

University of Southern California

Sonny Astani Department of Civil and Environmental Engineering

American Society of Civil Engineers

2015-2016 Annual Report



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President's Message

2015-16 has been a landmark year for USC ASCE. Last spring, eight design teams produced outstanding projects for the ASCE Pacific Southwest Conference (PSWC), while professional and social activities continued our members' growth. By April, a fifty-two-member team—the largest and most diverse in our recent history—came together to repeat our 3rd place overall finish at PSWC, with top-three finishes in seven events.

After kicking off the fall semester by developing a new student orientation program for the civil and environmental engineering department, our new professional and social events combined with active design teams to attract nearly 50% membership of the incoming freshman class. Strong representation from younger students not only helps our chapter grow—it also accelerates the professional development of civil engineering students. Professional events were categorized into three series this year: ASCE, Industry, and Career Skills. Incorporating both annual and new events, these programs sought to provide students both a broad introduction to ASCE and civil engineering and a deep look into specific engineering projects and career paths.

Our officers and veteran members have also continued to grow, with eight members representing USC at the ASCE 2015 Convention in New York and nine members attending the 2016 Workshop for Student Chapter Leaders. Through these events, students continue their personal and professional development as they prepare to become leaders in our industry.

At the heart of our organization, our design teams hit the ground running this fall developing ambitious new designs for PSWC 2016. In addition to developing a new structural approach and experimenting with colored concrete, our concrete canoe team built a full-scale practice canoe by the end of the fall semester for the first time. As we prepare this report, our canoe, steel bridge, and environmental design teams are all working day and night to prepare for another great showing at PSWC 2016. From our successful conference to our ongoing design and construction work and our commitment to developing the next generation of leaders, 2015-16 was one of the most successful years in the history of USC ASCE.

Nick Halsey
President, USC ASCE

Organization Overview

Name of the Organization: American Society of Civil Engineers Student Chapter at the University of Southern California

Purpose/Mission

The American Society of Civil Engineers Student Chapter at the University of Southern California (USC ASCE) is a student-run organization that enriches the lives of civil and environmental engineering students through social events, community service, industry interaction, and engineering competitions. USC ASCE serves as the link between the university and ASCE & the professional experience.

USC ASCE was founded in 1924 and is the nation's third oldest student chapter. Our local chapter has bi-weekly meetings and social events that foster member interaction with other civil engineering students. Corporate guest speakers provide members with valuable professional advice, as well as opportunities to meet with experts from the civil engineering industry.

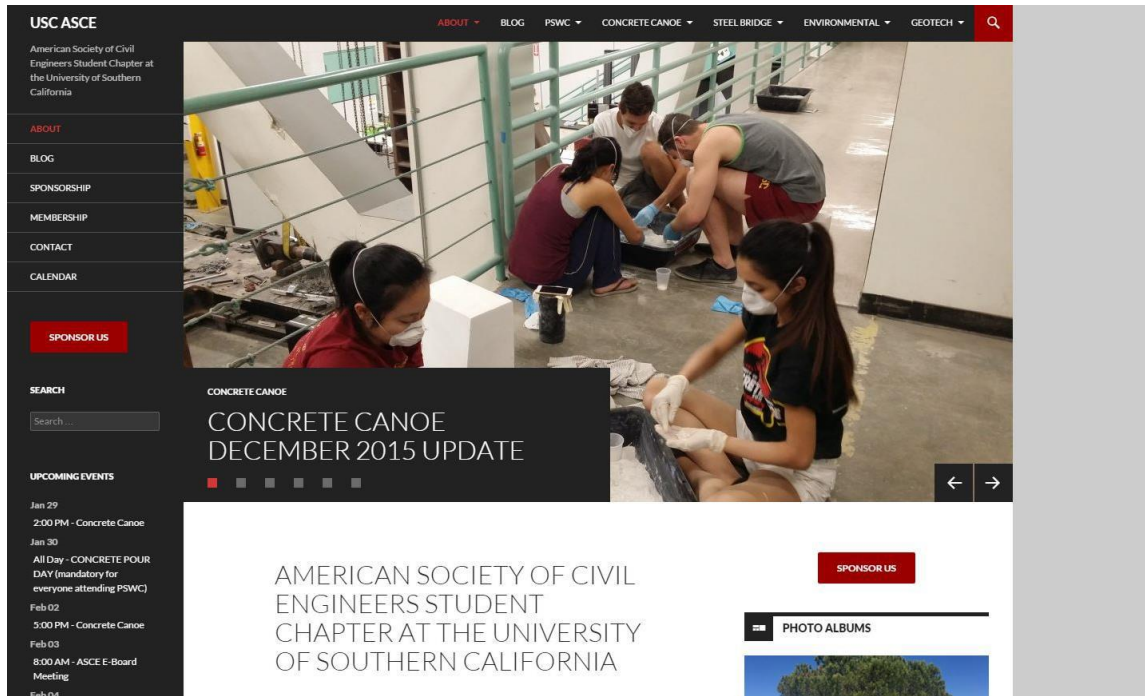
During the annual Pacific South West Conference (PSWC), students compete in a variety of events, such as the concrete canoe, steel bridge, and environmental competitions, which expose students to practical applications of the theory learned in the classroom. Additionally, PSWC encourages a healthy competition against 17 other universities.

These lifelike applications of civil engineering are furthered with our field trips to project sites and recognized landmarks. Our local chapter also stimulates interest of the next generation of engineers in its commitment to community outreach programs, which exposes elementary students to the excitement of the civil engineering world.

Social Media & Online Presence

Our organization takes pride in connecting to our members and community through our social media outlets. Through the use of Facebook, Twitter, and Instagram we publish our members' success as well as upcoming events happening both on and off campus.

Main Website: <http://uscasce.com/>



Concrete Canoe Team Website: <http://canoe.uscasce.com/>



Facebook: <http://facebook.com/uscasce>

USC ASCE
American Society of Civil Engineers

Engineering/Construction

Contact Us Liked Message

Timeline About Photos Likes More

317 likes +2 this week
Jason Zheng and 76 other friends

9 post reach this week

View Pages Feed
See posts from other Pages

Invite friends to like this Page

Status Photo / Video Offer, Event +

Write something...

USC ASCE
Published by Alex Tanner [?] · February 2 at 4:08pm · Los Angeles ·

Twitter: <http://twitter.com/uscasce>

USC ASCE
American Society of Civil Engineers

TWEETS 213 FOLLOWING 15 FOLLOWERS 179

Follow

USC ASCE
@uscasce
American Society of Civil Engineers Student Chapter at the University of Southern California provides opportunities that enrich the lives of CE students.
Los Angeles, CA
uscasce.com

Tweets Tweets & replies Photos & videos

USC ASCE @uscasce · Feb 1
Pour Day on Saturday was a success--thanks so much to everyone who came out! We're excited to take it out of the... fb.me/7GVJfACee

USC ASCE @uscasce · Jan 24
Magnitude 7.1 earthquake just struck South Alaska. The four remaining USC students in Anchorage are safe an...

