

# 2018 ASCE ANNUAL REPORT





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**Kristina Swallow, P.E., ENV SP, F.ASCE**  
ASCE 2018 President

## The Roadmap for Success: Bold Leadership and Real Change

It was a momentous year for ASCE.

From the ASCE 2017 Convention in New Orleans in October, to the year's first Multi-Region Leadership Conference in Las Vegas in January, to the Younger Member Leadership Symposium in August, Society members came together, bonded, and worked to push the civil engineering industry forward.

Our outreach programs continue to inspire the next generation of civil engineers with *Dream Big* going from the big screen to the classroom. Our Sections and Branches led a movement to help us extend the impact of our giant-screen film by putting an educational toolkit in every public school in America.

**Thomas W. Smith III**, ENV SP, CAE, F.ASCE  
ASCE Executive Director

We embraced the future by releasing *Climate-Resilient Infrastructure: Adaptive Design and Risk Management*, a new manual of practice that helps civil engineers project how weather extremes could affect public works over their service lives.

Our members' active involvement continued to position ASCE as the recognized authority and committed advocate for responsible development of our nation's infrastructure. Look no further than the signing of the Water Resources Development Act—a huge legislative victory for infrastructure and more evidence that the advocacy work of our members pays off.

ASCE released seven state infrastructure report cards, including the *2018 Report Card* for Pennsylvania's

Infrastructure. Since that state's *2014 Report Card*, legislative support for infrastructure, public agency planning, and a thriving economy have led to tangible improvements in water, transportation, and bridge infrastructure in Pennsylvania.

And finally, we adopted a new strategic plan that emphasized delivering more value to you, our members.

It's been a successful year, thanks in large part to you. We are making headway as we continue our journey with bold leadership, a roadmap in hand, and sights set on real change.

## BY THE NUMBERS

Members engaged in a wide variety of Society activities and programs in record numbers.

**10,384**

Key Contacts  
sent over **12,000**  
messages to  
elected officials

**4**

History and  
Heritage landmarks  
designated: state of Georgia,  
UK, Canada &  
England/Scotland

**7**

Report Cards  
released: IL; MI; ID; KS;  
MO; Twin Ports (Duluth,  
MN) & Kern County, CA

**210**

members from  
**49** states  
attended the  
Legislative Fly-In

**57,650**

subscribers  
to ASCE SmartBrief

**343,540**

ASCE Facebook likes

**88**

Agreements of  
Cooperation  
with international  
organizations  
in **69** countries

**44,831**

Twitter followers

Gained  
**+35,000**

followers in 2018 on ASCE's  
LinkedIn company page for a  
total of 57,459 followers

**228,036**

in ASCE's  
LinkedIn group

**18,570**

YouTube subscribers

**12,000+**  
**engineers**

participated in the **262** live webinars held; more than **47** of these were new programs

**21,070**  
ASCE media mentions

ExCEED Teaching Workshop – 20th year,  
**963 graduates** since 1999

**5**  
Outstanding Project And Leader (OPAL) achievement award-winners

**5**  
Outstanding Civil Engineering Achievement (OCEA) award finalists

**10**  
Distinguished Members, Class of 2018

**194**  
**student teams**

competed in the regional competition; **25** student teams competed in 31st National Concrete Canoe Competition

**+9,000**  
members participated on ASCE committees

**19**  
Student Conferences

**18.9**  
million page views on ASCE Library



**4.2 million**  
 article and proceedings  
 downloads from  
 ASCE Library

**20**  
 New Faces  
 of Engineering:  
**10** for Collegiate  
 edition, **10** for  
 Professional edition

**480**  
 students were  
 reached through  
 24 Civil  
 Engineering Clubs™

**31,000+**  
 people accessed  
 myLearning  
 to track their PDHs

**70+**  
 new  
 continuing education  
 programs were developed

**11,000+**  
 attended ASCE conferences

**8,000**  
 earned  
 the designation  
 ISI Envision  
 Sustainability profession

**67**  
**projects**  
 have used the Envision sustainable  
 infrastructure rating system, representing  
**\$17.5 billion**  
 in project value



