



The Association of  
Technology,  
Management, and  
Applied Engineering

## 2016/2017 ACTION PLAN

9/16

### 1. GENERAL MANAGEMENT – Membership Programs (Priority)

**Issue: Recruiting and Retaining New 4 year Professors into ATMAE.**

**Goal:**

- Offer new value to 4-year Faculty through conference and other activities.
- Develop/Update 2 new Marketing Pieces.
- Create Mentor Program with Goal of offering every new member who desires an ATMAE Mentor in their area of research/teaching.

**Background:**

- As an organization ATMAE should be promoting the research of our four-year and graduate student members through the Journal and Conference. This being said we should also foster the nurturing of our four-year members and graduate students (PhD), in their areas of research as that is the major factor in the promotion and tenure process.

**Tactics:**

- Create an “exchange”, where junior professors and graduate students can share research ideas and topics with more “seasoned” professionals in the ATMAE organization. This cross-collaboration will be great at getting more in-depth and potentially grant winning research undertaken.
  - NSF supports cross-institutional grants, spread the wealth, and this “exchange” would be a possible platform to drive the development of multi-institutional grant writing teams throughout ATMAE.
  - The grant writing would not be limited to the four-year members but also as a resource for the two-year institutions who could collaborate on national networks for career/workforce development projects.
- Development of 1-2 new marketing pieces designed to recruit new members – June, 2016
- Develop New Member Welcome package (Electronic)
  - Describes benefits of ATMAE
- Re-establish Publication/Presentation training program at ATMAE Conference
- Obtain a list of Potential ATMAE Mentors
  - Task of ATMAE Mentor: to offer advice and tips on obtaining promotion and tenure. Issues could include: getting published, giving presentations, negotiating the politics of academia tenure process, understanding salary benchmarks.
  - Title of “ATMAE Mentor” is given when formal relationship is established
- Announce program and Exchange after mentors have been established
- Special Conference event for first timers who are introduced to all ATMAE benefits – ATMAE Mentors invited.



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## Timeline

New Members Welcome Package – December 2016

Presentation/Publication Training Scheduled – November 2016

New “How to Use PeerTrack Publication Software” Webinar Under Development – January 2017

NSF Workshop on ATE Program (Nov 2016)

NSF Webinar for first time grant writers – Spring 2017

Announcement of Mentoring/Exchange Program – November 2016

First Formal Event with Mentors and Mentees – November 2017

## 2. GENERAL MANAGEMENT – Administrative Program (Priority)

### Issue: Creation of additional value to schools and programs

#### Tactics:

- Creation of a new “Administrative Committee” designed to create additional value to schools beyond accreditation.
  - Develop survey for benchmarking programs and schools associated with ATMAE based on conference calls and meetings
    - Develop programs based on data collected

#### Outcome/Timeline:

- Creation of Committee – December, 2015 – Completed
- Coordination with Accreditation Board on their needs – March, 2016 – Completed
- First Meeting of Committee – August 2015 – Completed
- Follow up meeting – November face to face conference
- First survey review by committee – February 2017
- Survey administered 2 quarter 2017.



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### **3. GENERAL MANAGEMENT – Grant writing Task Force**

#### **Issue: Generate non-dues revenues by creating new value propositions**

##### **Tactics:**

- Collect Information on additional Grant Opportunities - both Public and Private
- Review Opportunities and make announcements for team formation when grants become available.
- Market our unique blend of two year, applied, and teaching programs, and 4 year research institutions

##### **Outcomes/Timeline:**

- Obtain Grant Opportunity information 10/16.
- At least one formal grant application is made that continues coordination between 2 year and four year program – Summer 2017

### **4. ACCREDITATION – Recruitment Strategy Development**

#### **Issue: Increase accreditation membership**

##### **Tactics:**

- Develop survey questions based on a) ATMAE's perception of what the value of the accreditation program via interviews with Accreditation Board; b) Ivy Tech's perception of their value of accreditation program via interviews with officials at that school
- Distribute survey to state wide 2 year college systems to determine if there is interest in participation in accreditation

### **5. CERTIFICATION/TRAINING – LMS System Implementation (Priority)**

#### **Issue: Creating additional non dues revenues through online training and improve member value through new certification testing delivery**

##### **Tactics:**

- Implement LMS System for Course delivery – November 2016
- Switch online testing system to new LMS system – Summer 2017

##### **Outcome:**

- Beta Testing Course delivery – August, 2016



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- Live Courses offered November, 2016
- Beta testing at least one Certification Exam, November 2016
- Live Testing offered Spring 2017

## **6. MEMBERSHIP – Student Value Enhancement Project**

### **Issue: Increasing ATMAE Value Proposition for Student Members**

#### **Tactics:**

- Promotion of Career Center and links to Industry Jobs – *Marketing*
- Increase number of Webinars available to students - *Program*
  - Develop ideas through Student chapters
  - Focus on knowledge from Industry Members
- Increase number of Student Competitions - *Project*

#### **Outcome and Timelines:**

- Student Conference Discussion of participation in future conferences – December, 2016
- Total of 10 Industry jobs posted – June, 2017
- 3 Webinars – June, 2017
- 2 New Virtual Competition FY 16/17

## **7. MEMBERSHIP – Corporate Membership Development Program**

### **Issue: Corporate Membership**

#### **Tactics:**

- Attend at least two trade shows to market ATMAE to businesses
- Travel to Cincinnati to market 50<sup>th</sup> Conference to local businesses
- Continue phone marketing Corporate Membership

#### **Outcome/Timeline:**

- IMTS Trade Show – Completed September 2016
- Cincinnati Trip Winter 2017
- Develop targeted messaging to all industry professionals selling value of corporate membership February, 2017