



ADVANCING STANDARDS
TRANSFORMING MARKETS

Member Promotions and Onboarding

Creating an inclusive environment in your Committee

Helping Our World Work Better®



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Work Items

What's Needed to Register a Work Item

- Title
- Scope
- Keywords
- Rationale for developing the standard
 - ✓ Why is it needed
 - ✓ Who's going to use it
- Target date for first ballot
- Expected target date for approval
- Authorization from Subcommittee Chair or Subcommittee Members at a meeting

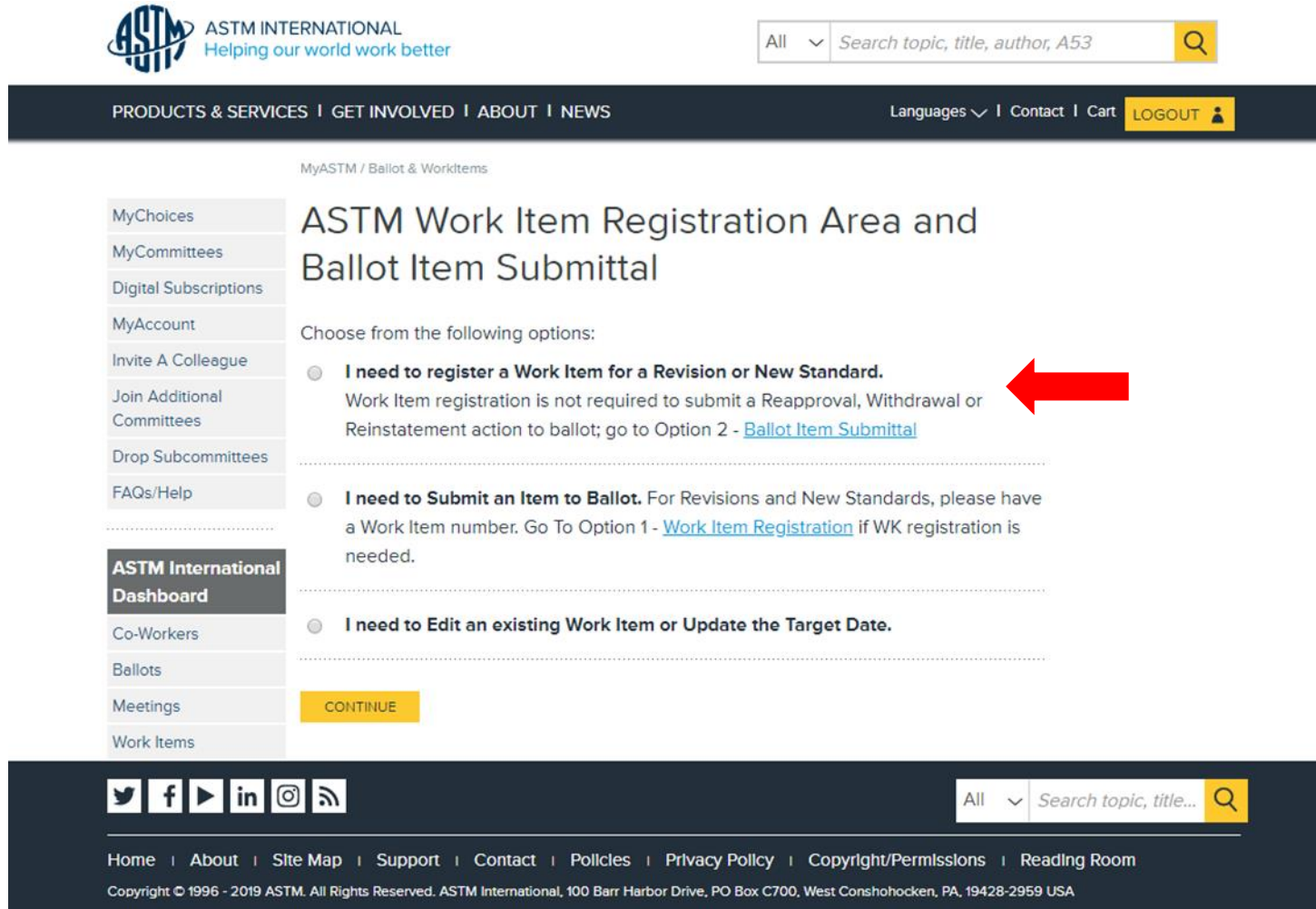


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Registering a Work Item

The screenshot shows the 'MyCommittees' dashboard on the ASTM International website. At the top, there is a search bar with a dropdown menu set to 'All' and a search icon, followed by a 'LOGOUT' button with a user icon. Below the search bar is a navigation bar with links for 'PRODUCTS & SERVICES | GET INVOLVED | ABOUT | NEWS' and 'Languages | Contact | Cart'. The main content area is titled 'MyASTM / MyCommittees' and features a sidebar on the left with navigation options: MyChoices, MyCommittees, MyAccount, Invite A Colleague, Join Additional Committees, Drop Subcommittees, Help, and an 'ASTM International Dashboard' section with links for Co-Workers, Ballots, Meetings, and Work Items. The main content area lists three committees: 'Committee A04 on Iron Castings', 'Committee E04 on Metallography', 'Committee E13 on Molecular Spectroscopy and Separation Science', and 'Committee E34 on Occupational Health and Safety'. Each committee entry includes a title and a set of links: Ballots, Minutes, Rosters, Meetings & Symposia, Agendas, Committee Documents, and Standards Tracking. On the right side, there is a 'My Tools' sidebar with 'Roster Maintenance' (322) and 'Negatives & Comments' (237). Below these are expandable sections for 'My Work Items', 'My Collaboration Areas', 'Ballots & Workitems' (with sub-links for Submit/Edit, Inactivity Reports, and Launch Collaboration Area), 'Meetings, Minutes, Agendas', and 'Additional Resources'. At the bottom left of the dashboard, user information is displayed: Account#: 1915837, Travis Murdock, tmurdock@astm.org, and ASTM International.

Register a Work Item



The screenshot shows the ASTM International website's registration area. At the top left is the ASTM International logo and tagline. A search bar is located at the top right. A dark navigation bar contains links for 'PRODUCTS & SERVICES', 'GET INVOLVED', 'ABOUT', and 'NEWS', along with 'Languages', 'Contact', 'Cart', and a 'LOGOUT' button. The main content area is titled 'ASTM Work Item Registration Area and Ballot Item Submittal'. On the left is a sidebar menu with options like 'MyChoices', 'MyCommittees', and 'ASTM International Dashboard'. The main content area has a heading 'ASTM Work Item Registration Area and Ballot Item Submittal' and a sub-heading 'Choose from the following options:'. There are three radio button options: 1) 'I need to register a Work Item for a Revision or New Standard.' (highlighted with a red arrow), 2) 'I need to Submit an Item to Ballot.', and 3) 'I need to Edit an existing Work Item or Update the Target Date.'. A 'CONTINUE' button is at the bottom of the options. The footer contains social media icons, a search bar, and navigation links.