PHOTO: James Kegley Photography

**ASCE celebrated history in 2018 when Robin Kemper (president-elect) joined Kristina Swallow (president) and Norma Jean Mattei (past president) as the Society's first all-female triumvirate of presidential officers.**

PHOTO: Jason Dixon Photography

**New Orleans played host to the ASCE 2017 Convention in October, connecting members from around the globe.**

PHOTO: Jason Dixon Photography

**ASCE 2018 President Kristina Swallow traveled near and far throughout her presidential year, inspiring civil engineers everywhere.**



PHOTO: Anabella Tourkaman

**ASCE and Phil, the ASCE Foundation's mascot, celebrated the streaming debut of *Dream Big* on Netflix in June.**



PHOTO: Monica Morales

**After launching *Dream Big: Engineering Our World* onto giant screens in 2017, ASCE shifted its focus in 2018 toward providing DVDs of the film, accompanied by educational toolkits, to every U.S. public school. Monica Morales, a leader in the ASCE Los Angeles Younger Member Forum, organized several *Dream Big* events for children across Southern California.**



PHOTO: Joe Natale

**At the 2018 ASCE Legislative Fly-In, members visited their Congress members to advocate for the Water Resources Development Act and Federal Aviation Administration reauthorization. ASCE's efforts led to legislative wins, with the president signing both into law in 2018.**



PHOTO: John Harrington Photography

**At a May hearing of the Senate Committee on Environment and Public Works, Kristina testified to urge passage of the Water Resources Development Act, which was approved and enacted in October. Infrastructure advocacy was a key piece of Swallow's contributions throughout the year.**



PHOTO: Cynthia Sinclair Photography

**Mason Breipohl paddled California Polytechnic State University, San Luis Obispo's concrete canoe to one of the team's five victories during Race Day at the national finals in June. Cal Poly SLO won the 2018 National Concrete Canoe Competition, the school's second straight national title and fifth this decade.**

PHOTO: Jason Dixon Photography

**ASCE 2018 President Kristina Swallow embraced the new era of communications with her keen grasp of social media.**



The Society continues to be in good financial condition. Our policy of building and maintaining a reserve fund, which totaled \$36 million at Sept. 30, 2018, is a key factor in our positive financial condition. The reserve fund has been built primarily from earnings on our long-term investment fund, which earned \$3.35 million in 2018 from strong returns in the equity markets.

For fiscal 2018, the Society and its affiliates had unrestricted operating revenues of

\$57 million, unrestricted operating expenses of \$57.9 million, and a negative net from operations of \$900,000. Earnings on our investment portfolio and program contributions from the ASCE Foundation have helped compensate for the revenue shortfall.

The relationship between annual operating revenue and increasing expense is a key long-term issue that the Board of Direction is addressing to maintain our continued strong financial condition.

**AMERICAN SOCIETY OF CIVIL ENGINEERS AND AFFILIATES**  
**CONSOLIDATED STATEMENT OF ACTIVITIES**  
**Unrestricted Funds**  
**For the Years Ended September 30**

