

University of California, Berkeley, American Society of Civil Engineers 2021-2022 Joint-Fundraising Grant Proposal

Executive Summary

The American Society of Civil Engineers (ASCE) Berkeley Chapter serves as a professional and social organization of the Civil and Environmental Engineering (CEE) department. ASCE will help assist the Joint-Fundraising Committee in establishing and providing a sense of community for all civil engineering students within the Department. As a student organization with student-initiated activities, the UC Berkeley ASCE Student Chapter strives to promote student interactions amongst peers, faculty, and industry while encouraging membership involvement. Our goals are to serve the current CEE community at Cal, to attract and retain new civil engineering students, to be an effective ASCE student chapter, and to foster a sense of community within the CEE department and CEE students across teams. Cal ASCE will focus on two main aspects this year: social community/engagement and professional development. ASCE hopes to further develop relationships with ASCExYMF and XE to provide more professional development workshops/events. We will also help out with the Joint-Fundraising Committee any way possible in order to sufficiently support our student body and competition teams.

Agreement to the Terms and Conditions

Cal ASCE agrees to all Terms and Conditions stated in the Joint Fundraising Program contract.

Organization Description & Management

The leadership organization of ASCE falls in two tiers: executive and general. Executive officer roles carry a larger scope of responsibility that should be carried out by members of the general officer board. Direct involvement of general officers is encouraged in the decision process of any ASCE operations, but often the planning efforts fall on the executive leadership and we rely on the general officer board members to engage and implement our plans effectively with the larger CEE population.

To mitigate risks or general concerns associated with ASCE events and initiatives, the executive board's decision is internally vetted by the sitting ASCE President in conjunction with Department Advisers. Core responsibilities are subsequently delegated to multiple executive officers to minimize single source risks.

Executive Board [Position Name Email]

President Connor Geudeker president@asce.berkeley.edu

Vice President Leah Mealey vicepresident@asce.berkeley.edu

Junior Vice President Ivan Yan iyan88@berkeley.edu

Chief of Staff Justin Chan jchan711@berkeley.edu

Treasurer Pietro Marconi pmarconi@berkeley.edu

Officer Board [Position Name Email]

Conference Director Sumayia Hakim sbhakim@berkeley.edu

Historian Srishti Hazra srishti.hazra@berkeley.edu

Philanthropy Co-Chair Jennifer Terada jen_terada@berkeley.edu

Philanthropy Co-Chair Clara Rong clararong@berkeley.edu

Social Co-Chair Christina Lang cylang@berkeley.edu

Social Co-Chair Paulo Borrero paulob@berkeley.edu

Officer Positions General Overview

PRESIDENT

- Preside over all chapter and officer meetings
- Delegate responsibilities to chapter officers
- Represent ASCE during CEE Joint Fundraising Committee meetings
- Main point of contact for ESC (IF NO ONE ELSE)
- Main point of contact for YMF (IF NO ONE ELSE)
- Renew ASUC RSO status the summer before the expected term
- Common student liaison for other UC Berkeley student organizations, CEE Department, and other external entities

VP OF INTERNAL

- Oversee Philanthropy, Social Comm, Historian and Conference Director
- Check CalASCE emails for any updates

- Arrange and plan out events for the organization throughout the year
- Work with the CEE department and Advisory Board in coordinating events
- Organize and plan General Meetings, Annual ASCE Banquet, and Internal Events (Social, Professional, Outreach), ensuring all ASCE events go to completion
- Oversee social media posting schedule for all marketing posts on FB/IG/LinkedIn
- Work with Chief of Staff with all duties related to internal administration on campus

JVP OF INTERNAL

- Marketing ASCE events on FB and Davis Hall
- In charge of ASCE membership
- Facilitate the ASCE intern program
- Assist in planning and overseeing all General Meeting
- Assist Chief of Staff in maintaining ASCE website
- Assist Social Director, Social Committee and VP Internal in planning social events
- Delegate internal officer tasks as needed

CHIEF OF STAFF

- Send out newsletters
- Prepare/gather sign in sheets at end
- Update mailing list
- Meeting minutes
- Update Google Calendar
- Send Weekly updates to officers
- Update website with photos, officer/intern applications, CEE team/group involvement

CONFERENCE DIRECTOR

- Must be able to attend MidPac and WSCL competition
- Organize the UC Berkeley Competition team's attendance of MidPac and WSCL conferences.
- Organize and coordinate Steel Bridge's Regional Competition
- Common liaison with other ASCE and YMF chapters throughout Region 9
- Point of contact for all MidPac communication