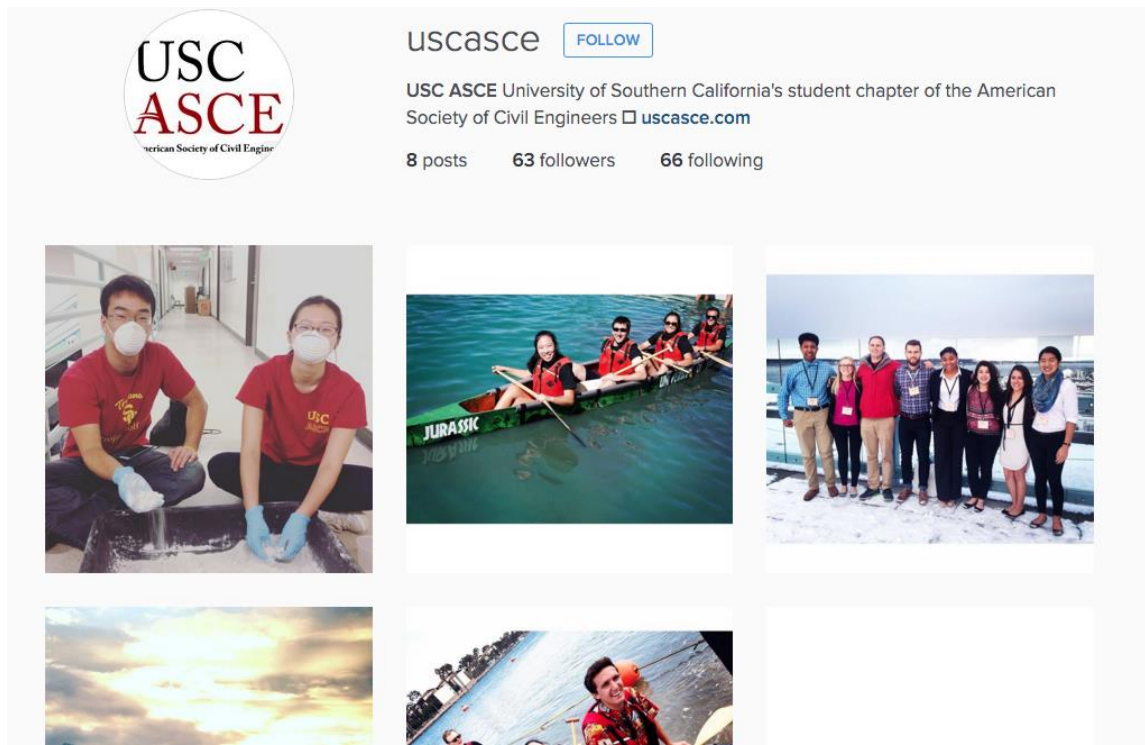
Who to follow · Refresh · View all

Clay Helton @USCCoac...
Followed by Elizabeth Geli a...
Follow

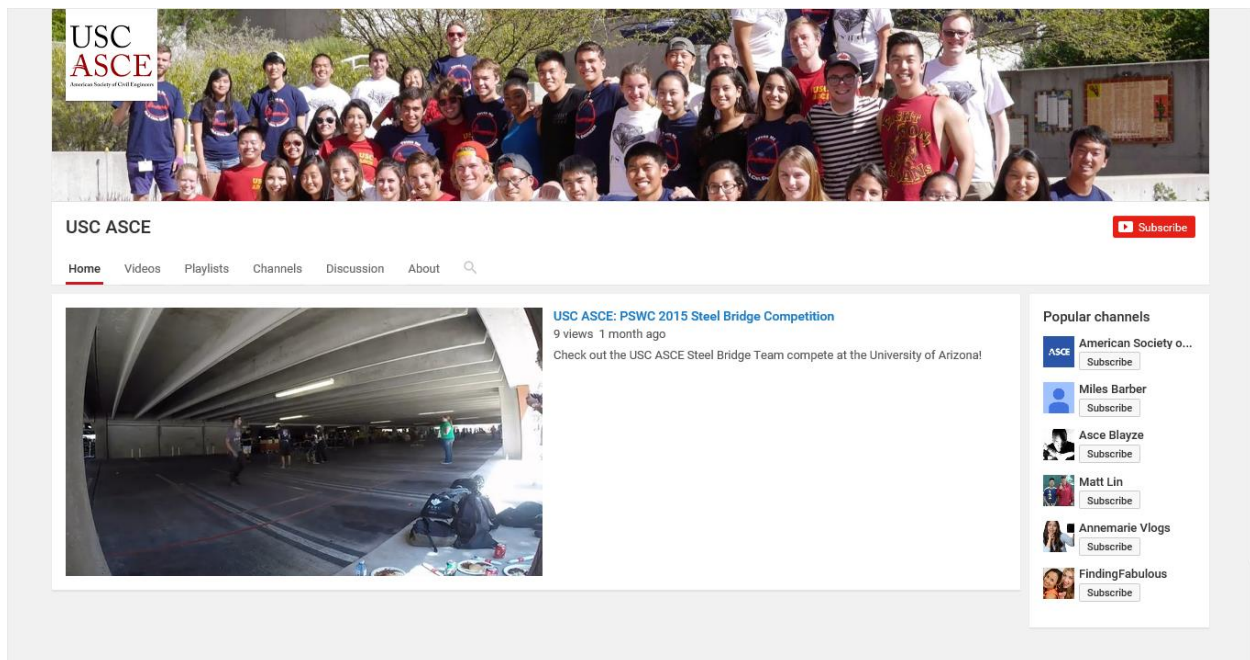
Justin Bieber @justinbie...
Follow

Find friends

Instagram: <http://instagram.com/uscasce>



YouTube: <https://www.youtube.com/channel/UCLv4BdcNJv85qEzkVR1Jmuw>



Executive Board

President: Nick Halsey

Vice President: Lucy Egbe

Secretary: Nicole Ludena

Treasurer: Jason Loui

Sponsorship/PSWC Chairs: Marissa Knutson & Alex Tanner

Social/Outreach Chairs: Kelly Lynch & Rich Windisch

External Relations Chair: Tyler Pullen

Media Chairs: Noah Cherner & Cindy Wei

Membership Chairs: Saina Vosoghi & Branden Currey

Concrete Canoe Captains: Erin Yamashita & Karina Schulz

Steel Bridge Captains: Jessica Maass & Kai Hayashida

Environmental Design Captains: Luyue Zhang & Justine Lee

Membership Statistics

63 Members

97% Undergraduate Engineering Students

Financial Summary

		Income	Expenses
INCOME			
1	Membership Dues	\$1,760.00	
2	PSWC 2015 Participation Fee	\$3,420.00	
3	PSWC 2016 Participation Fee	\$2,070.00	
4	Corporate Sponsorships	\$6,400.00	
5	University & Department Funding	\$11,651.76	
6	Member Contributions	\$6,385.26	
EXPENSES			
1	Design Teams		\$4,042.50
2	Meetings		\$1,034.36
3	Events		\$610.39
4	WSCL 2015		\$1,783.20
5	PSWC 2015		\$16,395.26
6	ASCE 2015 Convention		\$8,162.06
7	Miscellaneous Expenses		\$226.00
TOTALS		\$31,687.02	\$32,253.77
CASH BALANCE		\$	24,897.11
Accounts Payable			
1	Design Teams		\$4,679.94
2	Miscellaneous		\$382.50
Accounts Receivable			
1	Corporate Sponsorships	\$4,500.00	
2	College & Department Funding	\$287.06	
CURRENT FINANCIAL POSITION		\$36,474.08	\$37,316.21
BALANCE		\$	24,621.73

Contact Information

Mailing Address:

USC ASCE
3620 Vermont Avenue, KAP 210
Los Angeles, CA 90089

Primary Email Address:

uscasce@usc.edu

Secondary Email Address:

admin@uscasce.com

Other Email Addresses:

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pswc@uscasce.com

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social@uscasce.com

Concrete Canoe Team

canoe@uscasce.com

Environmental Design Team

environmental@uscasce.com

Geotechnical Team

geotech@uscasce.com

Steel Bridge Team

steelbridge@uscasce.com

Surveying Team

surveying@uscasce.com

Main Organizational Website:

<http://uscasce.com/>

Social Media:

<https://www.facebook.com/uscasce>

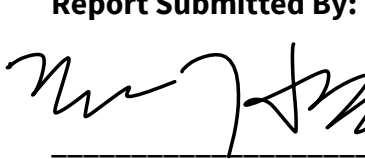
<https://twitter.com/uscasce>

<https://instagram.com/uscasce>

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Report Submitted By:



Nick Halsey
President



Lucy Egbe
Vice-President



Nicole Ludena
Secretary

For any additional question or information, please contact Nick Halsey, Lucy Egbe, or Nicole Ludena.