ASTM INTERNATIONAL
Helping our world work better

All Search topic, title, author, A53

PRODUCTS & SERVICES | GET INVOLVED | ABOUT | NEWS Languages Contact Cart LOGOUT

MyASTM / Ballot & WorkItems

MyChoices
MyCommittees
Digital Subscriptions
MyAccount
Invite A Colleague
Join Additional Committees
Drop Subcommittees
FAQs/Help

ASTM International Dashboard
Co-Workers
Ballots
Meetings
Work Items

ASTM Work Item Registration Area and Ballot Item Submittal

Choose from the following options:

- I need to register a Work Item for a Revision or New Standard.**
Work Item registration is not required to submit a Reapproval, Withdrawal or Reinstatement action to ballot; go to Option 2 - [Ballot Item Submittal](#)
- I need to Submit an Item to Ballot.** For Revisions and New Standards, please have a Work Item number. Go To Option 1 - [Work Item Registration](#) if WK registration is needed.
- I need to Edit an existing Work Item or Update the Target Date.**

CONTINUE

All Search topic, title...

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What does a Work Item do?

- Provides tracking number – WK12345
- Alerts those on the Standards Tracking Service and those searching the ASTM website
- Potential to prompt participation from outside of task group



Every voice is unique.
So every **voice** matters.



**How do we attract and keep
Members?**

www.astm.org





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Member Promotions and Outreach

ASTM Committee programs

- Academic Outreach Program;
 - ✓ Complimentary Student Membership
 - ✓ Scholarships and Project Grants
 - ✓ Student/University Chapters
- Emerging Professionals Program
- Technical Mentor Program
- Complimentary Membership and capacity building program for MOU Partners
- Global Cooperation's Technical Ambassador and Standards Expert Programs



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Member Promotions and Outreach

Committee Specific Outreach

- Committee Fact Sheets
- Committee newsletters or update emails
- Standardization News magazine articles (Committee specific scope)
- Social media on general committee activities (awards, anniversaries, programs)
 - ✓ ASTM often uses Facebook and/or LinkedIn for these posts.
- Industry Articles in industry-specific publications
- Trade Show or Expo Events



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Member Promotions and Outreach

Technical and task Group Outreach

- Create a promotional Member eCard based on scope of Task Group
- Work with Corporate Communications on a Press Release
- Create associated social media posts related to technical content
- Standardization News article on broader context of the technical topic
- Hold a webinar, panel, workshop or symposium



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Explore Expanded Models of Engagement

Value added Programs that inform the standards development process

- Connecting research to Standards
- Innovation and Collaboration Forums
- eLearning and Live Training options
- Organizational cooperative agreements
- Proficiency Testing Programs
- Interlaboratory Study Programs

There is more to be done to support inclusive standards and create an environment where under-represented stakeholders feel empowered to be engaged!



