



ASTM INTERNATIONAL
Helping our world work better

Strategic Planning & New Activity Development

www.astm.org



Strategic Planning

What is 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

Considerations

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



Strategic Planning

Utilization of Standards

- Organizations SOPs
- Buyer & Seller / Contract agreements
- Laboratories
- Certification, Rating and Training programs
- Codes – building codes, workforce codes
- Insurance and Financial provider programs
- Local, State, Federal, Foreign & International Regulations



Strategic Planning

What are your Needs?

- Increased and Appropriate Membership
- Increased Awareness & Acceptance of Standards
- Standards Roadmapping
- Accelerated Standards Development
- Programs and Services Implementing the standards



Strategic Planning

Increased and Appropriate Membership

- Review Membership: *Identify who is there & who is missing*
- Regulatory? Associations? Users? Manufacturers? Laboratories?
- Consider current & future standards
- Leverage Executive Subcommittee for Contacts
- Develop Outreach Strategy
- Develop Materials to Supplement personal outreach
- Leverage HQ for Committee promotional materials
- Develop invitation letter (staff manager assistance)
- Include relevant work where they could impact
- Assign Leader (co-leader?) for Exec and Main agenda discussion
- Great fit under either “New Business” or “Task Groups Reports”



Strategic Planning

Increased Awareness & Acceptance of Standards

- Develop Communications Strategy
- Leverage HQ for Committee promotional materials
- Leverage HQ for press releases and social media posts
- Include relevant & current work
- Develop Committee Presentation Template for consistent messaging
- Add 1-2 slides at closing of any presentations at conferences
- About Committee, top 3 relevant standards, next meeting
- Ask Trade Associations to amplify ASTM press releases to their membership
- Outreach Strategy (prior slide)



Strategic Planning

Standard Roadmapping

- Where are you now and where do you need to be?
- Listing of Existing Standards
- Where are there gaps?
- How do we stay ahead?
- What will we need in 5yrs, 10yrs
- Determine priorities
- Leverage your technical committee
- Committee Survey
- Industry Survey



Strategic Planning

Standard Roadmapping Considerations

➤ What are the biggest concerns facing regulators?

- 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?



Strategic Planning

Two Approaches:

Solve Biggest Issues First

- Interlaboratory testing required
- Altering existing practices for innovative solutions
- Bigger undertaking of R&D
- Establishing new product performance specifications

Low Hanging Fruit

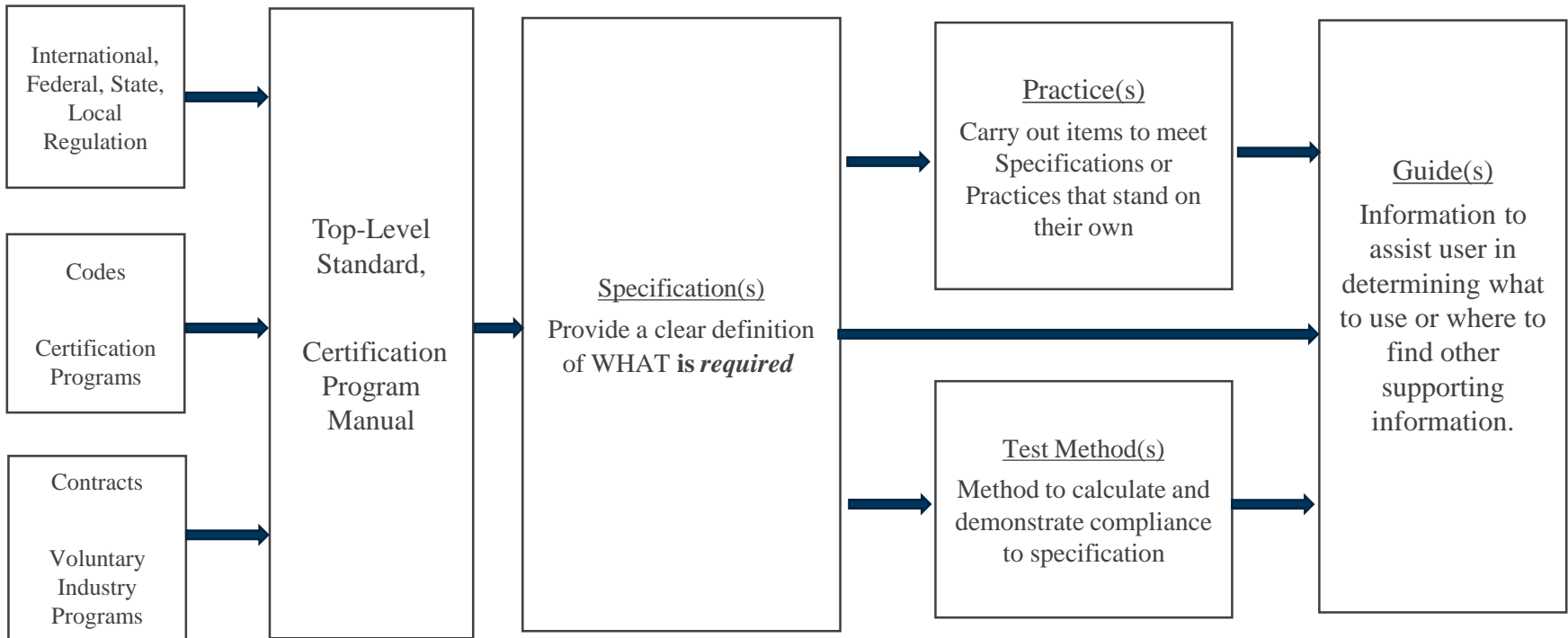
- Commonalities between organizations documented and balloted
- Existing content moved to ASTM, formatting and balloted
- Accepted procedures refined and published