Organizational Goals

For 2015-2016, USC ASCE had 5 main goals:

Goal 1: Increase underclassmen recruitment and retention by hosting a new CEE Student Orientation and building an expanded big/little buddy mentorship program

Goal 2: Improve member understanding of ASCE and the civil engineering industry, and provide career preparation skills

Goal 3: Build relationships with other ASCE groups through conferences and joint events

Goal 4: Bring at least 50 members to PSWC 2015, including at least 5 freshmen and 10 sophomores

Goal 5: Be a prominent competitor at PSWC by placing top-three in at least four events and top-five overall

Goal 1: Increase underclassmen recruitment and retention

At least double underclassmen involvement by percentage of class (10% for 2014). Emphasize active involvement in design teams and professional events as well as mentorship and social events, in addition to official membership.

Action Plan: In addition to existing recruitment efforts, host a new undergraduate student orientation program for the department of civil & environmental engineering. Build an expanded big/little buddy mentorship program including a social mixer at the beginning of the year for members to find compatible buddies.

Outcome: Most attendees of the new student orientation became involved in at least one civil engineering student organization. By the end of the fall semester, freshmen membership increased to 46% of their class. The new members are actively involved with four freshmen scheduled to attend WSCL in early 2016.

Future Plans: We recommend continuing the new student orientation program, continuing to partner with other organizations and the department. Additionally, the big/little buddy program could be expanded further.

Goal 2: Improve member understanding of ASCE and the civil engineering industry, and provide career preparation skills

Re-establish regular professional events to build awareness of the civil engineering profession.

Action Plan: organize events into three series: Industry, Career, and ASCE. Industry events include guest speakers and job site/company visits. Career events include career skills and job search assistance. ASCE events seek to raise awareness of the purpose and strategic goals of ASCE. With this structure, events are held almost weekly, rather than approximately monthly as in the past.

Outcome: attendees reacted very positively to the different types of events offered. Unfortunately, many of the events featured low attendance. Based on feedback, our conclusion is that while members wanted to attend more events, they didn't feel that they had enough time based on the large number of events offered by other student organizations.

Follow-up: for organizational principles, events should be planned considering these categories. However, slightly fewer professional events should be held (perhaps around 8 per semester) and they should all be advertised as "general meetings", as these get the most attendees

Goal 3: Build relationships with other ASCE groups through conferences and joint events

Send at least 6 members to the ASCE Workshop for Student Chapter Leaders (WSCL) and 8 members to the ASCE 2015 Convention; participate in at least 5 ASCE Los Angeles Younger Member Forum (LA YMF) events, invite YMF guests to at least two meetings.

Action Plan: apply for funding early and seek out multiple sources for conferences. Engage potential attendees early. Send at least two representatives to monthly LA YMF board meetings to stay aware of their events. Communicate regularly with the YMF university outreach coordinator to host guests.

Outcome: 6 Members attended WSCL 2015 in Seattle and 9 attended WSCL 2016 in Anchorage. 8 Members attended the ASCE 2015 Convention in New York. In addition to the monthly board meetings, USC members attended 6 YMF events ranging from social to community service. YMF guests attended 3 USC events, including a general meeting and a resume workshop and mock interviews. ASCE Region 9 Director Jay Higgins also spoke at a meeting at USC. Overall, our members had much higher interaction with professional ASCE groups than in the past, exceeding the goals.

Follow-up: In future years, students should continue to emphasize interaction with other ASCE groups through both conferences and local events. WSCL 2017 will be hosted in downtown Los Angeles, offering an opportunity to involve a large percentage of members in the event and possibly even host a student-focused event at USC on one of the evenings.

Goal 4: Bring at least 50 members to PSWC 2015, including at least 5 freshmen and 10 sophomores

Increase member involvement in design teams and competitions by bringing at least 50 members to PSWC 2015 in Tucson, AZ. Include minimum goals for each class level (5 freshmen, 10 sophomores, 15 juniors, 20 seniors).

Action Plan: in addition to class visits, and regular membership recruitment events, emphasize connecting with potential new members personally. Engage with students interested in design teams and promote secondary design teams (dog house, surveying, concrete bowling, transportation) as an opportunity to get involved with less commitment, in the spring semester.

Outcome: despite higher costs and more missed class time as a result of the further location than usual, 52 members registered for and attended PSWC 2015, including 7 freshmen and 10 sophomores. All members stayed for the duration of the conference, enabling us to compete in every event.

Follow-up: In order to maintain a large team, it is important to connect with new members personally to encourage them to get involved. Additionally, having smaller design teams at PSWC offers more opportunities for involvement, although this is in the control of the host school.

Goal 5: Be a prominent competitor at PSWC by placing top-three in at least four events and top-five overall

Compete in every event and place top-three out of 18 universities in at least three. Place top-five overall for the conference.

Action Plan: in addition to bringing a larger team to PSWC (per goal #4), ensure that members are more committed. Assign captains to every event and schedule members to both compete and cheer on teams for every event. Less involved/experienced members should be paired with older members for events such as mystery event and quiz/family feud, and teams should meet at least once prior to PSWC.

Outcome: at PSWC 2015, USC placed 3rd overall, repeating our 2014 finish. Improving on the previous year, we placed top-three in seven events, including 1st place in technical paper, scavenger hunt, mystery event, and ultimate Frisbee.

Follow-up: to maintain these successes, continue emphasizing the importance of advance preparation and team building for PSWC

Report of Activities

Professional Events

April 24, 2015 Simpson Strong-Tie Factory Visit

April 30, 2015 End-of-year Meeting

September 3, 2015 ASCE Series: First General Meeting

October 5, 2015 ASCE Series: Society Purpose & Goals with Region 9 Director Jay Higgins

October 10, 2015- October 14, 2015 ASCE 2015 Convention

October 22, 2015 ASCE Series: 2nd General Meeting

November 19, 2015 Industry Series: Guest Speaker from Structural Focus

February 5, 2016 Industry Series: USC Village Jobsite Visit

February 16, 2016 General Meeting #3 with Industry Guest Chris Norton of SGH

March 10, 2016 4th General Meeting

Simpson Strong-Tie Factory Visit

Date of Event: April 24, 2015

Target Audience: students interested in structural engineering and construction management

Simpson Strong-Tie invited university students to visit their factory in Riverside, CA for a college day. Students learned about the company and their products and toured the factory, learning how various products are manufactured. The company is best known for its steel connectors, with their products being industry standards for both home and commercial construction, particularly with wood. They also did several demonstrations of how they test their products, including development of new product lines. Perhaps most exciting was testing a two-story-tall wood shear wall with and without Simpson hold-downs, and seeing exactly how they hold buildings together in the event of an earthquake. Simpson also provided lunch and a competitive game between the three universities that attended.

Event Marketing/Promotion Details: In weekly newsletters, email and Facebook reminders.

Total Attendance at Event: 15 (USC students)

Percentage of Members in Attendance Relative to the Total Event Attendance: 80%

Percentage of Members in Attendance Relative to the Total Group Membership: 19%

Was this Event Sponsored by Another Organization? Yes (hosted by Simpson Strong-Tie, USC ASCE organized transportation, coordinated logistics with Simpson Strong-Tie's Outreach Coordinator, and advertised the event).

