



S E T T I N G T H E S T A N D A R D
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Knowledge and Community Sector

Balanced Scorecard Strategy Map and Measures and Initiatives

(Draft – 31 Oct 05)

Global Customers

Core Customers

Young Engineers

Engage young engineers through quality programs and activities

Industry

Enhance the competitiveness of industry professionals through knowledge and communities

Government



Financial Viability

F1 - Grow Revenue through increased membership, new products, and global growth

F3 - Run a cost effective & entrepreneurial operation

What we do (core activities)

Build Communities

I1 - Enable self-forming communities and other units to grow and flourish

Build Content / Knowledge

I3 - Increase & Expand Market-Relevant Content

Advocate & Communicate

I7 - Improve coordination and effectiveness of communications within and across sectors

Learning & Growth

L1 - Develop a business minded culture that is adaptive, continually evolving (risk taking) and agile

L2 - Identify, develop, and retain a diverse corps of volunteer leaders

L4 - Capture and disseminate best practices and lessons learned

L5 - Emphasize cross-sector and cross community activities and project teams

Objectives, Definitions, Measures and Initiatives - Customer

Objective Name	Measures	Strategic Initiatives
C2 - Engage young engineers through quality programs and activities	Percentage of members in the 20-39 age group	Develop a menu of early career programs and activities that can be offered by the K & C Member Units.
	Young engineer participation in and use of ASME programs and services	Support Strategic Initiative for Young Engineers.
C3 - Enhance the competitiveness of industry professionals through knowledge and communities	Number of specific industry related programs and products offered by K & C member units	Develop a menu of industry related programs and services that can be offered by the K & C Member Units.
		Support Launch ASME Solutions Development of cross-ASME product and service teams that serve industry clusters as "one ASME."

Objectives, Definitions, Measures and Initiatives - Financial

Objective Name	Measures	Strategic Initiatives
F1 - Grow Revenue through increased membership, new products, and global growth		Support ASME's Globalization Initiative
F3 - Run a cost effective & entrepreneurial operation	Percentage of units that become self-sufficient.	Develop plans (provide procedures, how-to guides, expertise) that units can employ for more efficient and entrepreneurial operations.
	Ratio of active member units to overall member units.	Leverage and implement new technologies and make use of e-tools for more effective means of collaborations for members and member units and unit operations.

Objectives, Definitions, Measures and Initiatives – What we do

Objective Name	Measures	Strategic Initiatives
I1 - Enable self-forming communities and other units to grow and flourish	Increased number of technical communities.	Develop a plan for self-forming communities that will map out options for growth and maturation.
	The number of new active communities with stable or growing number of participants and stable or growing monthly postings.	Develop a system to monitor Affinity Communities and to identify new opportunities.
I3 - Increase & Expand Market-Relevant Content	Same as C3 Measures	Technical Communities and Programs & Activities to support C3.
I7 - Improve coordination and effectiveness of communications within and across sectors	Number of K & C to member unit communications including webcasts, telecons, e-newsletters and updated websites.	Develop a comprehensive K & C communications plan for both internal, external and cross sector communications.

Objectives, Definitions, Measures and Initiatives

Objective Name	Measures	Strategic Initiatives
L1 - Develop a business minded culture that is adaptive, continually evolving (risk taking) and agile	Captured under C2, C3, F1, F3 and I3.	Captured under C2, C3, F1, F3 and I3
L2 - Identify, develop, and retain a diverse corps of volunteer leaders	Number of new (first-time) leaders actively participating on member unit executive committees.	Develop unit leader recruitment programs to seek out new volunteers, particularly cultivating young professionals and non-traditional engineers, including but not limited to young engineers, females, non-Caucasian males and non-U.S. citizens.
	Number of new student and unit leaders who complete face-to-face seminars or online VOLT training modules	
L4 - Capture and disseminate best practices and lessons learned	Development of an on-line database of best practices and lessons learned, with initial focus on Section, Student Section, and Division operations.	Develop a best practice sharing capability in coordination with all member communities and other sectors.
		Prepare an operational plan to collect and categorize unit best practices.
L5 - Emphasize cross-sector and cross community activities and project teams	Number of cross-sector and cross community project teams which achieve their goals/purposes.	Develop a pool of K & C volunteers and their specialties that are available to serve on project teams.
		Develop procedures for organizing project teams and implementing recommendations.
		Support ASME's project Office.