

## ASM International Strategic Plan 2020-2025

### **VISION**

To be the leading global resource for materials information.

### **MISSION**

To gather, process, and disseminate materials information globally, through education, networking, and professional development for members, organizations served by our members, and the materials community.

### **CORE VALUES**

The society embraces lifelong relationships with members through a virtuous circle of education, experience, and learning under the umbrella of the following core values

- Integrity and transparency in all society operations
- Competent stewardship of society finances
- Exceptional service to society members
- Promotion and support for a diverse and inclusive global community of volunteers
- Continuous improvement via an adaptable and flexible organization

### **2020-2025 GOALS**

Three critical areas in which ASM International must excel in order to ensure success and growth are 1) increased membership, 2) technical excellence, and 3) strategic partnerships and collaborations. Progress in the three critical areas can be measured as follows

- **Membership:** Aspire to an annual increase of up to 10% new members and enhanced engagement.
- **Technical content:** Develop webinars, web products, membership magazine(s), conferences, short courses, handbooks, journals, data and tools, Software as a Service (SaaS), and other innovative new products for member and materials community needs with greater global coverage and higher value to members.
- **Strategic partnerships:** Develop enhanced partnerships with two or more global organizations per year through timed, tangible collaboration activities to strengthen the above two areas.

## Key Strategic Initiatives

The outcomes expected from the key strategic initiatives include an expanded base of personnel, improved materials understanding, and more efficient and effective performance across the global materials and manufacturing industries, as shown in Fig. 1.

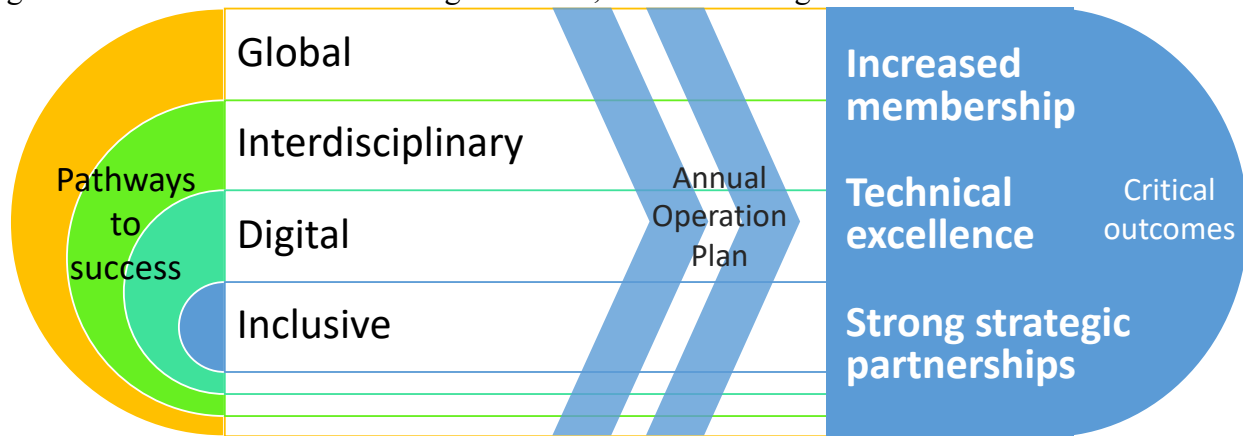


Fig. 1 - Four initiatives to achieve success in three critical outcomes through the annual operating plan.

The four key initiatives critical to accomplishing the strategic plan were identified as follows:

- **Develop a digital-first platform** that encompasses all aspects of ASM activities including service for members, chapters, councils, and the Board; curation, delivery, and maintenance of technical content; and collaborations with stakeholders. This platform will aggregate, curate, validate, and disseminate the materials community's most relevant technical information, and make it discoverable, searchable, accessible, and interoperable.
- **Establish an interdisciplinary collaboration framework** to engage organizations and members in the materials production and manufacturing supply chain and integrate materials information into partners' information flows and decision-making metrics.
- **Create a global professional network** with technical and professional societies through mutually beneficial joint activities, including webinars, workshops, conferences, and publications, based on needs of members and interests of stakeholders.
- **Cultivate a foundational culture and practice of diversity, equity, and inclusion** for all ASM stakeholders. Thriving in the modern climate will require full engagement of the entire breadth and depth of the materials community.