End-of-year Meeting

Date of Event: April 30, 2015

Target Audience: USC ASCE members, graduating seniors

The final general meeting for 2014-15 was an opportunity for members to come together one last time to reflect on the year's successes and plan for the future. The primary goal was to have a formal adjournment for the year. In addition to recapping our 3rd place overall finish at the Pacific Southwest Conference (PSWC), we announced the Executive Board Officers for 2015-16. The annual USC ASCE Awards were presented, including the "Fight On" award, "Rookie of the Year", the "Jason Loui Award for Best Freshman", and more. Industry guests from the ASCE Los Angeles Younger Member Forum also joined us, presenting opportunities to stay involved professionally as graduating seniors transition into their careers.

Event Marketing/Promotion Details: In weekly newsletters, email and Facebook reminders.

Total Attendance at Event: 20 students + 7 professionals

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 32%

Was this Event Sponsored by Another Organization? No, but ASCE LA YMF members also gave a presentation.

ASCE Series: First General Meeting

Date of Event: September 3, 2015

Target Audience: potential members, returning members, civil engineering students

The first general meeting kicks off the year with an overview of our organization and our plans for the year. This year, we placed an especially strong emphasis on recruiting new members as freshmen, and saw a high turnout from underclassmen as a result. Returning members also attended, providing new members with the opportunity to meet them and see how USC ASCE facilitates friendships between civil engineering students from different class levels. This year, the presentation sought to cover the professional, social, and design team activities planned for the year, including a brand new professional events program with ASCE, Industry, and Career Series events.

Event Marketing/Promotion Details: In weekly newsletters, email and Facebook reminders.



Total Attendance at Event: 63

Percentage of Members in Attendance Relative to the Total Event Attendance: 70%

Percentage of Members in Attendance Relative to the Total Group Membership: 70%

Was this Event Sponsored by Another Organization? No

ASCE Series: Society Purpose and Goals with ASCE Region 9 Director Jay Higgins

Date of Event: October 5, 2015

Target Audience: USC ASCE members, particularly executive board officers

To better understand the goals, purpose, and current initiatives of ASCE nationally, we invited national board member and Region 9 (California) Director Jay Higgins to speak to our members. We had previously met Jay and his wife Judy at the ASCE Global Conference in 2014, and they happily joined us again for a friendly discussion of ASCE's goals. Some of the active strategic initiatives include promoting proactive government investment in infrastructure, and raising the bar on the required amount of education for engineers to become licensed. With this event coming just a week before our members would attend the ASCE 2015 Convention, it was an excellent opportunity to gain a better understanding of ASCE on a national, and international, level.

Event Marketing/Promotion Details: In weekly newsletters, email and Facebook reminders.



Total Attendance at Event: 20

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 32%

Was this Event Sponsored by Another Organization? No

ASCE 2015 Convention

Date of Event: October 10, 2015- October 14, 2015

Target Audience: ASCE student and professional members

The ASCE 2015 Convention is the annual national conference of the American Society of Civil Engineers. The conference brings together a diverse set of civil engineers from all disciplines and career levels, including students, working professionals, society leaders, and members of academia to discuss and bring attention to the status of the Civil Engineering profession. Our student attendees attended presentations that covered various advancements in the industry. In addition to learning about different projects, students had the chance to network with other civil engineering students, society leaders, working professionals and members of academia from around the country and the world. This year's convention was held in New York, NY.

Event Marketing and Promotion Details: ASCE National officially announced the convention in April; the event was advertised to students through our chapter's newsletter and through event specific emails.



Total Attendance at Event: 8 students

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 13%

Was this Event Sponsored by Another Organization? Yes (ASCE Nationals, USC attendance reported)

ASCE Series: 2nd General Meeting

Date of Event: October 22, 2015

Target Audience: USC members and students considering becoming members

The 2nd general meeting focused on conferences, highlighting opportunities to learn more about ASCE and get more involved with our student chapter. First, the eight students that attended the ASCE 2015 Convention in New York shared their experiences, including specific highlights from the technical presentations at the conference. Then, we announced details for the 2016 Pacific Southwest Conference (PSWC), which is in Long Beach in April. Finally, we announced the 2016 ASCE Workshop for Student Chapter Leaders, an opportunity for students to gain leadership skills and learn more about ASCE while travelling to Anchorage, Alaska.

Event Marketing/Promotion Details: In weekly newsletters, email and Facebook reminders.



Total Attendance at Event: 30

Percentage of Members in Attendance Relative to the Total Event Attendance: 85%

Percentage of Members in Attendance Relative to the Total Group Membership: 40%

Was this Event Sponsored by Another Organization? No

Industry Series: Guest Speaker from Structural Focus

Date of Event: November 19, 2015

Target Audience: students interested in structural engineering

Samuel Mengelkoch of Structural Focus shared his career path working for an architect and then eventually joining a small structural engineering firm that has since grown considerably. He also discussed a historical retrofit project that is currently in progress, highlighting the challenges and opportunities in determining how and why historical buildings were constructed. The presentation was extremely insightful for students interested in structural engineering, and also provided a gateway for interested students to apply for internships and full time positions with Structural Focus.

Event Marketing/Promotion Details: In weekly newsletters, email and Facebook reminders.



Total Attendance at Event: 10

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 16%

Was this Event Sponsored by Another Organization? No

Industry Series: USC Village Jobsite Visit

Date of Event: February 5, 2016

Target Audience: students interested in construction management and building design

Rafi Halajian, USC civil engineering alum and project engineer with Hathaway Dinwiddie Construction, led students on a tour of the construction of the USC Village. The massive 15-acre, 1.1-million square foot development was well underway with all of the building structures complete and the facades in progress. Strategically scheduled a week following the official topping out ceremony, this tour gave students a unique snapshot in the progress of what will soon be an expansion of the USC campus. In addition to seeing the construction progress, students learned about how the buildings are being designed and constructed. We started out in the site office, where students had the opportunity to browse construction documents and view drone flyovers documenting construction progress. Then, after an orientation to the site, we walked the site and explored a few of the buildings. Major highlights included learning about the central utility plant building, which will power the entire campus expansion, standing in the central plaza near the future Trader Joe's and Target, and seeing future dorm rooms, which were beginning to receive their electrical wiring, plumbing, and drywall. Everyone strongly enjoyed the experience, and we're planning on hosting another job walk with Hathaway Dinwiddie in the fall to check on the project's progress.

Event Marketing/Promotion Details: In weekly newsletters, email and Facebook reminders.



Total Attendance at Event: 15

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 24%

Was this Event Sponsored by Another Organization? No

General Meeting #3 with Industry Guest Chris Norton of SGH

Date of Event: February 16, 2016

Target Audience: civil engineering students interested in building envelope systems, USC ASCE members

The third general meeting offered members an opportunity to hear about various previous and upcoming events for the semester outside of our primary focus on preparing our design teams for PSWC 2016 in April. We also had a guest speaker, selected based on a vote of member interest at the previous general meeting. Christ Norton of SGH discussed building façade technologies and his work with facades, roofing systems, and more. Chris has worked on numerous interesting projects, evaluating building performance for criteria such as passive heat gain, waterproofing, failure investigations, and more.

Event Marketing/Promotion Details: In weekly newsletters, email and Facebook reminders.



Total Attendance at Event: 25

Percentage of Members in Attendance Relative to the Total Event Attendance: 90%

Percentage of Members in Attendance Relative to the Total Group Membership: 36%

Was this Event Sponsored by Another Organization? No

4th General Meeting

Date of Event: March 10, 2016

Target Audience: USC ASCE Members

The fourth general meeting focused on continuing our relationship with Simpson Strong-Tie and preparing for the Pacific Southwest Conference (PSWC). Alan Hanson of Simpson Strong-Tie gave a presentation on his company, highlighting their scholarship program, which is open to USC students. Two students from USC have won scholarships for the past several years, and members were encouraged to apply before the application closes in April. Next, officer elections for next year's executive board were held, for the positions of President, Vice-President, Treasurer, and one of two Sponsorship/Conference Co-Chairs. The remaining positions will be elected in April, but we decided it would be advantageous to provide a longer transition period for these more critical positions. Finally, members played a jeopardy game with USC, ASCE, Simpson Strong-Tie, Engineering, and Construction trivia in preparation for the similar competition at PSWC.