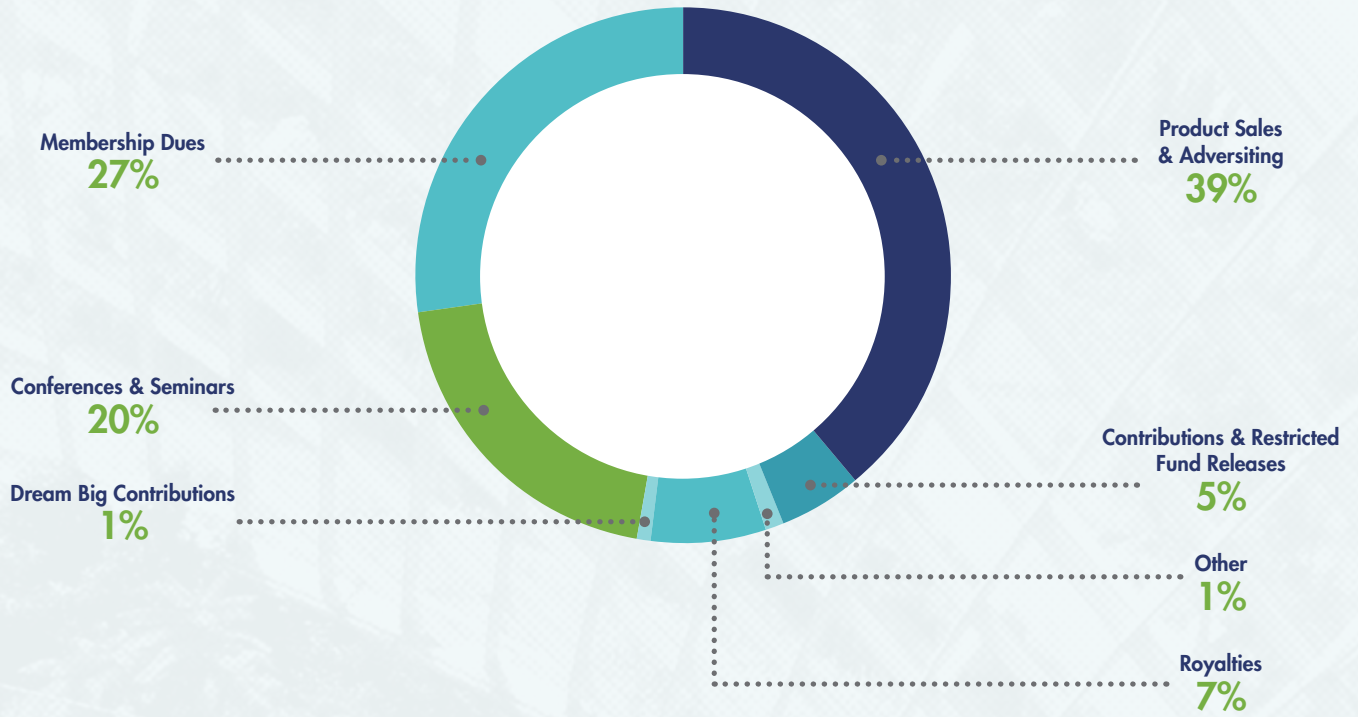
	2018	2017
<b>OPERATING REVENUE</b>		
Product sales	\$20,099,000	\$19,329,000
Membership dues	15,436,000	15,292,000
Conferences and seminars	11,404,000	9,744,000
Royalties	3,982,000	3,980,000
Advertising	1,952,000	1,994,000
Contributions	1,412,000	1,006,000
Other income	854,000	748,000
Operating investment earnings	105,000	209,000
Net assets released from restriction (contributions):		
Dream Big film production	430,000	7,305,000
Other programs	1,288,000	870,000
<b>Total Operating Revenue</b>	<b>56,962,000</b>	<b>60,477,000</b>
<b>OPERATING EXPENSE</b>		
<b>Program Services:</b>		
Program activities	21,207,000	20,070,000
Publications and advertising	15,003,000	14,952,000
Dream Big film production	873,000	7,205,000
Continuing education	4,862,000	4,701,000
Membership services	2,856,000	3,234,000
Conferences	4,002,000	3,242,000
Other	15,000	50,000
Total Program Services	48,818,000	53,454,000
<b>Support Services:</b>		
General and administrative	3,044,000	3,163,000
Member and customer service	3,190,000	3,091,000
Marketing	1,979,000	1,823,000
Fundraising	827,000	797,000
Total Support Services	9,040,000	8,874,000
<b>Total Operating Expense</b>	<b>57,858,000</b>	<b>62,328,000</b>
<b>Excess of Operating Expense over Operating Revenue</b>	<b>(896,000)</b>	<b>(1,851,000)</b>
<b>NONOPERATING REVENUE</b>		
Long-term investment earnings	3,350,000	4,810,000
<b>Increase in Net Assets</b>	<b>2,454,000</b>	<b>2,959,000</b>
Net assets at beginning of year	45,013,000	42,054,000
<b>Net Assets at End of Year</b>	<b>\$47,467,000</b>	<b>\$45,013,000</b>

