

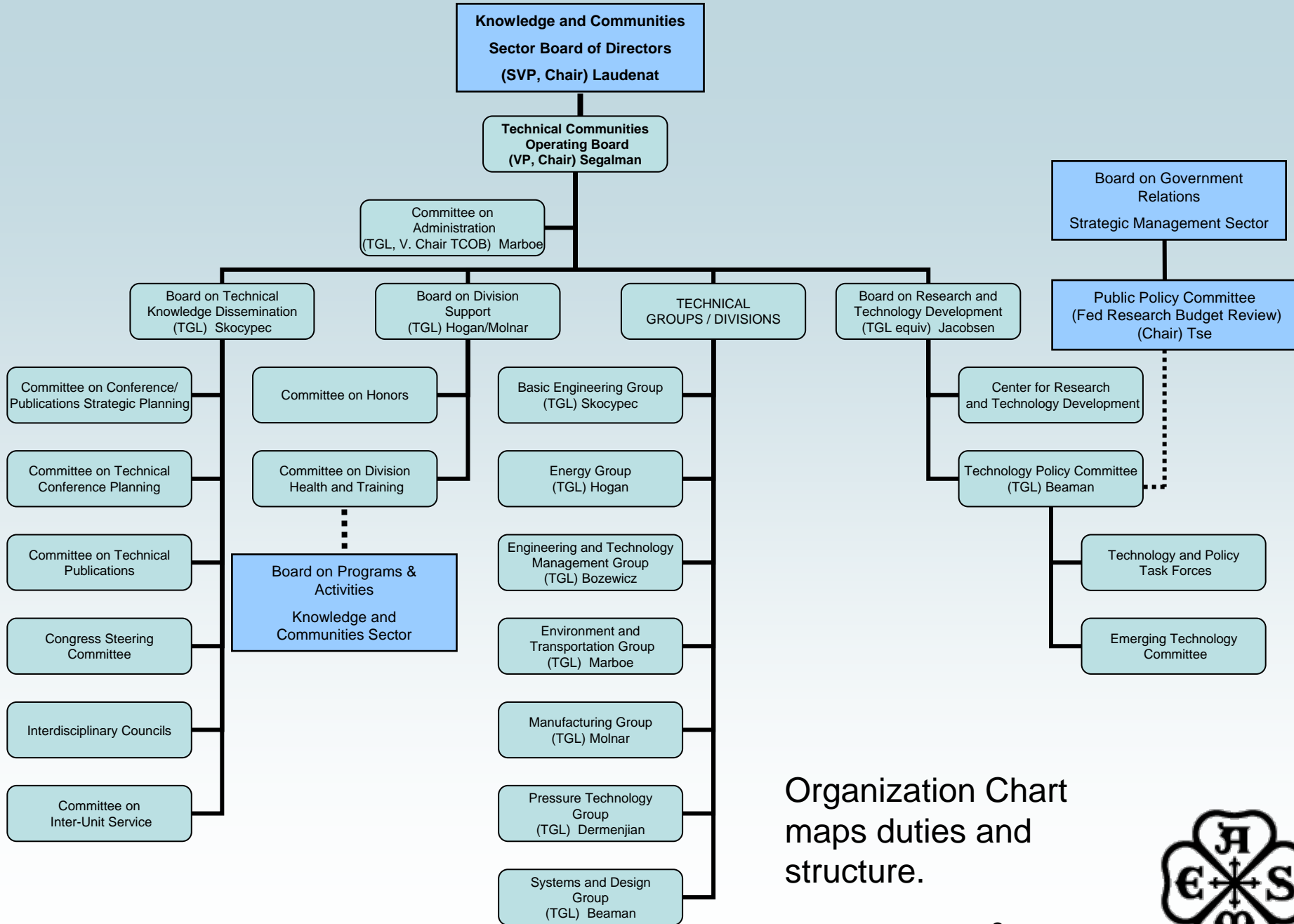
# Update on TCOB Structure and Processes

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Presented at K&C Board Meeting IMECE 2008 1



**ASME**®



Organization Chart maps duties and structure.



# Biggest Challenges

- Committees
  - fully populated
  - maintain a clear picture of their duties
  - remain responsive
- Communication across TCOB and with Divisions
- Coordinating with SMC and BoG with respect to Strategic Objectives



# Guiding Principles for Conferences Processes

- The conf. organizers are the customer. Structure and process must support this.
- Committees with which conf. organizers interface must be seen as adding value.
- There must be clear lines of communication and accountability.
- A continuous flow of trained volunteers must be generated and employed.
- Strategic planning is necessary to compete for market share.



# Expanded Responsibility of Conferences Committee

- Oversee conference calendar and prevent conflicts in time, place or topic.
- Provide assistance in conference planning, budgeting, and documentation.
- Assist in after-action reports: (CA-1 Part 3)
- Provide experienced “conference advisor” to each conference.
- Provide clear list of expectations of all participating parties.
- Charged to provide service to units of ASME generally, including local sections and off-shore initiatives.