PHILANTHROPY

- Plan community service events
- Coordinate with XE to co-host these projects

- Develop related social media content
- Establish a student committee interested in philanthropy/advocacy; ideally with representation from different backgrounds (years, teams, etc.)
- Facilitate fundraising events

SOCIAL

- Organize Socials
- Work with VP Internal to organize community/department events
- Work with CEE department for department organized socials
- Plan ASCE retreat (potentially each semester)
- Reach out to other ASCE chapters to set up and organize events

HISTORIAN

- Gather photos at ASCE events
- Help with social media posts and community outreach
- Prepare and submit the annual report in a timely manner
- Debrief with ASCE President & Vice President for the chapter's goals/plans for the year to help develop an accurate event list
- Submit and write the annual report
- Must be able to attend WSCL
- Ensure documentation at every event hosted under ASCE (maintaining events list)

SMART Goals

Most of our SMART goals have been renewed from last year as many were not completed, and as such retain their importance for our organizations. Our goals and commitments for the 2021-2022 year are as follows:

1. Create a sense of unity within the CEE department

How: We hope to achieve this via two avenues. For one, we're increasing the amount of events and the diversity of events to give everyone in the community opportunities to get involved and find a family within our organization. Secondly, we hope to continue the expansion of our online initiatives in social media and Discord to encourage member inclusivity and participation.

Deadlines: This is really a year long goal, but in terms of deadlines the most applicable would be the finalization of event ideas in early August for the Fall, a mid-semester (October) member evaluation and end-of-semester (December) member evaluation that could educate how we move forward in the Spring.

The Spring will likely have its own deadline including idea finalization for events by early January and similar member check-ins (March and May respectively). Additionally, we plan to have a mentorship program set up by mid September.

2. Improve active member engagement

How: Similar to above, we believe that increasing the diversity of the events we offer will give more members opportunities to get involved and be a larger part of our community. Furthermore, continuation of our social media presence alongside traditional flyer/poster advertising of events will help get the news across to more of our members.

Deadlines: For the Fall semester, we would like to achieve a member engagement of at least 50% in 2 or more non-General Meeting events and a member engagement of at least 60% in 2 or more General Meetings. Depending on the success of the Fall semester the percentage of engagement goals will increase or remain the same for the spring semester. If the goals are not met, then an officer board meeting will be centered around the creation of engaging ideas with the social and philanthropy chairs. Perhaps if permits, holding some sort of community feedback event could be organized.

3. Host philanthropy and social events monthly

How: For the Fall semester, planning meetings will be occurring the first week of August, where events for the semester will be discussed. These meetings will allow our executive board to communicate our club's expectations for our social/philanthropy officers and provide them the support they need to plan and execute events.

Deadlines: To achieve this goal, the President, Vice President, and Junior Vice President plan on hosting goal setting meetings with the respective Co-Chairs by August 1st to brainstorm event ideas. Additionally, events must be finalized by the start of each semester by our philanthropy/social chairs. By the end of each semester ASCE's philanthropy chairs must have executed two large philanthropy events. Social events are expected to occur at least once a month.

4. Increase number of joint events with student organizations outside of CEE; with other ASCE chapters

How: This past year we were able to have a joint event with UCLA, showing us a new way for members to get involved in the club. This year we hope to continue these types of events with varying schools. Some schools have already reached out with interest in co-hosting events and we will be reaching out to other schools as well to organize events. These events can take any form (professional, social, philanthropic) though keeping our first SMART goal in mind, they will likely be social/casual events.

Deadlines: The goal will likely be to have 1-2 each semester, with primary communication starting in August/January and events occurring by November/April for the Fall/Spring semesters respectively.

ASCE intends to complete the above goals for the 2021-2022 school year. ASCE was founded to unite the civil engineering professional community, and our student chapter intends to fulfill this same goal at a university level. We intend to bring together undergraduate and graduate students, professors, and industry professionals to help our members with their professional development and networking. Our club intends to be a resource for any students at Cal, and this next year we want to work on increasing our active member engagement so that the club can play a more meaningful role in our member's lives. We are planning more programming (more GM's than last year as well as more social and philanthropy events) to do so. Additionally, the ASCE VP Internal will increase communication with CEE and outside organizations and help promote community cohesiveness. Communication will begin in the summer

before school.