**AMERICAN SOCIETY OF CIVIL ENGINEERS AND AFFILIATES  
CONSOLIDATED BALANCE SHEET**

	September 30	
	2018	2017
<b>ASSETS</b>		
Cash and cash equivalents	\$4,677,000	\$4,000,000
Accounts receivable, net	3,012,000	3,136,000
Contributions receivable	645,000	770,000
Investments, at market value	56,392,000	54,251,000
Publications inventory, net	568,000	703,000
Prepaid expenses and other assets	3,950,000	3,885,000
Property and equipment, net	11,447,000	11,350,000
<b>Total Assets</b>	<b>\$80,691,000</b>	<b>\$78,095,000</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Liabilities:</b>		
Accounts payable and accrued expenses	\$3,497,000	\$3,970,000
Unearned dues and subscription revenue	13,322,000	12,324,000
Annual leave payable	897,000	920,000
Other liabilities	1,798,000	1,732,000
<b>Total Liabilities</b>	<b>19,514,000</b>	<b>18,946,000</b>
<b>Net Assets:</b>		
Unrestricted:		
Avaliable reserves	36,020,000	33,663,000
Net investment in property and equipment	11,447,000	11,350,000
<b>Total Unrestricted</b>	<b>47,467,000</b>	<b>45,013,000</b>
Temporarily restricted	10,552,000	9,514,000
Permanently restricted	3,158,000	4,622,000
<b>Total Net Assets</b>	<b>61,177,000</b>	<b>59,149,000</b>
<b>Total Liabilities and Net Assets</b>	<b>\$80,691,000</b>	<b>\$78,095,000</b>

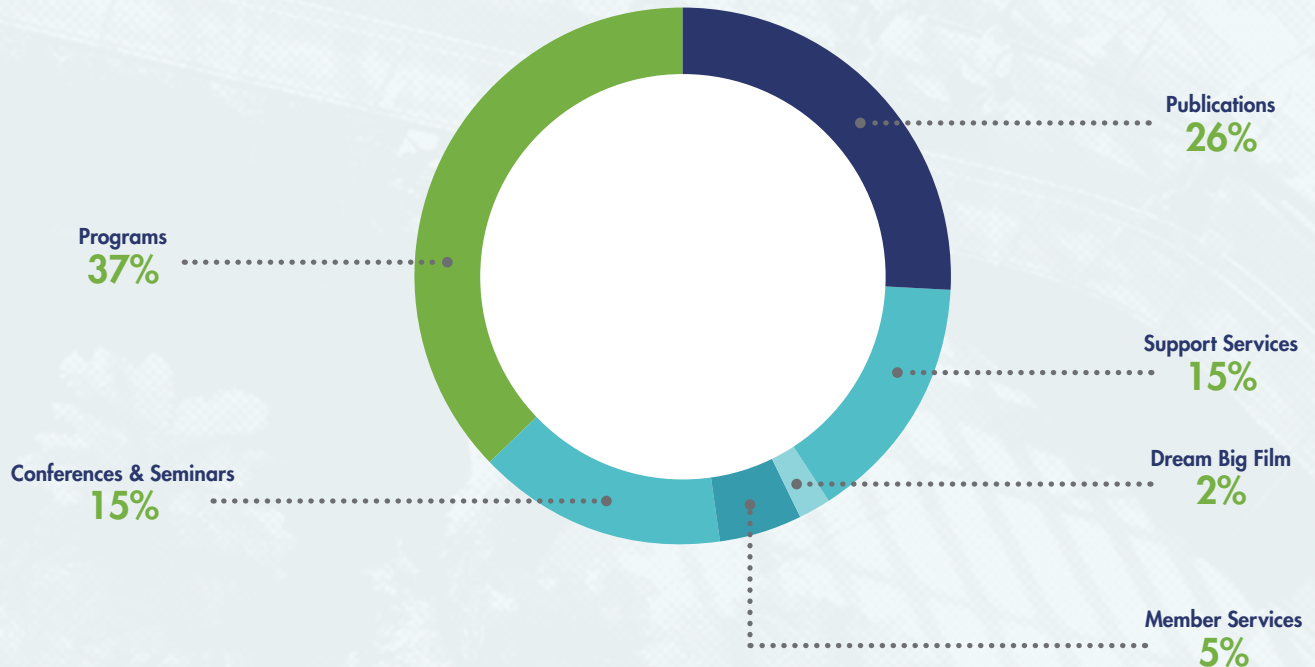
## Operating Revenue

Fiscal 2018



## Operating Expense

Fiscal 2018





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