



American Society for
Precision Engineering

Strategic Plan 2020 – 2022

WORK PLAN

Draft for Membership Review & Comment

Revised

4/2/20

GOAL #1 DEVELOP

Strategy	Action Item(s)	Responsible Position(s)	Deadline	Notes/Status
Strengthen the value proposition of ASPE membership through effective programs, services and initiatives to all Precision Engineers.	<ol style="list-style-type: none"> 1. Conduct full review of all benefits (individual & corporate). 2. Develop innovative and attractive programming and networking opportunities for all members. 3. Continue surveying members & potential members to identify needs, trends, and effectiveness of current offerings. 4. Develop methods and ways to increase greater awareness and participation in ASPE. 5. Investigate and develop new "products", in addition to conferences, for ASPE to grow and expand our reach. 	Membership Committee Education Committee Annual Meeting Chair Topical Co-Chairs TLCs Journal Editor Board of Directors Executive Director	<i>Deadlines will be determined by leadership after full review of plan.</i>	<i>Consider commissioning a new Communications & Marketing Committee.</i>
Develop formal membership recruitment and retention plan—with outreach to all Precision Engineers and allied professionals to grow membership.	<ol style="list-style-type: none"> 1. Review, refine, and package all membership benefits. 2. Craft targeted messages for all prospective member types/groups. 3. Create "hit lists"/contact lists for all possible membership pools. 4. Expand outreach campaign across all platforms—including mailings, e-blasts, social media and "grassroots" campaigns. 	Membership Committee Board of Directors Executive Director Staff		<i>Suggestion: Do a market survey of other societies to determine what makes them successful.</i>

GOAL #2	PROMOTE
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Strategy	Action Item(s)	Responsible Position(s)	Deadline	Notes/Status
Develop an Annual and Continual Communications & Marketing Plan.	<ol style="list-style-type: none"> 1. Commission a Communications & Marketing Committee. 2. The plan, and editorial calendar, will put forth a consistent Society message and tie together all efforts. 	President & Officers New C&M Committee Executive Director CHMS Communications & Marketing Team		<i>CHMS has models and templates to assist in achieving this strategy.</i>
Monitor and influence the latest developments and trends in the field; educate members about these updates, as well as promote ASPE's role in engineering to policy makers and decision makers.	<ol style="list-style-type: none"> 1. Review all the latest information from the field, including any legislation possibly making an impact, should ASPE respond? 2. Educate policy makers and decision makers about the role and importance of precision engineering. 3. Increase interest and participation of members in responding and promoting the field, etc. 4. Increase the visibility and influence of ASPE. 	Board of Directors President Journal Editor Executive Director Members	Ongoing	<i>There was some concern expressed about "lobbying"—but the thrust suggested here is advocacy/education—at the grassroots levels. More discussion is needed—with models to be shared.</i>
Position ASPE as a leader in the field through strategic alliance with other associations or groups.	<ol style="list-style-type: none"> 1. Conduct assessment of all possible partnerships/alliances listing pros and cons. 2. Open better lines of communications between possible strategic partners in order to promote better understanding and prevent counterprogramming. 3. Leverage relationships for the benefit of ASPE and the field. 	Officers Board of Directors Executive Director Staff	Ongoing	
Tout the achievements of ASPE, its leaders and members!	<ol style="list-style-type: none"> 1. Create a "pipeline" for submitting news/updates and use this information across the full spectrum of the association. 	Board of Directors Membership Committee Honors Committee Journal Editor Staff & Members	Ongoing	

GOAL #3	LEAD
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Strategy	Action Item(s)	Responsible Position(s)	Timeline	Notes/Status
Assess and strengthen the Society's governance, administration, and operations structures.	<ol style="list-style-type: none"> 1. Review current Board, governance and operational structure and make recommendations for areas of improvement. 2. Design and implement annual leadership development cycle, including recruitment, orientation, and key governance documents and resources. 3. Continue to develop Committees, ensuring structure and goals meet Society's needs. 4. Continue to build greater collaboration between Board, volunteers and staff. 	Board of Directors Officers Committee Leaders Executive Director Staff		
Use Project Management Model to Conduct Needed Work and Involve More Volunteers.	<ol style="list-style-type: none"> 1. Identify needs and develop timeline. 2. Develop system for promoting projects, recruiting volunteers, and reporting results. 3. Post and track projects in annual work plan. 	Board of Directors Officers Executive Director Staff Volunteers Members		<i>A project list will be created and prioritized. Volunteers will be sought. Committees will continue to play a very important role with project work feeding into committee charges.</i>
Continue wise financial management to garner the biggest benefit for ASPE.	<ol style="list-style-type: none"> 1. Provide regular financial updates and reporting to leadership and members at Annual Meeting. 2. Work with CHMS Finance Department for fuller budget and financial trends analysis. 3. Identify long-range financial needs in order to prepare beyond annual cycle. 4. Look for new revenue-generation opportunities to support ASPE. 	Treasurer/Officers Executive Director CHMS Finance Team		<i>Annual Budget and Annual Meeting Breakout Budgets in development.</i> <i>Monthly Financial Reports – Standard part of report-out to leadership.</i> <i>Do we need an investment policy—getting more for our money?</i>

Post-Session Work

Following the Strategic Planning Session held in Austin on January 16, 2020, the leadership and staff have accomplished the following “bridge” projects in support of the plan’s development and advancement of the Society’s mission:

Establishing Conflict of Interest/Non-Disclosure Review – *Review being completed.*

In order to establish an annual compliance review, the leadership of the Society (Board Members and Committee Chair) has been asked to complete a Conflict of Interest/Non-Disclosure form.

