the April deadline, nor after the June extension. From the chapters that did respond, an overwhelming vote was to ratify the amendments.

Tau Beta Pi is a student-directed organization. We strongly encourage all chapters to vote on these amendments, so the Executive Council doesn't have to act for you. That being said, all the amendments from the 2024 Convention were approved by the EC.

CELEBRATION

We have much to commemorate as many of our chapters are celebrating anniversaries this year, including: OH Alpha (Case Western Reserve Univ.) - **125 years**
GA Alpha (Georgia Inst. of Technology) - **100 years**
NC Alpha (North Carolina State Univ.) - **100 years**

ACCOMPLISHMENTS

One of the EC's accomplishments was to reconcile the committees formed within.

We reviewed all committees and task forces. The EC committees impacted were combining the Student Advisory Board and Chapter Development, organizing the three finance committees into one, enhancing Image and Marketing, and forming a Strategic Planning Committee. We also reconstituted the membership committee to help with the strategic plan.

The Association's Engineering Futures (EF) and K-12 MindSET (www.tbp.org/k12-mindset.cfm) programs continue to offer professional development and STEM outreach, respectively. Remember to offer an EF session on your campus this year. (www.tbp.org/engineering-futures.cfm)

The New Engineering Solutions for Tomorrow (NEST) Program will be reviewed by a committee at Convention to determine if this program will continue.

While we know many people value mentoring, we ended our partnership with Ambition in Motion's mentoring program due to numerous issues with the quality of the program.

We have recently established a new partnership with Farmers Insurance to provide automotive, homeowner, and bundled packages at discounts to our members. Be on the lookout for more information as this member benefit will go live in January 2026.

The targeted email initiative is underway to determine what could impact our growth. We have circulated it, but plan for additional pilots with schools that will gather additional data on reasons eligible members join or choose not to join.

NEW COLLEGIATE CHAPTERS

Petitions for new chapters of Tau Beta Pi at Campbell University and the Wentworth Institute of Technology were received. Both schools were visited by inspection teams and reports were submitted to the EC for action. I am pleased to say both schools are here to present their final petitions to the Convention. In addition, Weber State University in Ogden, UT, has submitted a preliminary petition and an inspection is planned.

STRATEGIC PLAN

As stated in my introduction, donors' generosity and dedicated members have brought us to this moment, but it is growth – in membership, impact, and innovation – that will carry us forward. A Strategic Planning Committee was established to drive TBPI's strategic plan, measure it, and make sure the organization is moving in the right direction. Our future as an organization is based on the premise that all Tau Bates, and HQ employees, rally around one common goal that we all must contribute to – a common goal around growth.

The overarching, long-term goal is to increase the number of new members per year from 8,250 (2024-25) to 15,000+ new members per year by July 31, 2035. This includes moving member experience from unmeasured in 2025 to a quantified member experience/engagement index with sustained improvement beginning in 2026 and continuing through 2035.

This one overarching goal on growth will provide focus for all areas of the organization, such as:

- Uniting the organization in working toward one goal
- Contributing to the value of the membership experience and continuously improving it.
- Measuring our accomplishments tied to the goal.
- Providing an overarching vector allowing autonomy to impact the goal tactically.

PRESIDENT'S REPORT

CONTINUED FROM PAGE 38

STRATEGIC PLAN *continued*

From this overarching goal we have developed two tactical goals for membership growth. The first is to increase the number of new members to 9000+ by July 31, 2026. Second, establish a quantified member experience/engagement index by July 31, 2026, creating the baseline for measuring and improving the TBP member experience. Benefits to be realized from this goal include:

- Having more members increases networking opportunities with engineers of all disciplines and building relationships that will carry over into their professional lives after college.
- Having more members in a chapter helps the energy and activity of the chapter - more people to interact and get ideas from.
- Having more initiated members means that you "share the honor" of excellence with more engineers from your College or University.

CONCLUSION

This year has been a remarkable time for me representing an organization that I am so proud to be a part of and to be able to give back a bit of what it has provided to me.

I've had the pleasure to attend two District Conferences (D2 and D9) this year, Oregon Alpha's anniversary, Campbell University's inspection, Arizona Alpha's initiation, and am planning on attending a couple more initiations prior to the year closing.

With our strategic goal to grow, we appreciate your dedication to the organization. We need COURAGE to grow and commitment to ensure that our tomorrows will outshine our past. Everyone has a place to contribute to this goal.

We must continue to drive our vision of being recognized as the preeminent engineering honor society that students of all related disciplines strive to join. This Convention marks not just a milestone, but a launching point for growth. Together, we will chart the course for the next chapter of Tau Beta Pi's extraordinary legacy.

TAU BETA PI DAY

COMING SOON!

3.14.2026

<https://www.tbp.org/pi-day.cfm>

Wear your Bent or TBP apparel, participate in an activity, and post on social media in celebration of Pi Day with #taubetapiday!