Long Term Investments

Potential long term investments may include new furniture in the ASCE office. We also would like to buy podcast equipment for the CEE podcast we will start this fall. Other investments may include outdoor gear such as spike ball, frisbees, etc. for use at picnics and socials. Other investments will look into technology needs of students in the CEE Department so ASCE can offer extended services such as a technology lending program, shared digital library program, and a snack pantry for ASCE members to use.

ASCE mainly fundraises through membership fees which will be determined based on the types and number of events we have throughout the year. However, because we strive to be as inclusive as possible, we found it best to waive all student membership fees for the 2021-2022 academic year. This means that ASCE will rely more heavily on JFC in terms of funding to better support our largest cohort of ASCE members, especially incoming freshmen, sophomores and Jr. transfers who will have to make the transition to the in-person experience at Berkeley.

Affiliations

Civil and Environmental Engineering Faculty and Department: ASCE strives to be representative of the general student body population. A goal for ASCE is to strengthen the relationship with the entire CEE staff and faculty. It is known that our student body desires professors and faculty to be involved with the MidPac process. Furthermore, ensuring that the undergraduate body receives the attention it deserves is a top priority for ASCE this upcoming year. CEE also turns to us for help in regards to academic opinions.

ASCExYMF: Cal ASCE plans to utilize YMF as a resource for advice since many of them are alumni of their own ASCE chapters. Furthermore, we hope to do joint philanthropy events.

Bay Area Industry: Cal ASCE is in constant communication with companies throughout the Bay Area. We are alert on new and up and coming companies to talk here at UC Berkeley in order to strengthen our recruiting efforts. Companies expect us to be hospitable during career fairs and infosessions while helpful in their recruiting efforts as well.

Habitat for Humanity: This past year Cal ASCE began working with Cal Habitat for Humanity to organize philanthropic events/fundraisers and we intend to continue working with them.

Contributions

The organization is committed to fostering a community within the department, allowing students across all emphasis, teams and organizations to network with each other and to gain knowledge of each other. ASCE will do this by planning department-wide socials and professional events in order to encourage interaction between teams. This will benefit new students coming into the department and encourage students to pursue civil engineering for the rest of their college career. We also want new students to feel comfortable in the CEE community and reach out to upperclassmen for course advice, professional development tips, etc. ASCE also hopes to collaborate with XE in regards to professional development events such as interviews, resumes, and career fair prep.

Performance Evaluation

Our assessment of our performance in accomplishing the SMART goals outlined last year:

1. Create a sense of unity within the CEE department

Successes

- Developed new method of communication amongst department members with CEE Discord
- Supported new students with opportunity of ASCE Centennial Scholarship
- Widened our use of committees to increase student interactions

Failures

- Decreasing member participation in events outside of the expected crowd (i.e. officers)

Overview

Considering the difficulty presented to the chapter last year, ASCE did a good job at setting up ways to ensure the community could remain together during the socially distanced times. However, the circumstances make it near impossible to say that this goal was fulfilled. There is a lot that will be done to continue the efforts made in the past year and the return to a more normal format is expected to see a return and expansion of department unity.

2. Increase membership to 100% while maintaining active engagement.

Successes

- Saw vast increases in ASCE membership largely due to the temporary waive of the membership fee

Failures

- Experienced extreme decrease in member engagement throughout the semester

Overview

ASCE failed to completely fulfill this goal, though it was largely at the fault of the year's circumstances. The membership increase as a result of fee waiving was an eye opener in terms of considering how we want to reevaluate these fees moving forward. The ability to improve active engagement lies in our ability to create a greater sense of community as described in the above goal. The online format largely made this

difficult to achieve, but did open our eyes to online possibilities that may be nice when incorporated alongside or in between in-person events.

3. Host philanthropy and social events monthly

Successes

- Expanded philanthropic endeavors as it pertains to social media and informing the community
- Set up social events with fellow ASCE chapters of UCLA and RPI

Failures

- Did not accomplish goals set forth for monthly philanthropy and social events.

Overview

The past year saw the expansion of both our social and philanthropic branches, but not in the manner that was set out by this goal and as such, we were not able to accomplish it. The gained understanding of these other opportunities that were explored during the pandemic will allow us to expand moving forward and provide support towards the goal of monthly events in the coming year.

4. Increase number of joint events with student organizations outside of CEE; with other ASCE chapters

Success

- Set up social events with fellow ASCE chapters of UCLA and RPI
- Set up social event with Blockeley

Overview

This goal was successfully achieved thanks to the nature of the past year. Moving forward, online ventures will likely remain the best opportunity to have these types of events.

