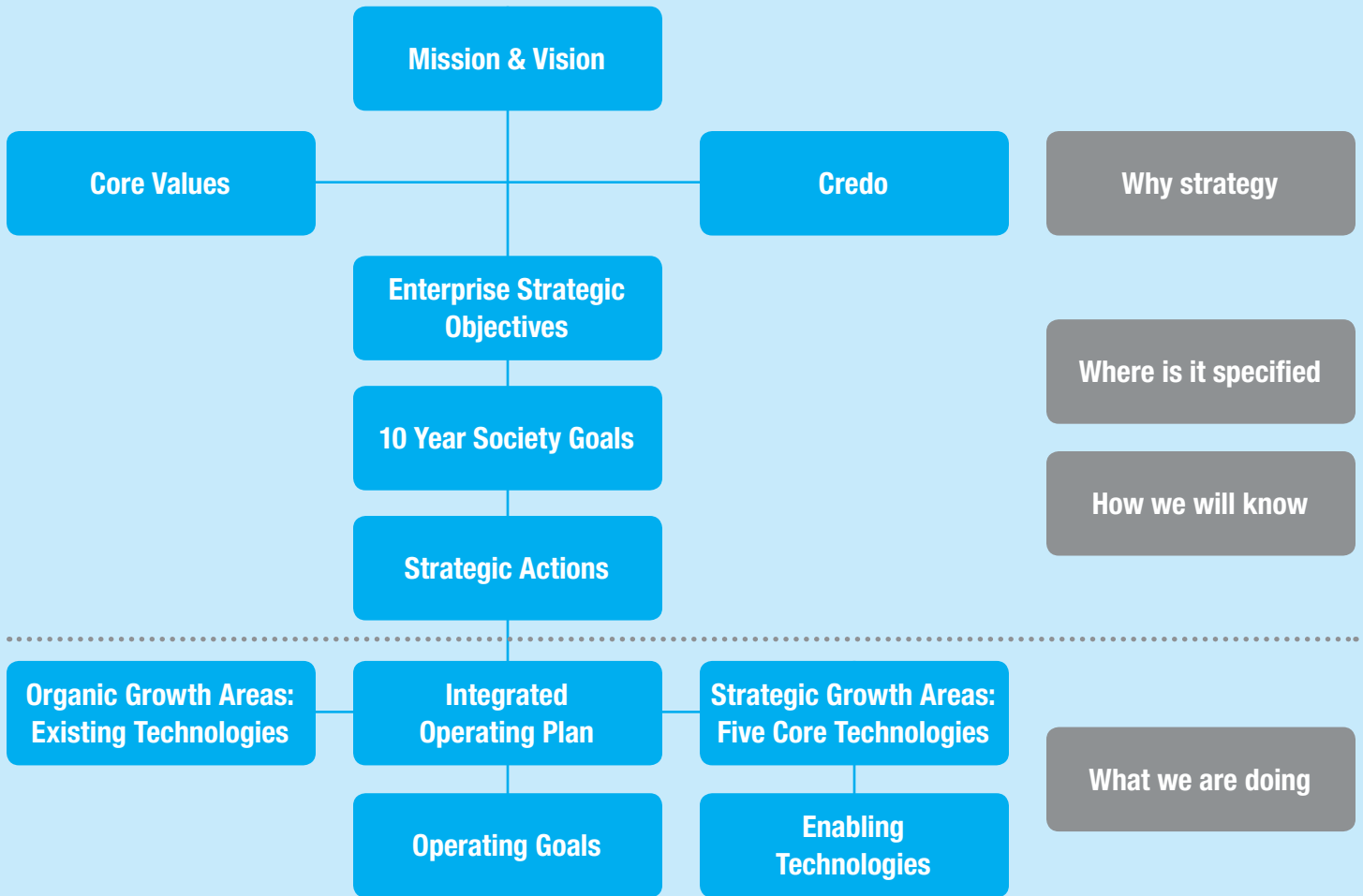


ASME STRATEGY

ASME Strategy

The overall strategy consists of various elements driven by the Mission and Vision through Objectives and Goals to an Integrated Operating Plan which sets budgets and targets for all of ASME including staff and volunteers of the Segments, Divisions, Councils, and Sections.



Mission

ASME's mission is to serve diverse global communities by advancing, disseminating and applying engineering knowledge for improving the quality of life; and communicating the excitement of engineering.

Vision

ASME aims to be the essential resource for mechanical engineers and other technical professionals throughout the world for solutions that benefit humankind.

