



# The Materials Information Society



## Student Representatives on the ASM Board of Trustees

## Update from the ASM Board of Trustees



Kathryn S. Czaja,  
University of Connecticut



Emily J. Kuster,  
Iowa State University



Indranil Lahiri,  
Florida International University



# The Materials Information Society



## 7<sup>th</sup> Year of Strategic Planning

## Focus on Providing Clear and Compelling Value

### Strategic Objectives

- *Lifelong Learning and Education*
- *Content is Everything Material*
- *Emerging Technologies*
- *Volunteerism*

*“ASM International serves materials professionals, nontechnical personnel, and managers worldwide by providing high-quality materials information, education, networking opportunities, and professional development resources in cost-effective, user-friendly formats. ASM is where materials users, producers, and manufacturers converge to do business!”*



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## Lifelong Learning and Education



The premiere opportunity for Materials Science and Engineering College Students. Joint program with ACerS, AIST & TMS.

Young Professionals eager to start their opportunity as the Next Generation of ASM Members, Volunteers, Experts & Leaders

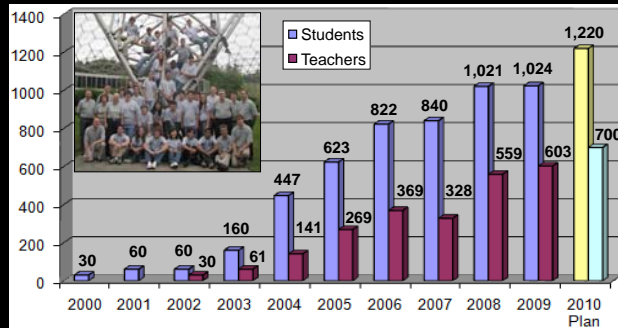


ASM now offers Harvard Business Skills Courses in addition to traditional Technical Education offerings!



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## ASM Has Become a Recognized Leader in Materials Education!



"Materials Science" Courses now offered in ~130 High Schools

- 53 Materials Camps in 2010 !!
- 11th yr: 6,207 Students, 3,060 Teachers & counting !!
- 84% Respondents in Science/Engineering, 41% Materials Major
- 88% Teachers using camp materials in classroom
- > \$600,000 in college student scholarships



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### *Content is Everything Material*



*ASM offers value that you can't get from Google ...*

- Peer-Reviewed Information
- Access to Technical Experts
- Solution Centers
- Lifelong Learning
- Career Development
- Professional Networking
- And MORE!

*Google is great, but are you willing to bet your companies' future or your career on information of unknown reliability?*



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### *Online Databases & Solution Centers:*

- Materials & Processes for Medical Devices
- Handbooks Online
- Failure Analysis Center
- Micrograph Center
- Phase Diagrams
- Alloy Center
- Industrial Design Database
- Corrosion Analysis Network
- Energy Materials Network



*Corrosion Analysis Network developed jointly with NACE*



## The Materials Information Society

### No longer thinking “Print First”



We are dedicated to providing authoritative information in the delivery format **YOU** require— (online databases, in PDF form, in print, etc.)



Redeem yours for premium content



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### Volunteerism...

#### ... the Backbone of ASM



#### Open Volunteer Positions

- A place to post and view open volunteer positions

#### Volunteer Interest Form

- A place where members can volunteer and provide information about their areas of volunteer interest

#### Feature Volunteer Profile

- ASM News and website articles where you can recognize the contributions of your superstar volunteers

#### Volunteer Handbook

- A resource that provides information on volunteer recruiting, retention, **recognition, culture and metrics.**



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### Materials Park Renovation

More than \$2.8 million in historic tax credits to subsidize renovation and updating

**Designated to the National Register of Historic Places**



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### *Questions?*



Serving the World of Materials Science and Engineering