

Table 3 – Noise Control & Acoustics Division

Who are division's customers?	What are their needs?	What value-added products do we offer them?	What value-added products can we offer them?	How can we best deliver that product?	Who are our competitors in providing what they need?	What would be or are our measures of success?
<ul style="list-style-type: none"> -Auto makers -Ship builders -Pump manufacturers -University teaching and research faculty -Government lab personnel – mainly DoD -Graduate students 	<ul style="list-style-type: none"> -Small companies do not have resources to staff permanent acoustics specialists -Push technology -Peer contacts -Resource when they have problems -Large consulting base of workers 	<ul style="list-style-type: none"> - Case study papers - access to NCAD experts - could develop PE exam area in NC&A 	<ul style="list-style-type: none"> -Provide forum for Navy to disseminate information -Assessment of tools available -Impact of a noise control application -Interpreting ANSI and ISO standards -Forums -Databases -Develop cases to benchmark codes -Acoustic research letters on line 	<ul style="list-style-type: none"> - Tutorials at IMECE - Materials on ASME.ORG - Forum for comparing computational products - More emphasis on experimental techniques 	<ul style="list-style-type: none"> - Institute for Noise Control Engineers (INCE) - Acoustical Society of America (ASA); more focused on science and technology – part of the American Institute of Physics, AIP-application focus, lessons learned, has small membership, is broad, provide niche for smaller conferences, provide Navy lab people with forum for trading underwater information) - International institute on Acoustics and Vibration (IIAV) (ASME BOG approved agreement of cooperation in 2003 without knowledge of NCAD) - University and industry short courses - AIAA for aerospace noise 	<ul style="list-style-type: none"> - Attendance at tutorials - Increase in IMECE attendance - establish core groups of members attending other focused conferences - increases in primary and secondary membership