Core Values

In performing its mission, ASME adheres to these core values:

- » Embrace integrity and ethical conduct
- » Embrace diversity and respect the dignity and culture of all people
- » Nurture and treasure the environment and our natural and man-made resources
- » Facilitate the development, dissemination and application of engineering knowledge
- » Promote the benefits of continuing education and of engineering education
- » Respect and document engineering history while continually embracing change
- » Promote the technical and societal contribution of engineers

Credo

Setting the Standard...

- » In Engineering Excellence
- » In Knowledge, Community & Advocacy
- » For the Benefit of Humanity

Enterprise Strategic Objectives

ASME will:

- » Be relevant and impactful to global constituents by being the **recognized leader** in advancing engineering technology.
- » Be the **go-to organization** to help address key technology-related challenges in the public interest in a manner that engages core engineering constituencies (government, academia, industry, engineers, students, and technology development professionals).
- » Have a **unified organizational structure** and culture that encourages and empowers members and other interested individuals to find their lifelong professional home where they can impact the world, contribute content, share ideas, participate in communities, and work on projects that improve the human condition.

10 Year Society Goals

The ASME Society Goals are continuous goals and will be achieved at various stages over the ten year horizon.

- » ASME is an internationally-renowned **thought leader and networking hub** for engineering knowledge and information, best practices, and events.
- » ASME enables **collaboration** among industry, government, and academia to advance the cause of engineering worldwide.
- » ASME's **engagement is open and seamless**, empowering individuals worldwide to contribute, communicate, and consume engineering content to solve technical problems.
- » ASME is **globally respected** for its Standards and Certification programs and is recognized for enhancing public safety and improving quality of life for humankind.
- » ASME offers education and training programs to **prepare the workforce of tomorrow** to address the world's challenges.
- » ASME **engages and inspires future generations** to pursue careers in engineering.
- » ASME's growing impact on the world is enabled by a **well-managed and diversified revenue stream** that provides sustainable financial health.

Strategic Actions

The essence of the ASME strategy can be summed up in the Five Strategic Actions described below. The Strategic Actions apply to all sectors, councils, divisions, sections, and technologies, staff, and volunteers throughout the organization.

Leadership

Increase recognized value by executive leadership, as a technology innovation partner, by leveraging and mobilizing the expertise of our community.

Technology Portfolio

Create and manage a well-balanced, sustainable technology portfolio along with associated industry- and geography-based strategies.

Solutions Portfolio

Strengthen and expand solutions portfolio: defend Standards & Certification against agile competitors; solidify and diversify ASME's revenue base by developing solutions with strong customer demand; establish deeper expertise in content and technology development and deployment across the Technology Development Curve.

Collaboration

Enhance ASME's impact in the mechanical engineering field by broadening collaboration with peers, creating greater scale and impact, reducing barriers to entry, and expanding diversity and student engagement.

Engagement

Increase core constituent engagement around the world by providing high-value, relevant, impactful, and rewarding opportunities to network, participate, and learn through a branded set of technology- and purpose-advancing activities delivered through a variety of platforms.

THE STARTING POINT

To promote **Strategic Growth**, the Strategy is initially focused on the **Technology Portfolio**, and specifically on the **Five Core Technologies** and **Eight Enabling Applications and Cross-cutting Technologies** listed below:

Five Core Technologies

The following five core technologies have been initially identified as key to the overall Strategy. Each technology has a **Technology Advisory Panel ("TAP")** of experts in their field and their role is to provide technology and market insights, identify constituent needs, and to provide advice for potential new ASME products and services and greater constituent engagement.

In addition to these five core technologies, ASME's breadth and depth also include the rich technologies represented by its **Technical Divisions, Groups, and Standards Committees**.

Manufacturing

The technologies associated with traditional and advanced manufacturing from product design through to production.

Pressure Technology

The technologies applicable to the design, materials, fabrication, examination, installation, commissioning, and maintenance of pressure equipment.

Clean Energy

The technologies for electric power generation, storage, distribution and usage while minimizing the impact on the environment.

Bioengineering

The technologies associated with application of the engineering processes in developing products, pharmaceuticals, biologics, cosmetics, food supplements, the prevention and treatment of disease.

Robotics

The technologies for industrial machine systems and emerging areas such as service robots, drones, and autonomous vehicles.

Eight Enabling Applications and Cross-Cutting Technologies

In addition, eight enabling applications and cross-cutting technologies have been identified.

- » **Internet of things (IoT)**
- » **Big data analytics**
- » **Artificial intelligence**
- » **Cybersecurity**
- » **Sustainability**
- » **Materials**
- » **Nanotechnology**
- » **Design engineering**