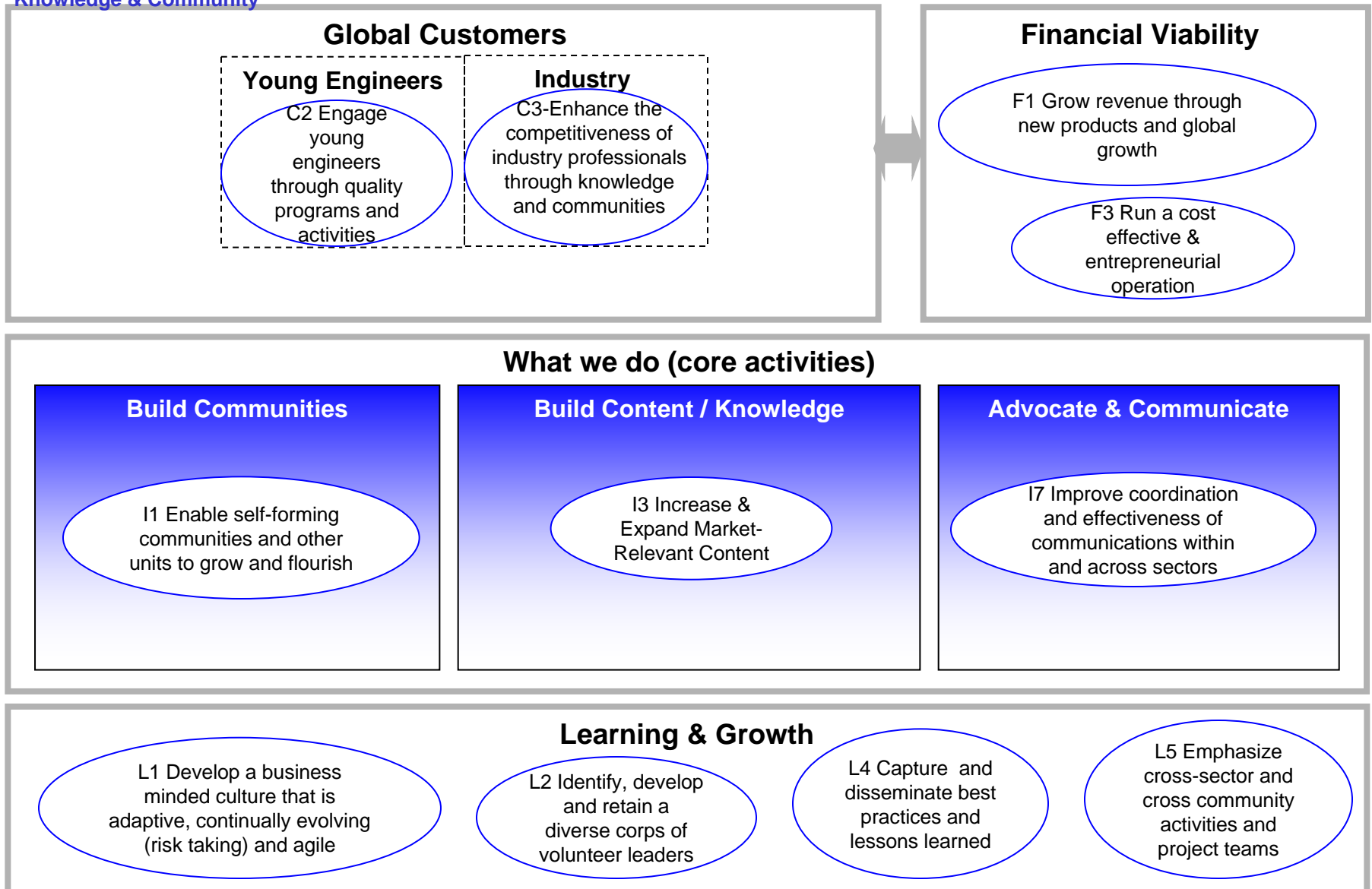




**Vision:**

To support and grow dynamic engineering communities in the promotion of the art, science and practice of multidisciplinary engineering and allied sciences by providing member-focused products, services, technical knowledge and networking opportunities

**Knowledge & Community**



**Mission:** To excite, encourage, implement and support ASME membership through communities: To make ASME indispensable to engineering students and early career engineers; To promote, develop and grow a continuum of member-unit groups serving the needs of engineers and allied profession; To provide for member-initiated research, publishing outlets and venues for dissemination of technical knowledge; To identify, train and develop future Society leaders; To effectively interface with other Sectors and services

## KNOWLEDGE AND COMMUNITY SECTOR FY07 SCORECARD

Strategic Objective	Measure	FY 07 Target	Initiative/Comments
C2 - Engage young engineers through quality programs and activities	Young Engineer attendance at unit programs and activities	20 % increase	Support Strategic Initiative for Young Engineers
C3 - Enhance the competitiveness of industry professionals through knowledge and communities	Industry satisfaction survey	Survey following each technical conference	
F1 - Grow Revenue through new products and global growth	Number of (new) revenue generating events and programs offered by member units.	3 new programs or products	
F3 - Run a cost effective & entrepreneurial operation	BoD and Operating Boards remain within specified budgets.	Positive budget variance	Develop plans (provide procedures, how-to guides, expertise) that units can employ for more efficient and entrepreneurial operations.
I1 - Enable self-forming communities and other units to grow and flourish	Number of mission oriented communities	30 new mission focused or technical communities	Develop a plan for self-forming communities that will map out options for growth and maturation.
I3 - Increase & Expand Market-Relevant Content	Number of specific industry related programs and products offered by K & C member units	3 industry focused programs	Develop a menu of industry related programs and services that can be offered by the K & C Member Units.
	Number of Young Engineer specific or related programs offered by member units	25 early career programs	Develop a menu of early career programs and activities that can be offered by the K & C Member Units.
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.	Fall and spring webcasts, monthly K & C Communiqué (10 issues), quarterly informational e-mails	Develop a comprehensive K & C communications plan for both internal, external and cross sector communications.
L1 - Develop a business minded culture that is adaptive, continually evolving (risk taking) and agile	Volunteer Culture Survey	Conduct cultural survey prior to LTC.	
L2 - Identify, develop, and retain a diverse corps of volunteer leaders	Number of new (first-time) leaders actively participating on member unit executive committees.	1 new volunteer in 25% of units	Develop unit leader recruitment programs to seek out new volunteers, particularly cultivating young professionals and non-traditional engineers, including but not
	Number of new student and unit leaders who complete face-to-face seminars or online VOLT training modules	10% increase	
L4 - Capture and disseminate best practices and lessons learned	Number of Best Practices collected	10 section best practices, 5 division best practices	Develop a best practice sharing capability in coordination with all member communities and other sectors.
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.	2 cross sector teams, 5 cross community teams	Develop a pool of K & C volunteers and their specialties that are available to serve on project teams.