



ATMAE Strategic Plan

2018 - 2020

Revised: October 19, 2017

**2020
PROMOTING
EDUCATION &
PROFESSIONAL
DEVELOPMENT**

**2019
STRENGTHENING
BONDS TO
INDUSTRY**

**2018
BRANDING,
COMMUNICATION
& ENGAGEMENT**

**4Q - 2017
"SETTING THE
STAGE"
PREPARE LAUNCH
OF PLAN**

- Affirm value and strength of all ATMAE certifications and accreditations.
- Submit the proper applications to define Classification of Instructional Programs with the US Department of Education.
- Increase participation in all ATMAE programs and services.

- Promote ATMAE's role in protecting and promoting applied engineering, technology management, and technical professions to industry leaders.
- Increase the visibility and influence of ATMAE leadership and members

- Conduct an across-the-board review and update of branding and packaging of ATMAE's mission, products and services.
- Ensure consistent communications to members & supporters.
- Promote engagement and buy-in by all stakeholders.

- Finalize & present Strategic Plan to membership at conference in Cincinnati.
- Introduce LMS at conference.
- Begin revamping of website.

OUR VALUES AS A PROFESSIONAL ASSOCIATION

- ***Belief in Hands-On, Lab-Based Instruction & Problem-Solving Team-Based Activities***
Strong engineering instruction enhances our profession and contributes to the betterment of society.
- ***Member Focus***
Meet the needs and exceed the expectations of members.
- ***Integrity***
Act ethically with accountability for life-long professional development and commitment to excellence.
- ***Collegiality/Networking***
Helping each other through the collective wisdom and experience of our diverse membership.
- ***Innovation***
Embrace change with creativity.

- FOCUS PROJECTS FOR 2018 - 2020**
- Inaugurate Annual Conference Planning Committee and develop event into a marquee function that will help build comprehensive growth.
 - DOE's Classification of Instructional Programs (up in 2020): Submit the proper applications to define CIPs for both Applied Engineering and Technology Management.



The Association of Technology, Management, and Applied Engineering

Strategic Plan 2018 – 2020 WORK PLAN

Revised
10/19/17

2nd Draft for Leadership Review

YEAR 1 | 2018 – BRANDING, COMMUNICATION & ENGAGEMENT

Strategy	Action Item(s)	Responsible Position(s)	Deadline	Notes/Status
Strengthen value proposition of ATMAE membership through effective programs, services and initiatives to all Technologists, managers, and applied engineers.	<ol style="list-style-type: none"> 1. Conduct full review of member benefits and the packaging of ATMAE’s value proposition. 2. Survey membership to identify needs, trends, and effectiveness of current offerings (using target surveys). 3. Increase awareness and participation in ATMAE services. 4. Start investigation into what is required to secure a new CIP. 	<p><i>The Board will review at Conference and determine the best parties to assign, i.e. particular leaders, different Boards, Divisions, etc.</i></p> <p>Board of Directors ATMAE Office</p>	<p><i>Specific deadlines will also be determined during review at the Conference.</i></p>	
Develop and implement a full outreach/communications plan to increase visibility and influence of ATMAE.	<ol style="list-style-type: none"> 1. Place ATMAE on wide variety of social media outlets and coordinate the release of information. 2. Conduct website content review; developing it as the “clearinghouse” or portal for all ATMAE services. 3. Develop annual editorial/promotional schedule. 4. Develop, brand, and implement targeted outreach tools, such as: “Did You Know?” “Faces of ATMAE” & testimonials 	<p>Outreach/Newsletter ATMAE Office</p>		

	<ol style="list-style-type: none"> 5. Leverage use of ATMAE Venn Diagram to illustrate both membership and program scope. 6. Begin accreditation work to include development of independent commissions for future growth opportunities. E.g. 1) Industrial Technology Commission, 2) Applied Engineering/Engineering Technology Commission, and 3) Technology/Engineering Management Commission. 			
<p>Develop formal membership recruitment and retention plan—with outreach to the engineering community to grow membership and participation.</p>	<ol style="list-style-type: none"> 1. Craft targeted messages for all prospective member types/groups. 2. Obtain contact lists from all appropriate sources. 3. Develop outreach campaign across all platforms—including social media and “grassroots”/PPI (Power of the Personal Invite) 4. Build bridge program to involve and convert students to professional members. 5. Develop grassroots mentoring program; allowing colleagues to connect via the website. 	<p>Board of Directors ATMAE Office</p>		
<p>Provide state-of-the-art professional development in support of engineer competence and career success.</p>	<ol style="list-style-type: none"> 1. Work to develop a standard timeframe to develop, announce and promote all ATMAE opportunities and events. 2. Continue to expand Annual Conference footprint and offerings. 3. Study and develop greater collaborative efforts with allied partners; offering programming and networking opportunities for all members. 	<p>Board of Directors ATMAE Office</p>		