If there is poor evaluation on club membership and participation, the officers will reevaluate transparency and introduce more team-bonding exercises. If the organization is not fulfilling its role or is facing internal challenges, the officers will suspend all team operations for a week and devote the week to team meetings (with both Officers and members) to discuss what currently isn't working and how to move forward. The officers will also consult with our faculty advisor for suggestions on how to improve the situation at hand.

Contingency Plan

In the event that Cal ASCE is unable to fulfill its role in the CEE community entirely or our goals, ASCE will seek immediate help from faculty and industry support. Any necessary change in leadership will be made by the CEE Faculty and Department along with the entirety of the ASCE and competition team leadership.

Our evaluation will come internally and externally. ASCE as a whole will evaluate themselves and assess the team's and personal goals. ASCE will also receive feedback from each competition team leadership roles and listen to their opinions and concerns. We will receive further input from industry, sponsors, faculty and remaining students.

In the case that our organization needs to either rehabilitate, suspend, or dismiss ourselves, we will again, consult our CEE faculty and industry support.

CalLink Balance (06/26)

The screenshot shows the Berkeley CalLink Finance interface. At the top left is the Berkeley University of California logo. Below it is a navigation menu with "American Society of Civil Engineers" selected. On the right, there are icons for a grid and a profile. The main heading is "Finance" with a "CREATE NEW REQUEST" button. Below the heading is a sub-heading "Submit financial requests for organization funding or purchases made. Please note that these requests are not tied to actual monies and are for information only." There are two tabs: "PURCHASE REQUESTS" and "ACCOUNTS", with "ACCOUNTS" being the active tab. A table displays the following data:

Name	Description	Parent	Balance	Available
3-40-200236-00000-ASUCFunds-ASCE	ASUC Student Fee Funding	SUMMARY-200236-American Society ...	\$0.00	\$0.00
3-70-200236-00000-MISC-ASCE	Group's miscellaneous funds raised fr...	SUMMARY-200236-American Society ...	\$13,876.51	\$13,876.51
DO NOT USE 3-70-200236-00000-MIS...	OLD ACCOUNT record - Group's misce...	3-40-200236-00000-ASUCFunds-ASCE	\$0.00	\$0.00
SUMMARY-200236-American Society...	SUMMARY BALANCE OF ALL ACCOUN...	* ASUC UNDERGRADUATE FUNDS	\$13,876.51	\$0.00

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Grant Terms

1. Maximum Allocation Request

ASCE will be requesting funds for the number of events that are planned throughout the year, however, note that this year ASCE is unsure about potential costs for WSCL as its location has not been announced yet. For the requested budget, it had been assumed that the location for WSCL is Anaheim.

2. Minimum Commitments to the Committee

Cal ASCE will ensure that the president and either the vice president or treasurer will attend retreat. It recognizes that prior retreats may not replace the retreat intended for the academic year encompassed by the grant program. It will take into consideration that any junior officers intending to take executive office attend the retreat as well.

The organization will also ensure that its treasurer will be attending the Treasurer Retreat organized by the Vice President of Treasury. It further recognizes that attendance of treasurers to the JFC Retreat or prior Treasurer Retreats may not replace the retreat organized for the term encompassed by the 2021-2022 contract. In addition, the treasurer agrees that their responsibilities include the following: attending Fall Treasury Retreat, processing reimbursements and deposits, applying to eligible grant programs if applicable, establishing detailed fundraising plan for the academic year, be knowledgeable and regularly check JFC finance sheets, and regularly communicate with the JFC Treasurer for updates and concerns.

In regards to monthly meetings, Cal ASCE will attend all monthly meetings and infoessions every Tuesday from 5:00-6:30 pm -- and will do our best to remain flexible for all upcoming virtual infoession dates/times. At least two of the following will attend all JFC meetings: President, Vice President, Jr. Vice President, or Treasurer. For infoessions, we will inform the Infoessions manager of pertinent dates to avoid scheduling conflicts.

ASCE will supply 5 unique volunteers for each career fair and acknowledges that the number of volunteers per organization are subject to change based on holistic judgement of Career Fair Manager's needs.

It is acknowledged that Cal ASCE will submit CalLink/ESC Account statements on the specified dates per 2020-2021 JFC contract. Submission of funding applications such as AOP, SOF, ESC, FiComm, etc. will be done as well. Any donation or income received will also be reported

3. Membership Perks as a member organization

Cal ASCE recognizes the membership perks as a member organization of JFC.