Event Marketing/Promotion Details: In weekly newsletters, email and Facebook reminders.



Total Attendance at Event: 20

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 32%

Was this Event Sponsored by Another Organization? No

Outreach/Recruiting Events

August 29, 2015 New CEE Undergraduate Student Orientation

September 2, 2015 Big/Little Buddy Mixer

New CEE Undergraduate Student Orientation

Date of Event: August 30, 2015

Target Audience: Incoming Freshmen and Transfer Civil and Environmental Students

The goal of the New Undergraduate Student Orientation was to introduce students to the field of civil and environmental engineering and provide them with an overview of the opportunities available within the Sonny Astani Department of Civil and Environmental Engineering at USC. The orientation comprised five sessions to break down the career-oriented and academically-oriented information. The CEE Department Chair started the day with the USC CEE Department Overview to introduce the students to the CE staff and academic advisors, and the Industry Overview of the CEE industry from a career perspective, including the design and construction process and licensure opportunities. Student representatives from the different CEE emphases discussed the different majors available within the department, with nuanced reasons to consider the different options. A diverse panel of recent alumni shared their experiences at USC and transitioning to industry, emphasizing the importance of thinking about career options early and pursuing internships. Finally, the civil engineering student organizations had an opportunity to promote getting involved.

Event Marketing and Promotion Details: All incoming and spring admit freshmen and transfer students were strongly encouraged to attend. Student representatives made announcements in CEE classes throughout the week leading up to the orientation. CEE instructors for introductory classes passed out flyers to students. The CEE department sent emails advertising the orientation to all freshmen and transfer students.



Total Attendance at Event: 24 students

Percentage of Members in Attendance Relative to the Total Event Attendance: 50%

Percentage of Members in Attendance Relative to the Total Group Membership: 19%

Was this Event Sponsored by Another Organization? Yes. USC ASCE served as the lead organizer and coordinated with the CEE department and the alumni guests. Chi Epsilon facilitated the CEE Majors session and ITE and EERI participated in the student organization promotion session and helped with logistics on the day of the event.

Big Little Buddy Mixer

Date of Event: September 2, 2015

Target Audience: Experienced upperclassmen members and incoming freshman in Civil and Environmental Engineering.

The Big/Little Buddy Mixer was a kick-off event for our Big Buddy program. The Big Buddy program pairs a civil/environmental engineering underclassman with an ASCE upperclassman so that they have a mentor who they can look to for advice about the transition into college and the experience of the CEE major. At the mixer, upperclassmen members and interested freshmen get to know each other and the freshmen were able to choose which mentor they wanted to be matched with.

Event Marketing/Promotion Details: We publicized the event through our weekly newsletter as well as through emails and Facebook posts.



Total Attendance at Event: 19

Percentage of Members in Attendance Relative to the Total Event Attendance: 42%

Percentage of Members in Attendance Relative to the Total Group Membership: 13%

Was this Event Sponsored by Another Organization? No

Job Search & Career Skills Events

September 10, 2015 Career Series: Plan Reading Workshop

October 1, 2015 Career Series: Resume Workshop

October 29, 2015 Career Series: Mock Interviews

March 4, 2015 ASCE LA YMF Student Night and Job Fair

Career Series: Plan Reading Workshop

Date of Event: September 10, 2015

Target Audience: All Civil and Environmental Engineering students

USC ASCE officers experienced with construction documents gave a workshop on interpreting different types of construction plans. In addition to covering the basics of what the different types of drawings represent, the workshop focused on how to read different view callouts and how drawings are numbered/organized. The goal was to provide students with a leg up over the average student when looking for jobs and reading plans in their internships, in both the design and construction sides of the industry. To keep things interesting, plans from the USC Village project were donated by Hathaway Dinwiddie Construction for the workshop, giving students a chance to see a project they will use in the future in the design and construction process.

Event Marketing/Promotion Details: We publicized the event through our weekly newsletter, as well as through emails and Facebook posts.



Total Attendance at Event: 10

Percentage of Members in Attendance Relative to the Total Event Attendance: 80%

Percentage of Members in Attendance Relative to the Total Group Membership: 12%

Was this Event Sponsored by Another Organization? No

Career Series: Resume Workshop with ASCE LA YMF

Date of Event: October 01, 2015

Target Audience: CEE students

Members from the Younger Member Forum (YMF) and Metropolitan Los Angeles Branch (MLAB) of ASCE came to give a resume workshop. These working civil engineering professionals gave a presentation on resume writing tips and then individually reviewed students' resumes with them to suggest revisions. The one-on-one feedback proved especially useful given that the reviewers are active in the civil engineering industry.

Event Marketing and Promotion Details: The event was promoted in the weekly newsletter. Students were asked to send in their resumes a week early so that YMF and MLAB could look them over beforehand.



Total Attendance at Event: 12 students

Percentage of Members in Attendance Relative to the Total Event Attendance: 80%

Percentage of Members in Attendance Relative to the Total Group Membership: 15%

Was this Event Sponsored by Another Organization? No

Career Series: Mock Interviews

Date of Event: October 29, 2015

Target Audience: All Civil and Environmental Engineering students

LA YMF President Phil Davies began by discussing some general hints for acing the interview, and then students received a list of commonly asked interview questions to help with preparing for upcoming interviews. Our guest interviewers then split up into three separate rooms, and every USC ASCE member got a chance to have a one-on-one mock interview.

Event Marketing/Promotion Details: We publicized the event through our weekly newsletter, as well as through emails and Facebook posts.



Total Attendance at Event: 14

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 22%

Was this Event Sponsored by Another Organization? No

ASCE LA YMF Student Night and Job Fair

Date of Event: March 4, 2015

Target Audience: ASCE student chapter members from the Los Angeles section of ASCE

The evening began with a job fair, where students networked with representatives from 17 companies looking to hire for internships and full-time positions. Students had the opportunity to network with professionals as well as students from other universities. Representatives from LA YMF, the Metropolitan Los Angeles Branch, and LA Section spoke, followed by the keynote speaker, who highlighted how his personal experiences with earthquakes influenced his professional development as a structural engineer. To conclude the evening, LA section representatives awarded student scholarships and recognized outstanding student chapter members.

Event Marketing/Promotion Details: We publicized the event through our weekly newsletter and through emails.



Total Attendance at Event: 14

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 22%

Was this Event Sponsored by Another Organization? ASCE LA Younger Member Forum

Social Events

May 7, 2015 End-of-Year Social with ASCE at UCLA

October 2, 2015, October 23, 2015, February 19, 2016, March 26, 2016 Sports Days

October 3, 2015 Hike to the Wisdom Tree

November 7, 2015 USC ASCE Tailgate

December 4, 2015 CEE Holiday Party After-party

February 5, 2016 Dinner and Game Night

March 5, 2016 Beach Day with ASCE at UCLA

End-of-year Social with ASCE at UCLA

Date of Event: May 7, 2015

Target Audience: USC and UCLA ASCE student members

USC and UCLA members met at the USC campus to get to know each other in a social setting, celebrating the end of the year and networking with other civil engineering students in the Los Angeles area.

Event Marketing/Promotion Details: We publicized the event through our weekly newsletter, as well as through emails and Facebook posts.