Mission/Vision/Values Statements - *Completed*

A Work Group (comprised of Vivek Badami, Alex Sohn, Jon Ellis, Stephen Furst, Bob Panas, and Brian O’Connor) spent several weeks meeting and crafting these important statements for governing and promoting the Society.

Mission

ASPE’s mission is to advance the arts and sciences of Precision Engineering by enabling its dissemination through education and training, providing an inclusive forum for collaboration and interaction, and promoting its widespread use in science and engineering.

Vision

To be an essential resource for advancing the art and science of Precision Engineering.

Core Values

Broad Expertise

ASPE values synergistically bringing together a community of experts with diverse backgrounds and specialties.

Attention to Detail

ASPE believes in a fundamental understanding and thorough implementation of solutions by engaging all necessary technical disciplines. We strive to recognize and understand all relevant details of the problem.

Education & Mentorship

ASPE values continuous and life-long education to maintain and advance precision engineering principles. We actively support the development of professionals and students and willingly offer guidance to promote precision engineering principles.

Diversity in all Forms

ASPE welcomes and respects all forms of diversity. We embrace a community created by the respectful mixing of diversity of thought, methodology, people, and culture.

Integrity

ASPE members conduct themselves ethically and responsibly.

Work-to-Do

The following items will be worked on as part of Year 1 of the plan:

Development of the Society's Value Proposition – *Work Group Underway*

The following draft Value Proposition was developed at the Strategic Planning Session:

ASPE provides its members a uniquely multi-disciplinary community that brings together professionals, educators and students to disseminate and expand their skill-set, knowledge, and professional opportunities in Precision Engineering.

Why Join ASPE? Society Benefits Review – *Work Group Underway*

The Society needs to formally review and develop a membership benefits package. The following list was compiled in discussing why people join ASPE:

- Professional Development
- Access to core knowledge/skills
- Acquire tools/skills
- Networking (fellow professionals, new employees, students, customers, etc.)
- State-of-the-Art – Know the trends/latest
- Multi-disciplinary
- Breadth of technology
- Make \$
- Offers a way of thinking (mindset)
- Offers balance between industry/academics/government
- Precision Engineering Journal (including all past issues)
- Discounted meeting and tutorial registrations
- Access to searchable membership data
- Professional recognition (peer recognition)
- Access to past conference proceedings
- CVs for students
- Job posting for corporate members
- Education
- Website links
- Display plaque

Upon further discussion, the group compiled the following list of needed benefits (either a refinement of a current benefit OR development of a new benefit):

- Create new marketing plan to communicate existing benefits
- Recognized professional development (access to or offer CEUs)
- Training Materials (videos, documents, teaching materials, webinars, i.e. gated content presenting roadmaps)
- Audience with funding agencies (investors)
- Professional recognition & career advancement (more)
- Preferred exhibition space for corporate members
- Tools, i.e. calculators—vetted by ASPE; “stamp of approval”
- Training opportunities
- Member endorsements
- Technological advancements

Who Are We? – *Ongoing discussion in order to identify “unique characteristics” of the Society—and to leverage these to achieve our goals.*

The session produced the following list in answering the question: Who is our targeted audience? The Society needs to refine and find consensus on who are prospective members and supporters.

1. Ever advancing stewards of specialized knowledge that is broadly applicable.
2. Interdisciplinary, systems-level people who solve hard problems.
3. Validators of designs, systems, and processes.
4. Researchers and enablers of pioneers and those who push boundaries.
5. The engineers that scientists, physicists, and other engineers go to when they have problems.
6. Target audience is people who need assistance in enabling advances in science and technology (I told you so!).
7. We are a powerful network.
8. Developers of...
9. Educators that pass knowledge on to future generations.

Next Steps In Strategic Planning Process

Strategy	Action Item(s)	Responsible Position(s)	Deadline	Notes/Status
Finalize plan and provide training to leadership on how the plan works & everyone's role.	<ol style="list-style-type: none"> 1. Determine Priorities, Responsible Parties & Deadlines 2. Adopt & implement plan 	Executive Director, Brian Buff, Board of Directors & Committee Chairs	<p>March 2020</p> <p>Late April 2020</p>	<i>Work Groups continue the momentum and are doing the foundational work of the plan.</i>
Present Strategic Plan to Past Presidents—then to the Membership.	<ol style="list-style-type: none"> 1. President will share draft plan with Past Presidents and ask for feedback. 2. Craft message from the President to the Membership—asking to review and provide feedback. 	Executive Director, Brian Buff & Officers	<p>March 27, 2020</p> <p>Message out by April 8; Comment Period open until April 22, 2020</p>	
Hold Strategic Planning Work Session as part of the Spring Board of Directors Meeting.	<ol style="list-style-type: none"> 1. Apply new plan's goals and strategies to the Board Meeting agenda and format. 2. Bring together continuing post-Austin work, i.e. membership benefits review and crafting of value proposition. 3. Utilizing association management partner resources, conduct sessions on governance, compliance, communications & marketing, and event planning. 	Officers Board of Directors Committee Chairs Executive Director & Staff CHMS Team	May 13, 2020	<i>Scheduled</i>