Every voice is unique.
So every **voice** matters.



How do we help members be effective?

www.astm.org





Member Onboarding Strategies

Committee Meetings

- Accessible Meetings Format
 - ✓ In-Person, Virtual, and Hybrid
- Member Welcome Sessions
 - ✓ Consider holding in-person and virtual dates
- Send a Member Welcome Packet or Email
- Committee Award Receptions

Networking Events

- Open Invitation Member Gatherings
 - ✓ (informal and formal)
- Member's Guest Hospitality Breakfasts
- ASTM's Committee Week Refreshment Break Sessions
- Women's Luncheon's or Other Networking Events



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Member Education Opportunities

Utilize the Member Classroom and other benefits!

- Free Member benefits; including access to standards
- Virtual Classroom for members
- Cooperative Training Programs for International Standardization
- Committee Newsletters or Update emails
- Virtual meeting tools and platforms
- 24-7 online balloting and collaboration tools
- Committee Specific Training Opportunities



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Showcase the Value of ASTM Membership

Help new and existing members show benefits to their employer!

- Power Point template
 - ✓ *The value of ASTM International participation for an employer*

- Draft Letter Templates
 - ✓ Letter to employer regarding benefits of participation
 - ✓ Letter to employer to appoint replacement for member retiring
 - ✓ Letter for committee to use to welcome new member

- Provide Standardization News Articles on ASTM
 - ✓ Standards Boost Business
 - ✓ Business Case Studies
 - ✓ “The Corporate Edge” Article

Committee Leadership Development

Committee Leadership Positions

- Open Officer Selection and Election process
- ASTM Technical Committee Officer Handbook or “Red Book”
- Technical Mentor Program
- Emerging Professional Nominator
- Company or Industry Liaison
- Access to a global network of peers and professionals for
 - ✓ Business inquiries and opportunities, and
 - ✓ Professional development opportunities

Standards Development Leadership

- Virtual Classroom for members
- Annual Officer Training Workshops (OTW)
- Cooperative Training Programs for International Standardization
- Sign up for ASTM NewsBrief compilation
- ASTM Technical Publications
- Gain direct participation, influence, and access
 - ✓ Knowledge of content as it is formulated
 - ✓ A voice in development
 - ✓ Access to technical experts drafting documents



Meeting Preparation and Organization

- Follow the guidance in the Member classroom training and Officer Handbook on Meeting preparation:
 - ✓ Information Gathering and follow up with task group and/or subcommittees for progress reports
 - ✓ Timely Agenda and Minutes preparation and posting
 - ✓ Meeting management and Time management practices
 - ✓ Consider how best to use screen sharing or projecting during the meeting
 - ✓ Become comfortable with Parliamentary Procedure (Robert's Rules of Order)
 - ✓ Be conscious of ASTM jargon (ex. Redundant interest, Official vote, etc.)

- Utilize available Audio Visual and Meeting Resources
 - ✓ Request speakers identify themselves each time they speak
 - ✓ Request speakers use microphones if the meeting room size warrants
 - ✓ Utilize existing Microsoft 365 or Webex tools to improve accessibility

- Meeting Organization and Preparation are closely linked to feelings of inclusion!
 - ✓ Participants with English as a 2nd language have a greater ability to follow along and contribute
 - ✓ Members with hearing or vision difficulties can prepare for and better participate in meetings



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Professional Development

Active ASTM participation can lead to powerful professional growth

- Enhance your Communication Skills
- Become a Consensus Builder and Problem Solver
- Take on leadership roles; both technical and administrative
- Hone your organizational talents
- Networking with industry stakeholders and broaden your technical network
- Gain an understanding of parliamentary procedures
- Engaging in strategic planning
- Understand and implement succession planning
- Serve as an ambassador for your company
- Feed your intellectual curiosity!

How do Committees benefit from being inclusive?

Our goal is to promote an environment for all members to make positive contributions.



BUILD DIVERSE AND
CONFIDENT
TECHNICAL
PARTICIPATION



INCREASING
COMMITTEE
RELEVANCE



IMPROVE MEMBER
RETENTION



DISCOVER NEW
TALENT AND
EXPERTISE



INVEST IN THE
FUTURE OF ASTM
AND OUR
COMMITTEES



Desired End Goals!



Every voice is unique.
So every **voice** matters.

Diverse technical perspectives at the table resulting in more robust standards

Development of future committee officers and leaders

More authors and task groups to contribute to the technical development of standards

Maximized opportunity for the latest industry research and innovation to be reflected in standards

Formation of a larger group of global technical experts

Most relevant, diverse, meaningful, and sustainable ROI for members and their organizations

Development of a strong, inclusive committee culture



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Thank you