4. Donation Policy

Cal ASCE recognizes the definition of a donation and the distinction between taxable and non-taxable donations. It is noted that new fundraising opportunities that arise during the year encompassed by this contract must gain 2/3 majority from the 10 organizations to be exempt from the tax clause of this contract

5. Income

Cal ASCE recognizes the definition of what is considered income including any contributions and allocations provided by the entities listed such as University of California, Berkeley, ESC, ASUC, CEE and National ASCE

6. Program Budgets

Cal ASCE recognizes that program budgets can be used under limitations as posed in Article II.12. And that the president will email the JFC Chair explicitly for redistribution of funding from Program allocations to supplement Travel allocations

7. Travel Budgets

Cal ASCE recognizes that travel budgets can be only used for lodging, transportation, and registration. The organization understands that the travel account and travel allocations may not be used for program expenses. If overspending were to occur, ASCE will inform the JFC Chair of supplemental funding to make up the difference between travel allocations and actual spending. ASCE also acknowledges JFC's commitment to overall student travel expenses depending on the difference between what is spent and allocated.

8. Student Contribution

Cal ASCE recognizes that students traveling must pay a 20% copay of their total travel. In regards to Mid-Pacific Conferences, students are subjected to a copay if they do not opt out within 2 weeks prior to the start date. It is expected of ASCE members to stay for the entirety of the conference and will be charged and counted as an organization member in the overall individual costs to JFC and the

organization. All other competitions follow a similar format.

9. Unused Allocations

Cal ASCE recognizes that unused allocations under travel budgets will not roll over to the following academic year. However, rollover for program allocations may be allowed if requirements are satisfied as written in the contract. Should JFC revoke the request of the team, all unused program allocations will be redistributed the following year.

10. Unused Donations

Cal ASCE recognizes that unused donations must be used for long-term investments that will be of use for more than one academic year or for additional necessary expenses. Cal ASCE understands that unused donations will be considered income in the following academic year and it will not be taxed.

11. Funds Dispersal

It is clear to Cal ASCE that reimbursements or purchase requests will be extracted from allocations first, then donations.

12. Limitations

Cal ASCE understands the following limitations:

- Use of funds cannot be used for items not necessary to sustaining the organization
- Use of funds cannot be used to purchase alcohol or drugs of any kind
- Use of funds cannot be used to engage in illegal conduct of any kind
- Use of funds for special luxury items as listed below must not take precedence over larger and more necessary expenses
 - Multiple garments of clothing, unless they are being sold for profit
 - Excessive amounts of food, particularly to have food at events that do not necessarily require food- except for the case that the organization's purpose is social in nature
- Allocations will be made by JFC as per contract terms
- Use of funds cannot be used to pay any fines or penalties of any kind, whether they be fines for individuals within the organization or the organization as a whole.

13. Consolidating Accounts

Cal ASCE recognizes all member organizations who receive financial and facility support from JFC and who have their own separate account under the ASUC to transfer all funds to the CEEJFC. This holds accountability for all member organizations and JFC.

14. Breach of Contract

Cal ASCE recognizes the follow Breach of Contract sanctions:

- Should members of a team/organization are unable to attend the retreat, the team/organization must take the initiative to set a meeting with the JFC committee within 1 WEEK. Failure to meet this timeline will entitle your accounts to be frozen until leadership of the organization meets with the committee and obtains necessary information disseminated at the retreat
- Failure to attend 1 monthly ASCE-JFC meeting will result in a 3% deduction in the organization's total allocation.
- Failure to provide necessary attendees/volunteers to 3 infosessions per semester or to career fairs will result in the following warning protocol:
 - Verbal notification that necessary info sessions attendees were not provided
 - Disciplinary meeting between Committee Chair, Treasurer, and Infosessions Manager to outline a plan to fix the issue
 - Further disciplinary meeting between Committee Chair, Treasurer, and Infosessions Manager to outline a plan to fix the issue.
- Failure to provide necessary attendees/volunteers to 3 infosessions per semester or to career fairs will result in the following monetary reduction protocol:
 - 1% deduction for the 1st immediate infringement
 - 2% deduction for the 2nd immediate infringement
 - n% deduction for the nth immediate infringement and accompanying continuation after exhausting warnings during spring semester
- Failure to submit university account statements and failure to notify the Committee of received income or donation is subject to freezing an Organization's account such that the organization will not be able to make any further reimbursements or purchase requests until said documents are provided to the review board.
- Failure to contribute to the CEE Department and community as submitted in the organization's proposal is subject to revaluation of the organization's membership by the Committee and the CEE Department.