Strategic Planning & New Activity Development
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 the biggest 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
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