WELCOME

Thank you for joining the session. The session will start shortly. Due to the number of participants, all attendees have been muted upon entry. If you have any questions, please use the chat feature and your questions will be addressed at the end of the presentation. Any questions not addressed by the close of the program will be collected and addressed by email.

Thank you!

Strategic Planning & New Activity Development

Helping Our World Work Better®

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
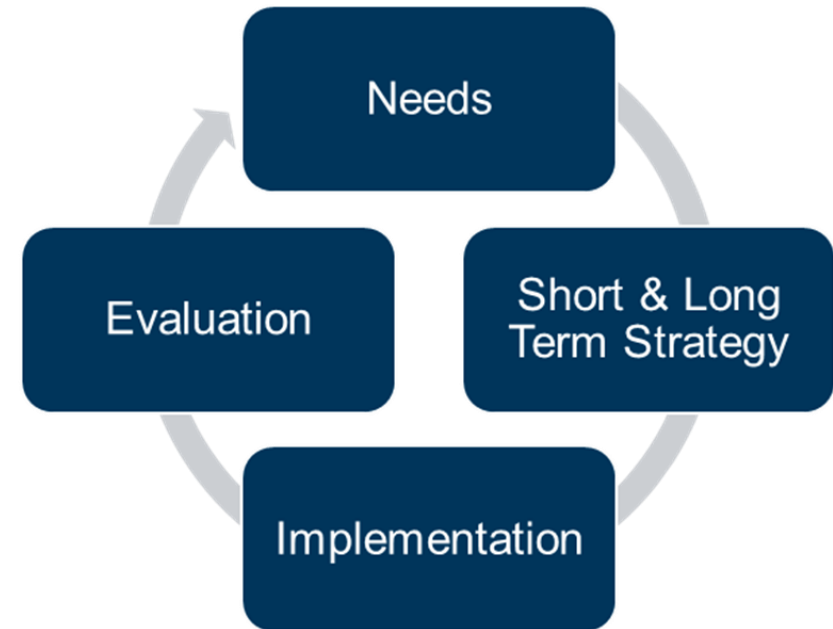
Consideration

➢ 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 and 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
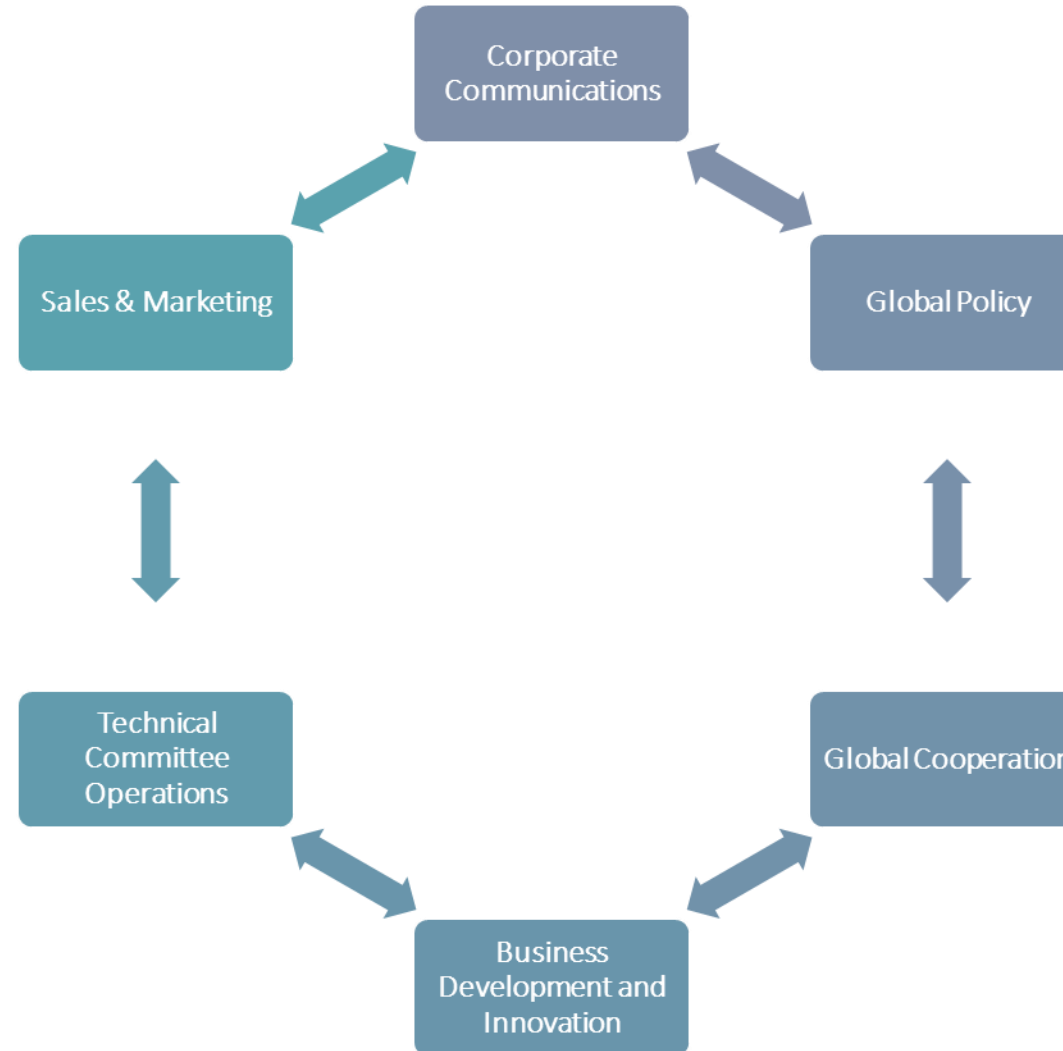
Incorporating Planning into Committee Structure

➢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

Thank you