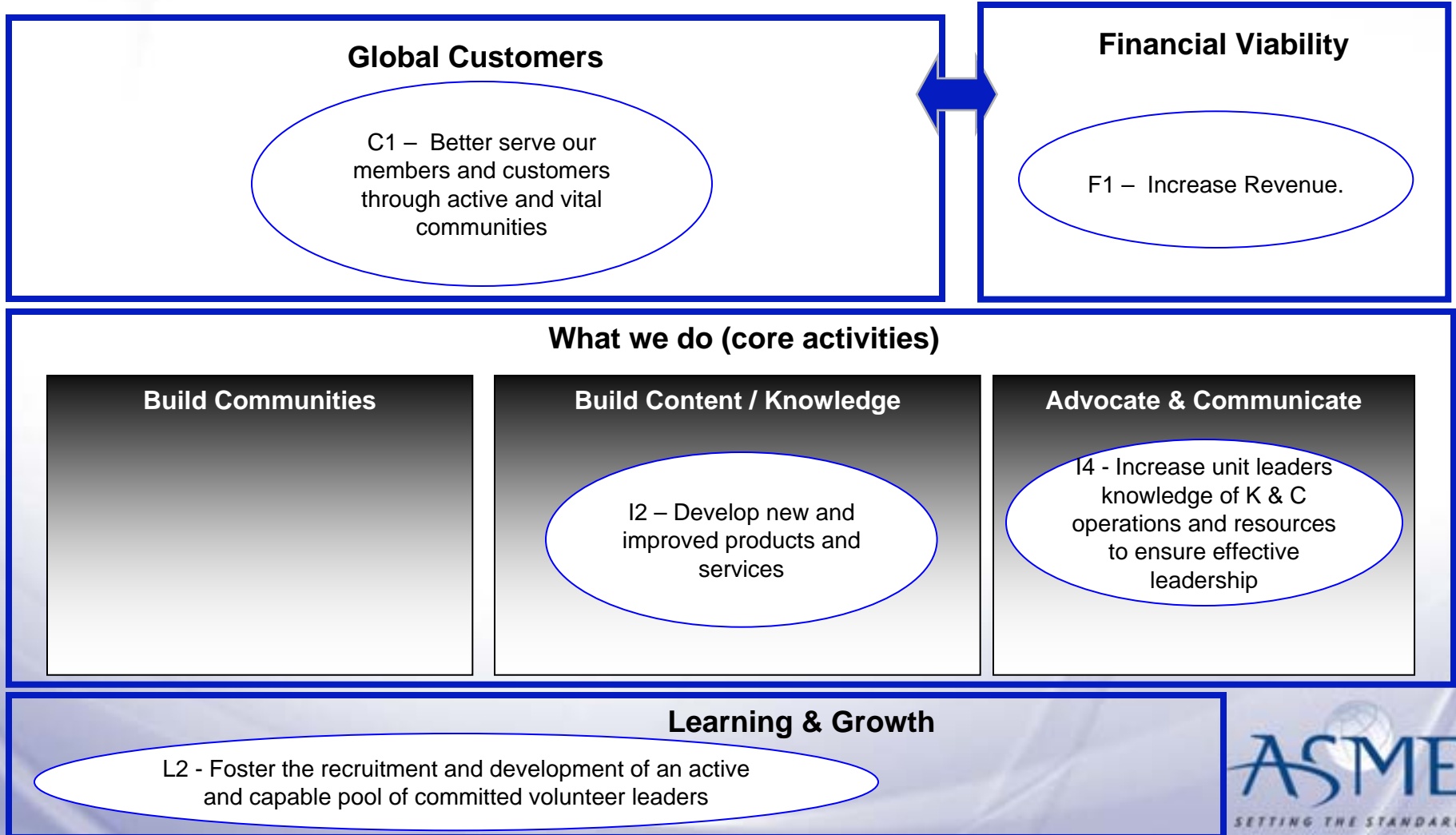


# K&C Sector

## FY10 Strategy Map

**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

**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 FY10 SCORECARD (Revised May 20, 2009)

Strategic Objective	Measure	FY 10 Target	Initiative/Comments
<b>C1 – Better serve our members and customers through active and vital communities</b>	1) Increase number of active section and student sections.  2) Number of technical speakers identified	1) Increase active sections by 10% from FY09 and students sections by 5% from 09  2) 50 new speakers identified and listed on the technical speakers' database by June 30, 2010.	1) Section and Student Section Revitalization Project – Owner GCOB  2) Creation of Technical Speakers' database – Owner P & A
<b>F1 – Increase revenue</b>	1) Number of new net revenue generating programs	1) 3 new programs proposed or launched in FY10	1) All K & C Op Boards to participate – Owner K & BoD
<b>I2 – Develop new and improved products and services</b>	1) Completion of identified milestones and actions	1) 100 % of milestones achieved by Q4	1) Development and implementation of a Conference Organizer Toolkit – Objective is to improve the quality of technical conferences by providing the tools for the conference organizers to make them more successful - .Owner TCOB
<b>I4 - Increase unit leaders knowledge of K &amp; C operations and resources to ensure effective leadership</b>	1) Number of articles from each K & C Op Board and Committee in each issue of K & C Leadership News  2) Completion of identified milestones and actions	1) One article each from every K & C Op Board and Committee  2) 100 % of milestones achieved by Q4	1) Owner – K & C BoD  2) Implement a marketing strategy to increase the awareness of Affinity Groups – Owner ACOB
<b>L2 - Foster the recruitment and development of an active and capable pool of committed volunteer leaders</b>	1) Completion of identified milestones and actions  2) Number of new SSAs recruited and trained  3) Number of divisions targeted	1) 100 % of milestones achieved by Q4  2) 15 new SSAs recruited and trained  3) 3 divisions in FY10	1) Development and Implementation of K & C Annual Training Plan – Owner P & A  2) Development and implementation of a Student Section Advisor Recruitment and Training program – Objective is that active and trained SSAs promote strong student sections – Owner GCOB  3) Implement a Division Health Initiative that focuses on the development of strong technical committees – Objective is on establishing healthy technical committees which will strengthen the division - Owner TCOB

*Yellow represents stretch goals 3 of 9 or 33%*