Roadmapping Considerations



Strategic Planning

Standards Toolbox: *Consider the fit*



****All of these items can stand alone,
but are also incorporated by
reference*



Strategic Planning

Impact Success

- Mirror Roadmap Sections to Subcommittees
 - Consider the Two Approaches for Short and Long Term Priorities
 - What Volunteers are at the table?
 - How does the Roadmap display the Toolbox impact?

 - Easy to modify and easy to report
- Include minimum necessary information
 - type of standard
 - short title
 - priority level
 - rationale
 - affected subcommittee
 - timelines/progress

Roadmapping Considerations



Strategic Planning

Maintenance

- Coordinated / Led by Vice Chairman / Committee Officer
- Format best in common software (word, excel)
- High level diagram for presentations helpful
- Newsletter / Survey membership bi-annually

Communications

- Direct – Roadmap Chairman to Technical Subcommittee Chairmen and/or Technical Contacts
 - WK# / F#
 - Progress or scope changes
 - Ballot updates
- Indirect – Subcommittee Minutes
- Standards Tracker alerts (new work items, approvals)
- Administrative Collaboration Area
- Google or Dropbox Doc

Roadmapping Considerations



Strategic Planning

Roadmapping Ad-Hoc TG or Subcommittee

- High-level Mapping
- Establish Priorities
- Reporting to Executive and Main Committee
- Collaboration with Leadership
- Support to Technical contact
- Suggest Volunteers

Technical Subcommittees Roles & Responsibilities

- Accept and Suggest Roadmapping Items to Roadmapping Group
- Approve Formation of TG / Registration of WK
- Assign Technical Contact / Task Group Chairmen
- Handles ballot initiation approvals and results
- Reports Project updates to Roadmapping Group and Main committee
- Maintains decisions in subcommittee minutes

Roadmapping Considerations



Strategic Planning

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 Department

➤ **Collaboration Services**

- Webex
- Collaboration Areas
- 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
- Administrative Assistant
- Business Development
- Global offices



Strategic Planning

Programs and Services: Implementing Standards

➤ Remember the Drivers and Objective

- Standards are your solution
- Baseline for Industry Programs

➤ Industry Programs

- Product Testing and Certification
- Personnel Training
- eLearning Modules
- Proficiency Testing Programs

➤ Consider Program Development Earlier

- Roadmap is developed and implement “Strategically”
- Standards content is approached properly
- Program components built in parallel
- Early engagement with R&D, Innovation Institutes, CoE’s



Strategic Planning

Can't Stop With the Plan

- Biggest problem with strategic planning is losing momentum with implementation
- The hard truth is that the best plan is the one that actually gets implemented

Strategic Planning



Achieving SUCCESS

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





Strategic Planning

Measuring Progress

- Return to implementation plan
- Hold people accountable to assignments
- Execute corrective action and adjust schedules
- Reward accomplishments



Strategic Planning

Incorporating Planning into Committee Structure

- Force planning as a priority
- Function of Executive Subcommittee or Ad Hoc Group
- Regular communication with committee members
- Need to know the pulse of the industry – solicit external input if needed
- Use staff resources



Strategic Planning

Conclusion

- Start with an Executive Subcommittee Webex
- There are different ways to accomplish a goal
- Don't underestimate actual requirements
- Flexibility, Flexibility, Flexibility

Questions?



Christine DeJong
Director, Business Development
+1.610.832.9736
cdejong@astm.org

Brian Meincke
AVP, Business Development
+1.610.832.9613
bmeincke@astm.org

ASTM Website: www.astm.org





ASTM INTERNATIONAL
Helping our world work better

THANK YOU!