Total Attendance at Event: 17

Percentage of Members in Attendance Relative to the Total Event Attendance: 52%

Percentage of Members in Attendance Relative to the Total Group Membership: 27%

Was this Event Sponsored by Another Organization? ASCE at UCLA attended, USC hosted

Sports Days

Date of Event: October 2, 2015, October 23, 2015, February 19, 2016, March 26, 2016

Target Audience: Students interested in attending PSWC 2016

Since a big part of the annual PSWC (Pacific Southwest Conference) is all the different sports competitions, Sports Day is a chance to practice playing in teams. We have sports days regularly to get have regular practice in volleyball, basketball and ultimate Frisbee, ensuring that we can once again place high in all three sports at PSWC.

Event Marketing/Promotion Details: We publicized the event through our weekly newsletter, as well as through emails and Facebook posts.



Total Attendance at Event: 12, on average

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 19%

Was this Event Sponsored by Another Organization? No

Hike to the Wisdom Tree

Date of Event: October 3, 2015

Target Audience: All civil and environmental engineering students

Students went hiking on the Tree of Life trail through the Hollywood Hills, to see beautiful views of the Los Angeles area, the Hollywood Sign, and the Wisdom Tree. The hike gave students a chance to get to know each other better while exploring Los Angeles. Afterwards, we enjoyed chicken & waffles for lunch.

Event Marketing/Promotion Details: We publicized the event through our weekly newsletter, as well as through emails and Facebook posts.



Total Attendance at Event: 8

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 13%

Was this Event Sponsored by Another Organization? No

USC ASCE Tailgate

Date of Event: November 7, 2015

Target Audience: All Civil and Environmental engineering students

Students took part in the game day festivities before heading to the coliseum to support the Trojans at the football game. They barbecued and played games to get excited for the big game. Once again, this event sought to further the personal friendships formed within our ASCE student chapter.

Event Marketing/Promotion Details: We publicized the event through our weekly newsletter, as well as through emails and Facebook posts.



Total Attendance at Event: 24

Percentage of Members in Attendance Relative to the Total Event Attendance: 74%

Percentage of Members in Attendance Relative to the Total Group Membership: 38%

Was this Event Sponsored by Another Organization? No

CEE Holiday Party After-party

Date of Event: December 4, 2015

Target Audience: All civil and environmental engineering students

After the Civil and Environmental Engineering Department Holiday Party, students socialized to have a more relaxed celebration of the upcoming winter break and end of the semester.

Event Marketing/Promotion Details: We publicized the event through our weekly newsletter and Facebook posts.



Total Attendance at Event: 26

Percentage of Members in Attendance Relative to the Total Event Attendance: 81%

Percentage of Members in Attendance Relative to the Total Group Membership: 33%

Was this Event Sponsored by Another Organization? No

Dinner and Game Night

Date of Event: February 5, 2016

Target Audience: All civil and environmental engineering students

After a long week of classes and working on ASCE projects, students went out to eat and socialize at La Taquiza at Mercado La Paloma near USC. Then they headed back to campus to spend the rest of the night playing board games and hanging out in an informal setting.

Event Marketing/Promotion Details: We publicized the event through our weekly newsletter, as well as through emails and Facebook posts.

Total Attendance at Event: 9

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 14%

Was this Event Sponsored by Another Organization? No

Beach Day with ASCE at UCLA

Date of Event: March 5, 2016

Target Audience: USC and UCLA civil and environmental engineering students

Students from USC and UCLA spent the afternoon at Santa Monica hanging out and getting to know each other. They played sports like volleyball and ultimate Frisbee after sharing a meal together.

Event Marketing/Promotion Details: We publicized the event through our weekly newsletter, as well as through emails and Facebook posts.



Total Attendance at Event: 15

Percentage of Members in Attendance Relative to the Total Event Attendance: 60%

Percentage of Members in Attendance Relative to the Total Group Membership: 14%

Was this Event Sponsored by Another Organization? No

Miscellaneous Events

April 9, 2015-April 11, 2015 ASCE Pacific Southwest Conference 2015

May 8, 2015 Executive Board Introductory Meeting

October 2, 2015 ASCE LA YMF Fall ASCE Student Leaders Mixer

November 15, 2016 Mini-PSWC

November 19, 2015, November 20, 2015, January 20, 2016, January 22, 2016 PSWC Info Sessions

December 5, 2015 Concrete Canoe Pour Day #1

January 22, 2016-January 23, 2016 2016 Workshop for Student Chapter Leaders

January 30, 2016 Concrete Canoe Pour Day #2

Numerous Dates: Concrete Canoe Meeting, Steel Bridge Meetings, Environmental Design Meetings, Surveying Meetings, Executive Board Meetings

ASCE Pacific Southwest Conference 2015

Date of Event: April 9, 2015-April 11, 2015

Target Audience: All USC ASCE members

The Pacific Southwest Conference (PSWC) is ASCE's annual student chapter competition that puts civil engineering skills to the test. The competition involves a wide range of events including, but not limited to, concrete canoe, steel bridge, environmental design, geotechnical design, surveying, quiz bowl, technical paper, concrete bowling, and several sports tournaments. The competition features three full days of events with an awards banquet on the last day. Over 1000 Civil & Environmental Engineering students compete each year, representing 18 universities in California, Nevada, Arizona, and Hawaii.

Our design teams spend most of the year preparing for their competitions at PSWC. The 18 competing universities pose a high level of competition, but our teams have improved steadily in recent years. At PSWC 2015, our Scavenger Hunt team won 1st place, Mystery Event team won 1st place, talent show placed 3rd place and our Technical Paper won 1st place. Thanks to our entire team's efforts, competing in every single event and placing well in most, USC won 3rd place overall at PSWC 2015, our best ranking since 1994. We're looking forward to doing even better next year at PSWC 2016.

Highlights of the conference include the concrete canoe races – where sixteen teams exhibit a highly competitive athletic effort in search of victory, the geotechnical competition – where students must shovel, carry and compact sand along with meticulously designed reinforcement schemes to build a paper wall that can hold hundreds of pounds of soil, and the awards banquet where students spiritedly cheer for their classmates as the results are announced.

PSWC features over twenty different events, and we ensure that all of our attendees compete in at least one competition. PSWC is hosted by each school in the conference on a rotating basis (USC last hosted in 2013). PSWC 2015 was hosted by the University of Arizona in Tucson, AZ, posing an additional challenge for our chapter as we were required to travel further than most years, when the conference is hosted by an LA-area university.

Event Marketing/Promotion Details: As our main capstone event every academic year, PSWC is marketed heavily at all of our events both formally and informally. From our initial class visits to our newsletters, design teams, and general meetings, PSWC is one of our biggest focuses and remains the primary internal measure of our chapter's success.



Total Attendance at Event: 52 students

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 83%

Was this Event Sponsored by Another Organization? Yes (UA ASCE hosted)

Executive Board Introductory Meeting

Date of Event: May 8, 2015

Target Audience: Newly elected executive board meetings

Before departing for summer vacation, the incoming executive board of USC American Society of Engineers met to discuss our goals and game plan for each of our positions. Officers shared their goals for the upcoming school year. This was also an opportunity for executive board members to meet one another for the first time before taking on our official positions. New and old E-Board members bounded over food and games to strengthen our relationship as the leaders of ASCE.

Event Marketing/Promotion Details: Because this event was only for the new executive board, the appropriate members were notified via email and google calendar to attend this meeting. The president and vice president had also individually met with all members of the executive board to help them prepare for the meeting.

Total Attendance at Event: 18 members

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 29%

Was this Event Sponsored by Another Organization? No

Executive Board Retreat

Date of Event: August 30, 2015

Target Audience: E-Board members

Our team spent the weekend focusing on building a stronger relationship with each of our executive board members and organize our goals for the organization. The executive board spent the day bowling at Shatto Lanes having a fun and competitive social to get to know each person better. The board then discussed each person's duties as well as focusing on getting to know each other and developing ideas for creating a fun and welcoming atmosphere for new members.



Event Marketing/Promotion Details: Because this event was only for executive board, the appropriate members were notified via email and google calendar to attend this meeting.

