



2023 Officers' Training Week





ASTM INTERNATIONAL
Helping our world work better

Strategic Planning & New Activity Development

September 2023

Kim Brown & Tessa Sulkes-Llewelyn

www.astm.org

Strategic Planning

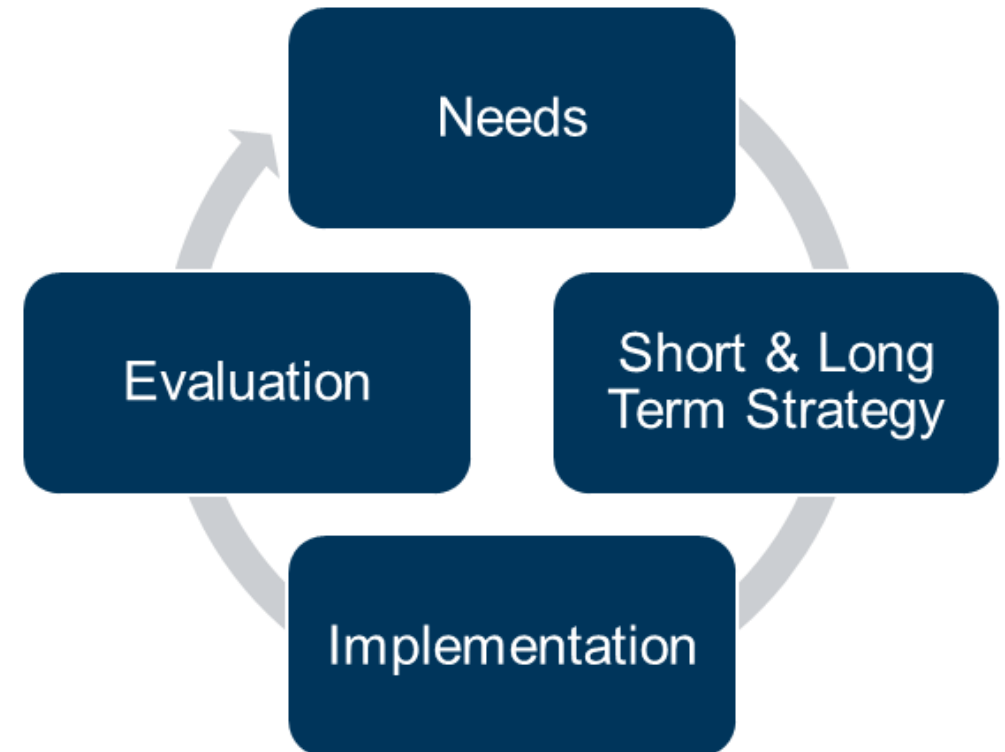


- Development of an Action Plan or Roadmap
 - Short Term and Long-Term Objectives
- Provides direction and focus
- Reinforces the assets and attributes of the committee making it stronger
- Maximizes efficiency, usage and acceptance

Strategic Planning



- **Current Status: Strengths, Weaknesses, Needs**
- **Define future directions, objectives and priorities**
 - Short, mid and long-term strategies
- **Develop goals to meet objectives**
 - Accountability, milestones and benchmarks
- **Implementation**
 - Incremental progress
- **Evaluation**
 - Review and revise plan



Considerations



- Needs of a specific industry / committee
 - Safety, quality, efficiency
- Stage of committee or activity
 - New, mature, innovating
- Desired end goal: utilization of standards
- Human Resources: SME, champion



What are your Needs?

- Increased & Relevant Membership
- Awareness & Acceptance of Standards
- Standards Roadmapping
- Accelerated Standards Development
- Programs and Services
 - Whitepapers, Technical Reports, Events

Increased & Relevant Membership



- Review Membership: Identify who is there and who is missing
- Leverage Executive Subcommittee for Contacts
 - Outreach Strategy
- Develop Materials to Supplement Personal Outreach
 - Committee Promotional Materials
 - Invitation Letter

Increased Awareness & Acceptance of Standards

- **Develop Communications Strategy**
 - Committee promotional materials
 - Press releases and social media posts
 - Committee presentation template for consistent messaging

- **Ask Trade Associations to amplify ASTM press releases to their membership**



Standards Roadmapping

- Where are you now and where do you need to be?
 - List of existing standards
 - Where are the gaps?

- How do we stay ahead?
 - What will we need in 5 years? 10 years?
 - Determine priorities

- Leverage your technical committee(s)
 - Surveys
 - Workshops
 - Focus Groups
 - Strategy Sessions

Standards Roadmapping Considerations



➤ What are the biggest concerns facing regulators?

- Sustainability?
- Safety?
- Quality Assurance? Risk Assessments, Risk Mitigation?
- Reliability?

➤ What are the biggest financial challenges of manufacturers?

- Product conformance to state programs? Components?
- Increase costs for production?
- Audits and Sampling?

➤ What are most prominent concerns for consumers / users?

- Integration, Accessibility?
- Reliability, Durability?
- Labeling, Training, Certifications?

➤ What are the biggest challenges of laboratories?

- Homogenous samples?
- Variability of test methods?
- Apparatus / device variability?
- Reporting requirements?



Accelerated Standards Development

➤ Support Services

- Form and system manual
- Online templates
- Upfront editing / full-time Editor
- Graphics department (figures, 3D images)
- Access to similar technical standards
- Interlaboratory study program development

➤ Collaboration Services

- Virtual platform(s)
- Collaboration Areas on ASTM.org
- Committee Meetings

Workshops

- Technical workshops
- Shared research
- Standards discussions

Ballot Early, Ballot Often

- Use ballot for feedback during development

➤ Partnerships

- Save resources of industry
- Early engagement with R&D

➤ Staff

- Staff manager and technical committee operations
- Business Development team
- Global ASTM team

Programs & Services: Implementing Standards



➤ Industry Programs

- Product Testing and Certification
- Personnel Training
- eLearning Modules
- Proficiency Testing Programs (PTP)

➤ Prioritize Program Development

- Roadmap is developed and implemented *strategically*
- Standards content is approached properly
- Program components built in parallel
- Early engagement with R&D, Innovation Institutes, Center's of Excellence

➤ Keep the Objective in Mind

- Standards are your solution
- Baseline for Industry Programs

Achieving Success

- Simple and clear
- Use target dates
- Must have accountability
- Regularly review progress



Measuring Progress

- Return to implementation plan
- Ensure accountability
- Execute corrective action and adjust schedules
- Recognize Achievements



Incorporating Planning into Committee Structure

- Make planning a top priority
- Regular communication with committee members
- Consider the pulse of the industry
- Need to know the pulse of the industry

Utilize ASTM Resources



Conclusion

- Reach out to Business Development team
- Goals can be achieved through various approaches
- Flexibility, Flexibility, Flexibility



ASTM INTERNATIONAL
Helping our world work better

Kim Brown

Senior Manager, Project Marketing and Strategy

+1.484.498.8459

kbrown@astm.org

Tessa Sulkes-Llewelyn

Program Manager, Business Development

+1.610.832.9677

tsulkes@astm.org

www.astm.org