

Update:

Strategic Initiative for Young Engineers

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Overview: YEI Project Plan

- Based on the Balanced Scorecard objective for ASME to become “indispensable to young engineers”
- BOG-approved project plan from April 2005 meeting

Overview: Project Plan

7/1 establish project team ✓ done

7/31 refine project plan and assess needs ✓ done

9/30 conduct portfolio review of current services ✓ done

10/1-

12/31 conduct market research

10/05 Young Engineers Stakeholder Workshop ✓ done

11/05 Survey of ASME Young Engineers

2/28 provide findings and recommendations to BOG

Overview: YE Stakeholders Workshop

Goal of workshop

To hear from the customer – the young engineer – about the value of current YE-related activities and thoughts on new, innovative programming needs.

Overview: YE Stakeholders Workshop

Methodology

- Briefing on past market research.
- Review of current YE-specific and related programs.
- Group organized into four teams to assess which programs to “keep, trade, draft or cut”

Teams: Company Career Engineer
 Free Agent Engineer
 Disillusioned Professional
 Beyond the Boundaries Engineer

Overview: YE Stakeholders Workshop

Preliminary findings for further research:

- Career advancement and networking services and opportunities are highly valued.
- Need to validate if solutions-based technical information has a utility value and would be missed if ASME did not provide it.
- Company employers are an under-utilized channel to young engineers.
- Personalized communications and services are essential. YE's have difficulty navigating the online portfolio to get what they need.

Overview: YE Stakeholders Workshop

Preliminary findings for further research:

- Publications and communications need to target individual needs, create “My ASME.”
- CoP is a great tool, but ASME should invest in upgrading platform to be “first in class.”
- Looking for more support to hold local YE events.

Overview: YE Stakeholders Workshop

The term “young engineer” is not well-defined within ASME. Workshop definition:

- 35 and under
 - 10 years post graduation
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Young Engineer = *Early Career Engineer*

Program needs voiced by YE’s are more universal than demographically-specific. Enhancements in products & services identified benefit all ASME members.

Questions?