Total Attendance at Event: 16 members

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 23%

Was this Event Sponsored by Another Organization? No

ASCE LA YMF Fall ASCE Student Leaders Mixer

Date of Event: October 2, 2015

Target Audience: USC ASCE Executive Board Officers

ASCE's Younger Member Forum (YMF) and Metropolitan Los Angeles Branch (MLAB) invited ASCE student chapter leaders from different schools in Los Angeles to the CSULA campus to interact with professionals and fellow student leaders. YMF and MLAB representatives gave presentations and facilitated interactive activities that helped students understand how to be more effective leaders for their respective chapters. Each of the five student chapters in attendance also presented updates. Additionally, the event offered an opportunity to network with other students and learn from the leadership methods of different chapters.

Event Marketing/Promotion Details: This was an internal event for executive board members. The event was marketed to all officers on the executive board.



Total Attendance at Event: 5

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 8%

Was this Event Sponsored by Another Organization? Yes. This event was co-sponsored between USC ASCE, UCLA ASCE, CSUN ASCE, CSULA ASCE, LMU ASCE, and ASCE Los Angeles Metropolitan Branch Younger Member Forum.

Mini-PSWC

Date of Event: November 15, 2015

Target Audience: ASCE student members from USC, UCLA, CSULB, Cal Poly Pomona

Students from each of the schools met at Mother's Beach in Long Beach for some friendly competition and canoe paddling practice. Our paddlers practiced working on speed and turns in our concrete canoe out on the water. Besides paddling, members from all schools got together for some ultimate Frisbee games, concrete bowling, and volleyball practice. Members from the Los Angeles Younger Member's forum (LAYMF) came out to the event to show support, and provide an impromptu competition. Mini PSWC was a great time to get to know members from other schools as well as to get a feel for what PSWC will be like come spring.

Event Marketing/Promotion Details: We publicized the event through our weekly newsletter, as well as through emails and Facebook posts.



Total Attendance at Event: 63

Percentage of Members in Attendance Relative to the Total Event Attendance: 33%

Percentage of Members in Attendance Relative to the Total Group Membership: 30%

Was this Event Sponsored by Another Organization? ASCE student chapters at USC, UCLA, CSULB, Cal Poly Pomona

PSWC Info Sessions

Date of Event: November 19, 2015, November 20, 2015, January 20, 2016, January 22, 2016

Target Audience: CEE students

The conference chairs gave interested students an overview of the events of the Pacific Southwest Conference and the registration information for the conference. See the PSWC events for more information about the conference itself. This served as a primary means for recruiting members, and solidifying member interest in becoming more involved by attending the conference.

Event Marketing and Promotion Details: Student representatives visited classrooms to announce the info session times and locations. The info sessions were advertised in the weekly newsletter.



Total Attendance at Event: 18 (average for each meeting)

Percentage of Members in Attendance Relative to the Total Event Attendance: 90%

Percentage of Members in Attendance Relative to the Total Group Membership: 90%
between all sessions

Was this Event Sponsored by Another Organization? No

Concrete Canoe Pour Day #1

Date of Event: December 5, 2015

Target Audience: Every student member, particularly those attending PSWC

This event is dedicated to the construction of a full-scale practice canoe, working for over 15 hours to mix and place over 300 lb. of concrete to form the canoe. Three layers of concrete and two layers of fiberglass reinforcement were placed to form a ½” thick hull. Aesthetic components were also included using pigmented cast-in-place concrete and precast concrete tiles. The canoe poured during this day was used by the paddling team during their weekly practices.

Event Marketing/Promotion Details: An email was sent to ASCE’s member base and all members and the executive board were highly encouraged to attend the event.



Total Attendance at Event: 40

Percentage of Members in Attendance Relative to the Total Event Attendance: 90%

Percentage of Members in Attendance Relative to the Total Group Membership: 57%

Was this Event Sponsored by Another Organization? No

2016 Workshop for Student Chapter Leaders

Date of Event: January 22, 2016-January 23, 2016

Target Audience: Current and potential ASCE student chapter officers

The Workshop for Student Chapter Leaders comprised talks from national leaders and breakout sessions that focused on different aspects of running a successful organization. Students learned about how to effectively lead and continue improving our student organization. Additionally, students got the opportunity to network with other civil engineering students, company representatives and young professionals.

Event Marketing and Promotion Details: The workshop was advertised in our weekly newsletter. Additionally, upperclassmen who participated in the conference in previous years talked to underclassmen about their experiences to encourage them to attend.



Total Attendance at Event: 9

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 14%

Was this Event Sponsored by Another Organization? Yes (hosted by ASCE nationals)

Concrete Canoe Pour Day #2

Date of Event: January 30, 2016

Target Audience: Every student member, particularly those attending PSWC

The second Pour Day was dedicated to creating the canoe that will be taken to PSWC. Again, it was roughly a 15-hour process to mix, pigment, and place three layers of concrete mixes and two layers of fiberglass reinforcement. A few design and project management revisions were made between this pour day and the last, resulting in a higher quality final product. Most importantly, a new quality control system was implemented where each batch of concrete was weighed to ensure that it contained the proper amount of material.

Event Marketing/Promotion Details: Everyone attending PSWC was required to attend this event. Concrete canoe team members and other members of ASCE were highly encouraged to attend by email.



Total Attendance at Event: 42

Percentage of Members in Attendance Relative to the Total Event Attendance: 95%

Percentage of Members in Attendance Relative to the Total Group Membership: 63%

Was this Event Sponsored by Another Organization? No

Concrete Canoe Team Meetings

Date of Event: August 28, 2015-Present (3-5 Times Weekly)

Target Audience: Concrete canoe design team members

Five meetings each week were held to complete the design, development and testing, and construction of the concrete canoe for the Pacific Southwest Conference (PSWC). This includes both classroom meetings where structural and aesthetics design tasks took place, and meetings in the work space in the KAP basement.

Event Marketing/Promotion Details: As one of our main ongoing projects, all recruitment efforts push for attendance at canoe meetings.



Total Attendance at Event: 25 (not every member attends every meeting)

Percentage of Members in Attendance Relative to the Total Event Attendance: 90%

Percentage of Members in Attendance Relative to the Total Group Membership: 40%

Was this Event Sponsored by Another Organization? No

Steel Bridge Team Meetings

Date of Event: August 28, 2015-Present (Weekly)

Target Audience: Steel bridge team members

These meetings train students to work with steel, eventually leading to the design and construction of the steel bridge for PSWC. Earlier in the year, skill such as welding and grinding are taught, while the design is developed with the assistance of structural engineering software. Once the design is complete, the team orders the steel that will be used to build the bridge, and team members must fabricate all of the raw pieces into the intricate pieces that make up the final bridge. The connection joints also take a significant amount of time to fabricate, and many of the three-day-a-week meetings are dedicated to creating them.

Event Marketing/Promotion Details: As one of our main ongoing projects, all recruitment efforts promote attendance at bridge meetings.



Total Attendance at Event: 17 (not every member attends every meeting)

Percentage of Members in Attendance Relative to the Total Event Attendance: 80%

Percentage of Members in Attendance Relative to the Total Group Membership: 27%

Was this Event Sponsored by Another Organization? No

Environmental Design Team Meetings

Date of Event: January 22, 2016-Present (Weekly)

Target Audience: Students interested in environmental/water resources engineering and who want to be a part of the Environmental Design Team.

The environmental design team prepares their design and constructs their project during these meetings, which occur 2-3 times per week. The rules and guidelines for the competition and PSWC in general are discussed. Initial planning of the design and brainstorming for ideas on how to best proceed with the design of our water filtration system for the competition happen initially, then the team tests approaches before building the final product.

Event Marketing/Promotion Details: As one of our main ongoing projects, all major recruitment efforts encourage students to attend these meetings.