# Maintenance of Conference Calendar

## Evolving issues

- Development of 3-year calendar of future conferences: Part 1 of CA-1, a declaration to get conference on ASME calendar early.
- Part 2 of CA-1 simplified to facilitate early approval of conferences. Two pages prepared by division volunteers with assistance from Conferences Committee.
- Calendar and approval process on web.
- Assessment and optimization by Strategic Planning Committee.



# Clarification of Expectations: Use of third-party organizers

- Guidance on use of ASME name and logo.
- Policies with respect to advertising.
- Proper practice in letting out RFP and appropriate consideration of ASME Meetings Management.



# Measures and Metrics

- Good
  - New conferences – How many
  - New conferences that **recur** – How many
  - New customers (sections, institutes, ...)
  - Reliably revenue-positive conferences
  - New journals
  - More franchise for ASME – How to Measure
- Bad
  - Balls dropped – a metric on process, not individuals
  - Angry organizers – where were the misunderstandings?



# Appendix Capability Flow



# Capability Flow

(Hogan Flow)

Members of each service committee are chairs of the corresponding committees one level lower.

Each committee has responsibilities distinct from those of the corresponding committees above and below it.

This provides a process of apprenticeship and advancement.

The membership of the TCOB Conferences Committee is the Group Conferences chairs.

TCOB Conferences Committee.

Each Group Should Have a Conferences Committee, composed of the division conferences chairs

Group 1 Conferences Committee.  
Members: chairs of conference committees of Divisions A and B

Group 2 Conferences Committee.  
Members: chairs of conference committees of Divisions C and D

Each Division Should Have a Conferences Committee, even if only one member.