YEAR 2**2019 – STRENGTHENING BONDS TO INDUSTRY**

Strategy	Action Item(s)	Responsible Position(s)	Timeline	Notes/Status
Promote ATMAE’s role in protecting and promoting the applied engineering profession + value of accreditations and certifications to industry leaders, decision makers, employers and policy makers; position ATMAE as the “go-to” source.	<ol style="list-style-type: none">1. Develop and distribute updates to industry leaders, decision makers, employers and policy makers across ATMAE’s communications platform—especially social media.	Board of Directors Outreach ATMAE Office		
Increase the visibility and influence of ATMAE leadership and members within the applied engineering community to promote ATMAE—especially to targeted industries.	<ol style="list-style-type: none">1. Identify and support/attend 2-3 industry events.2. Communicate updates to members and how they can be involved via ATMAE communications network.3. Develop and implement “grassroots” member engagement plan; asking for their assistance in “spreading the word.”	Board of Directors Outreach ATMAE Office		
<i>Any other specific programs or initiatives that we need to include in this outreach to industry?</i>				

YEAR 3**2020 – PROMOTING EDUCATION & PROFESSIONAL DEVELOPMENT**

Strategy	Action Item(s)	Responsible Position(s)	Deadline	Notes/Status
Affirm value and strength of all ATMAE certifications and accreditations.	1. Continue the high standards associated with ATMAE accreditations and certifications ensuring the value and relevance in today's engineering profession.	Board of Directors		
Submit applications for DOE's Classification of Instructional Programs.	1. Conduct outreach to allied organizations and institutions to ensure that ATMAE's positions are reflected in updated CIP.	Board of Directors Point Person Leading Effort		
<i>What are specific programs or initiatives that we need to include during this big promotional year?</i>				

ONGOING OPERATIONAL GOALS FOR 2018 - 2020

Strategy	Action Item(s)	Responsible Position(s)	Deadline	Notes/Status
Implement and strengthen governance and administration paradigm.	<ol style="list-style-type: none"> 1. Review operations at all levels and assess for updating and best practice implementation. 2. Ensure leadership oversight is in synch with administrative structure, i.e. job descriptions, etc. 3. Ensure leadership accountability. 4. Review By-Laws to ensure that they reflect current operations and are meeting the needs of ATMAE. 	Board of Directors Officers ATMAE Office	Ongoing	

Review and revamp website as the “first stop” for ATMAE information and services; expand social media.	<ol style="list-style-type: none"> 1. Use updating of website to build interest in ATMAE. 2. Rollout updates to members and potential members; leveraging each new step in process. 	Board of Directors ATMAE Office	2018→Onward	
Strategically promote Technologists, managers, and applied engineers—both as professionals in the field and as members of ATMAE.	<ol style="list-style-type: none"> 1. Create recognition system for member successes. 2. Highlight association activities, offerings, and member successes across the full spectrum of ATMAE communications. 	Newsletter Editor ATMAE Office	Ongoing	
Continue wise financial management to garner the biggest benefit for ATMAE and its members.	<ol style="list-style-type: none"> 1. Provide regular financial updates and reporting to leadership. 1. Work with CHMS Finance Department for fuller budget and financial trends analysis. 2. Identify long-range financial needs in order to prepare beyond annual cycle. 	Board of Directors Treasurer ATMAE Office CHMS Finance Team	Ongoing	

Our Work-in-Progress

To assist in developing a value proposition for ATMAE, the following statement was drafted:

ATMAE...your partner for lifelong professional and personal success through community, networking, development and recognition.

Here are several other “deliverables” statements that can assist ATMAE leadership in refining a value proposition:

1. ATMAE credentials will assist you in career development and bring respect across the profession (i.e. employer, peers, etc.).
2. ATMAE is a diverse network of professionals working in a wide variety of settings—and your membership makes you a part of it.
3. ATMAE provides a framework for professional development and building confidence in your work as a Technologist, manager, or applied engineering professional.