Total Attendance at Event: 12 (not every member attends every meeting)

Percentage of Members in Attendance Relative to the Total Event Attendance: 70%

Percentage of Members in Attendance Relative to the Total Group Membership: 18%

Was this Event Sponsored by Another Organization? No

Surveying Team Meetings

Date of Event: January 22, 2016-Present (Weekly)

Target Audience: Members interested in learning about surveying

At our meetings we practice the skills we need to successfully compete in the Surveying competition of PSWC. The first 2 meetings have been spent exposing team members to different methods of surveying, as well as the terminology and mathematics associated with them. Starting this week, meetings will become a time to practice taking measurements with the equipment that Dr. Patrick Lynett has lent to us for the competition and becoming comfortably reacquainted with the trigonometry we need to make precise calculations. Two graduate students under Dr. Lynett will be helping us as we learn how to properly set up and use the equipment.

Event Marketing/Promotion Details: In the PSWC info sessions part of our agenda was to promote participation in the secondary design teams. When we presented about the conference we described each team, including surveying to the info session attendees. Every week a reminder email was sent. In addition, the Surveying meeting time is listed with the other design team meeting times in the newsletter.



Total Attendance at Event: 5

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 8%

Was this Event Sponsored by Another Organization? No

Weekly Executive Board Meetings

Date of Event: August 24, 2015-Present

Target Audience: Executive Board Officers

Each week e-board officers meet to discuss and organize upcoming organization events. It is an environment where the officers have the opportunity to give updates on the work they do for their position, make decisions, and voice concerns.

Event Marketing/Promotion Details: We remind executive board members about the weekly meeting through our internal Slack instance and sometimes via email from the president or vice president.

Total Attendance at Event: 18 members

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 29%

Was this Event Sponsored by Another Organization? No

Upcoming Events

March 30, 2016 – April 3, 2016 ASCE Pacific Southwest Conference 2016

April 8, 2016 Industry Series: Simpson Strong-Tie Factory Visit

April 22, 2016 Order of the Engineer Ceremony

April 28, 2016 End-of-year General Meeting with Alumni Guests

May 7, 2016 End-of-year Social with ASCE at UCLA

ASCE Pacific Southwest Conference 2016

Date of Event: March 31, 2016 – April 2, 2016

Target Audience: Civil engineering students and design team members

The Pacific Southwest Conference is a 3-day competition that brings over 1000 students from 18 ASCE student chapters from the American Southwest together to compete with a variety of civil engineering design projects. This year it will be hosted by the University of California, Long Beach in Long Beach, California. The competition includes concrete canoe, steel bridge, environmental design, geotechnical design, surveying, quiz bowl, technical paper, concrete bowling, and several sports tournaments. In culmination of the competition there will be an awards banquet on the third day where the schools find out how their teams ranked. This year's banquet will be held at the Hyatt Regency in Long Beach. The major design teams started designing early in the fall and will continue to work on to fully realizing those designs up until the competition. The secondary design teams started their practices and meetings when the finalized rules were released at the start of the second semester. This year, we will have 45 conference attendees.

Event Marketing/Promotion Details: At the Fall Viterbi Involvement Fair we interacted with students and brought samples of our projects to display what we do. In the early weeks of the fall semester we encouraged students to attend the different design team meetings to see which project they might want to work on. We also told them about the culminating competitions at the April conference. Throughout the fall semester we kept our members updated on the progress of each design team through our newsletter and members' main source of information about PSWC was through the design captains. In November we held formal informational sessions explaining the registration process, registration payment and deadlines. We sent board members to make announcements in the undergraduate civil engineering classes to attend the info sessions. Final informational sessions were held in January as the registration deadline approached.

Total Attendance at Event: 45 members (registered)

Percentage of Members in Attendance Relative to the Total Event Attendance: 100%

Percentage of Members in Attendance Relative to the Total Group Membership: 71%

Was this Event Sponsored by Another Organization? No

Industry Series: Simpson Strong-Tie Factory Visit

Date of Event: April 8, 2016

Target Audience: students interested in structural engineering and construction management

Simpson Strong-Tie invited university students to visit their factory in Riverside, CA for their annual college day. Students will learn about the company and their products and tour the factory, learning how various products are manufactured. The company is best known for its steel connectors, with their products being industry standards for both home and commercial construction, particularly with wood. They are also planning several demonstrations of how they test their products, including development of new product lines. This year, they're planning on running a variety of tests involving concrete foundations for us. Simpson will also provide lunch and a competitive game between the four universities scheduled to attend.

Event Marketing/Promotion Details: In weekly newsletters, email and Facebook reminders.

Total Attendance at Event: N/A

Percentage of Members in Attendance Relative to the Total Event Attendance: N/A

Percentage of Members in Attendance Relative to the Total Group Membership: N/A

Was this Event Sponsored by Another Organization? Yes (Simpson Strong-Tie is hosting, but USC ASCE is coordinating logistics with them and organizing traffic and event marketing at USC).

Order of the Engineer Ceremony

Date of Event: April 22, 2016 (Tentative)

Target Audience: All graduating students in Viterbi or students that have passed the Fundamentals of Engineering examination are invited. This event will also be open to alumni and professionals in the Los Angeles area who are professionally registered.

The Order of the Engineer is a ring ceremony for those who have accepted the “Obligation of the Engineer.” The purpose is to stimulate formal public recognition by engineers in the United States of two principles: (1) the primary purpose of engineering is service to the public, and (2) all members of the engineering profession share a common bond.

The Ring Ceremony is the public induction of candidates into the Order of the Engineer, during which the engineer candidates formally accept the Obligation of an Engineer (Code of Ethics). The candidates receive a stainless steel to be worn as a symbol on the fifth finger of the working hand.

Event Marketing/Promotion Details: This event will be broadcasted to all Viterbi Student Organizations at the March VPC meeting. It is the responsibility of the Student Organizations to broadcast this event to their respective members. All graduating students in Viterbi are welcome to participate in the ceremony, so we will also promote this event on the weekly Viterbi Connect newsletter as a date and time become finalized. Alumni and professionals in the Los Angeles area who are professionally registered are also invited to this event. We will promote this event thru ASCE LA YMF.

Total Attendance at Event: N/A

Percentage of Members in Attendance Relative to the Total Event Attendance: N/A

Percentage of Members in Attendance Relative to the Total Group Membership: N/A

Was this Event Sponsored by Another Organization? No

End-of-year General Meeting with Alumni Guests

Date of Event: April 28, 2016

Target Audience: USC ASCE Members

For this year's final meeting, we're planning to cap off our professional events program with a combination of different formats. Alumni guests will be invited to briefly present the work that they have done and the career decisions that they've made since graduating, before serving on a panel for a Q & A. We will also celebrate our achievements from PSWC 2016 and award the annual USC ASCE awards. Finally, the 2016-17 executive board will be announced and introduced.

Event Marketing/Promotion Details: In weekly newsletters, email and Facebook reminders.

Total Attendance at Event: N/A

Percentage of Members in Attendance Relative to the Total Event Attendance: N/A

Percentage of Members in Attendance Relative to the Total Group Membership: N/A

Was this Event Sponsored by Another Organization? No

End-of-year Social with ASCE at UCLA

Date of Event: May 7, 2016

Target Audience: USC and UCLA ASCE student members

USC and UCLA members are making the End-of-year joint social an annual tradition. This year students will meet at the UCLA campus to get to know each other in a social setting.

Event Marketing/Promotion Details: We will publicize the event through our weekly newsletter, as well as through emails and Facebook posts.

Total Attendance at Event: 40

Percentage of Members in Attendance Relative to the Total Event Attendance: N/A

Percentage of Members in Attendance Relative to the Total Group Membership: N/A

Was this Event Sponsored by Another Organization? ASCE student chapters at USC and UCLA