Division A Conferences Committee

Division B Conferences Committee

Division C Conferences Committee

Division D Conferences Committee

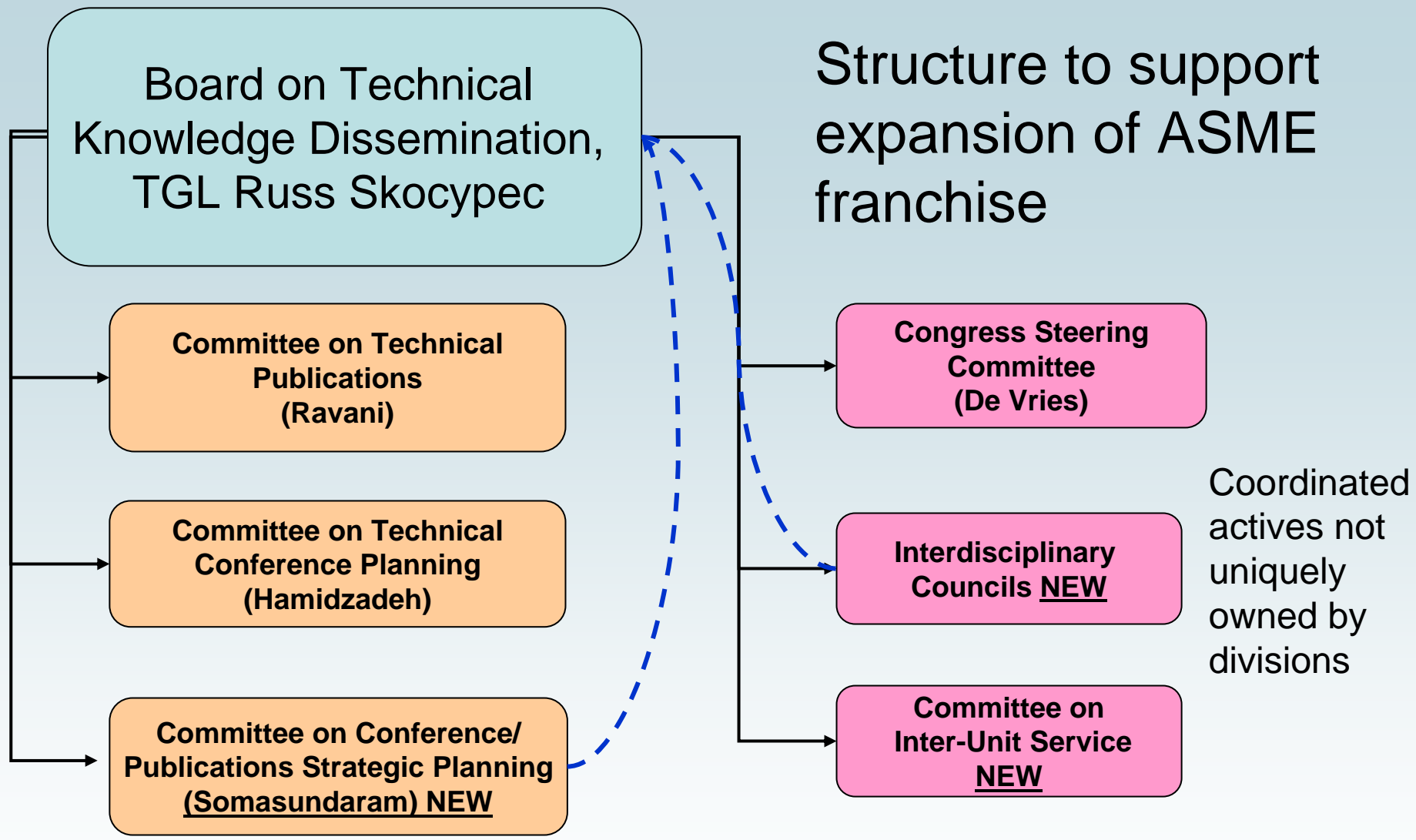


# Appendix Identifying Topics for Cross-Disciplinary / Cross-Divisional Councils

## Extending ASME Franchise



# Structure to support expansion of ASME franchise

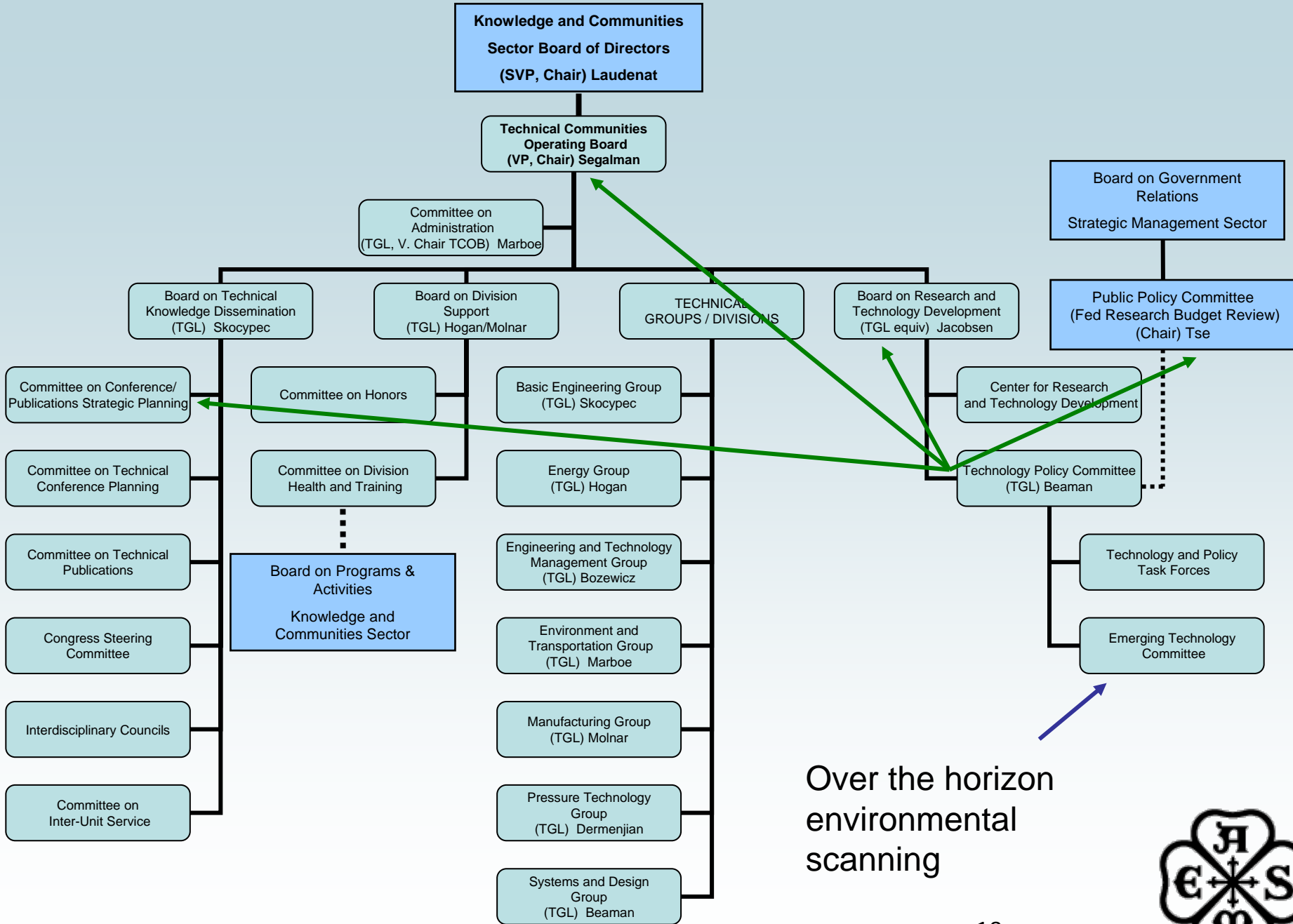


Coordinated activities not uniquely owned by divisions

Current world environmental scanning and creation of new initiatives.

- Membership drawn from Group MALs
- Membership appointed by TCOB





Over the horizon  
environmental  
scanning

