We want you to be aware of the steps that we are taking to maintain your quality of service while we face today’s economic challenges.
Moving Forward with Our Strategic Plan

We are in a strong position because of insights formed six years ago...when our Board of Trustees and key stakeholders initiated the ASM Strategic Planning process.

Evolution of Our Strategic Plan

2010-2011 Strategic Initiatives

Content is Everything
Emerging Technologies
Volunteerism
Lifelong Learning & Education
Strengthening Our Value Proposition and Delivery Systems

The ASM Value Proposition

**ASM International** serves materials professionals, non-technical personnel, and managers worldwide by providing high-quality materials information, education and training, networking opportunities, and professional development resources in cost-effective and user-friendly formats. **ASM** is where materials users, producers, and manufacturers converge to do business.
Our Members and Chapters ARE ASM

Preserving the core while moving boldly forward, Creating a more valued experience for members and customers

Content & Emerging Technology drives our society
Comprehensive, authoritative
Peer-reviewed
Single-source for problem solving
Intuitive access via Granta software
Education
Networking

Out-googling

More user friendly
Search engine optimized
More search engine marketing
New site navigation
Following best practices
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.)

Ten FREE online journals,

including Materials & Metallurgical Transactions A&B, are available at no extra charge to all ASM members (a $200 value).
Collaboration with NACE and TMS

ASM Points
Redeem yours for premium content

Data Sheets
Search thousands of datasheets on alloys and materials
Volunteer resources are easy to find on the new ASM website

Resources Available on ASM Volunteerism Website

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 the provides information on volunteer recruiting, retention, recognition, culture and metrics.
Volunteer & Member Recognition

Awards Program & Nominations

Technical Achievement
Volunteer Achievement
Chapter Appreciation
Young Member
Historical Landmarks

Nominating Committee
Board of Trustees
Future VP & Presidents

For additional information on the ASM Awards Program, please contact Carole Chesla, Administrator, ASM Awards & Communications.

Partnerships and Networking

NACE
TMS
AIST
ACERS
Student Representatives to the ASM Board of Trustees

Kathryn S. Czaja, University of Connecticut
Emily J. Kuster, Iowa State University
Indranil Lahiri, Florida International University
Emerging Professionals Committee
Strategic Alignment

- Opportunities to get involved
- Early career demographic-targeted events
- Establishing a community to serve the needs of Emerging demographic (<5 yrs post-graduation).
- Develop products and services focused on early career professionals, membership conversion and retention.
Addition of New Career Development Opportunities

Certification

Certified Thermal Spray Operator
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

Test fitting of the stainless steel shade

Priming and painting the building exterior
Framing in the Garden Level

New boilers are in position
Mission: “To excite young people in materials, science, and engineering careers”

- Distinguished High-school Teacher Awards
- “Living in a Material World” K-12 Teacher Grants
- Undergraduate Design Competitions
- ASM College Student Scholarships
- LeaderShape Scholarships
- Student Chapter Grants
- Science Fairs
- City of Materials / Materials radio “Pod-casts”
- Materials Camps Programs

Supported by ASM International and its volunteer members (Over 35,000 materials scientists, engineers and technologists).
ASM Materials Camp® Programs

**Materials Camp Impact**

ASM Materials Camp® - Students
2007 Survey: participants who attended 5-day camps & from 2000 thru 2006

566 students surveyed; 322 students responded (57%)

84% are enrolled in undergraduate science programs
66% have selected engineering
41% in engineering are considering MSE as Major
Materials Camp Impact

ASM Materials Camp® - Teachers
Demos learned in camp that are used in classrooms

Surveyed 2008 & 2009 Participants; 539 teachers responded (52%)

- 11% have used one demo in their classrooms
- 27% have used two demos in their classrooms
- 20% have used three demos in their classrooms
- 42% have used four or more demos in their classrooms

Accelerate the pace of reaching / impacting students

1 Teacher reaches at least 100 students/year
50 Teacher Camps = 1,500 Teachers = 150,000 Students

Pick-Up the Pace (PUP) Campaign
- 50 Teachers Camps/year by 2015
- Raise $5 Million by 2015

100% of every new dollar donated to the ASM Foundation will be applied to programs.
ASM Chapters: Critical Role

Without Chapters support, the Foundation would not have been successful in expanding the camps outreach to students and teachers to the present level.

2010:
24 Students Camps
28 Teachers Camps

It is achieved with the help of Chapters.