

1. Demands of Global workforce
2. employer relations/issues/support
3. professional image
4. ASME communication/image

Demand of the global workforce/technology advances/24 hour

Lack of appreciation at work

Not enough k-12 exposure to engineering and breaking the perception that the profession is not boring.

Poor communication by ASME to their members and non members.

1. Demands of global workforce
  - a. Demands of a global workforce/technology advances/24 hour
  - b. Professional burnout
  - c. Misrepresented jobs
2. Employer relations/issues/support
  - a. Lack of appreciation at work
  - b. Being able to replace the aging workforce/transfer of knowledge
  - c. Lack of employer support for societies
  - d. Pay scale not worth the effort
  - e. Global hiring challenges
3. Professional image
  - a. Not enough K-12 exposure
  - b. Perceived as being boring
  - c. Lack of knowledge of the profession
  - d. Lack of understanding the diversity of career paths
  - e. No representation in mass media
  - f. ASME competes with personal time
  - g. Local sections in a rut/not updated/feel left out/scared of change
  - h. Local outreach to new grads
4. ASME communication/image
  - a. Poor communication regarding offerings (conferences etc)
  - b. Not selling relevant benefits of membership to ECE's
  - c. Lack of visible career opportunities
  - d. ASME needs to update image