

ASME Strategic Priorities and Opportunities for Cross-Sector Collaboration:

A View from Strategic Management

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Strategic Management Sector (SMS)

Vision:

To be the focal point for the identification, capture and transfer of knowledge that will support ASME's strategic planning and the development of Society-wide initiatives to address ASME's strategic priorities.

Strategic Priority: Enhance Relevance to Industry

- BOG-approved Strategic Initiative for Industry
 - ASME Solutions launched in October
 - Integrated product marketing
 - Client Relations Directors

SMS Lead: Julio Guererro, Strategic Priorities & New Products Committee

Staff Contact: Amy Geffen

Strategic Priority: Enhance Relevance to Industry

- October Industry Advisory Board meeting focused on environmental scan
 - Collaborative Learning Communities/Technology Innovation Networks
 - Next generation COP
 - Robust online member database for industry access
 - Systems Thinking
 - Resources for managing Engineering Knowledge
 - Best Practices
 - Workshops
 - Other
 - Conferences on contemporary industry technical problems

***SMS Lead: Bernie Meyers, Industry Advisory Board
Staff Contact: Reese Meisinger***

Strategic Priority: Globalization of ASME International

- BOG-approved Strategic Initiative for Globalization
 - China/India
 - European Union
 - Recommendations to BOG in Spring 2006

SMS lead: Chris Przirembel, Strategic Priorities & New Products Committee

***Staff contacts: Lea Palabrica (Europe)
Clifford Cui (China/India)***

Strategic Priority: Become indispensable to young engineers

- BOG-approved Strategic Initiative for Young Engineers
 - Portfolio analysis
 - Market Research
 - Recommendations to BOG in Spring 2006

SMS Lead: John Ahlen, Strategic Priorities & New Products Committee

Staff Contact: Cheryl Hasan, Patti Jo Snyder

Strategic Priority: Provide effective representation and advocacy for the engineering professions

- ASME Public Policy Agenda
 - Energy
 - Federal R&D
 - K-12 STEM education
 - Standards Policy

SMS lead: Rob Pangborn, Board on Government Relations

Staff Contact: Kathryn Holmes

Strategic Priority: Provide effective representation and advocacy for the engineering professions

- Energy Grand Challenge
 - Cross-sector team established

SMS Lead: Rob Pangborn, Board on Government Relations

Staff Lead: Reese Meisinger

Strategic Priority: Strengthen environmental scanning and competitive intelligence

- 2005 Environmental Scan: Six Strategic Issues Shaping the Global Future of Mechanical Engineering
 - Global Harmonization of Standards
 - Technology Innovation Networks
 - Systems Thinking
 - Attracting & Educating Tomorrow's Engineers
 - Collaborative Learning Communities
 - Bioconvergence: Biology Meets Engineering

SMS Lead: Win Phillips, Strategic Issues, Opportunities & Knowledge Committee

Staff Contact: Allian Pratt

Strategic Priority: Share best practices & lessons learned

- Project on Best practices & lessons learned
 - Sections
 - Student Sections
 - Divisions

SMS Lead: Win Phillips, Strategic Issues, Opportunities & Knowledge Committee

Staff contact: Allian Pratt

Strategic Priority: Increase & expand market-relevant content

- Engineering Entrepreneur and Innovation Initiative
 - Development Fund grant for exploratory workshop – December 12-13

SMS Lead: John Ahlen

Staff Contact: Reese Meisinger

- Global Training
 - Initial focus on China market

Staff Contacts: Clifford Cui and Amy Geffen