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STRATEGIC INITIATIVES & NEW PRODUCTS

VISION

To be an effective and entrepreneurial leader for initiatives and new products and services that further ASME strategic objectives.

MISSION

To leverage the intellectual property, skills and competencies of ASME to plan, develop and implement:

1. Strategic Initiatives that further ASME's strategic priorities; and
2. New market-focused products and services that create new revenue streams while advancing the art and practice of engineering.

BY-LAWS

The Strategic Initiatives and New Products Committee, under the direction of the Strategic Management Board of Directors, shall provide insight through internal and external sources for initiatives and new products and services that further ASME strategic objectives.

The Committee will consist of a Chair, appointed by the Senior Vice President, Strategic Management and a membership, as determined by the Strategic Management Board of Directors.

PROPOSED EDITS TO VISION AND MISSION STATEMENTS

Suggested Edits to SI&NP Vision Statement

To be ~~come the recognized global leader for~~ effective entrepreneurial initiatives ~~involving profitable~~ new products and services that further ASME strategic objectives.

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To be ~~a national resource for engineering entrepreneurship.~~

Deleted: an effective and entrepreneurial leader for initiatives and new products and services that further ASME strategic objectives.

To be ~~a visionary and~~ entrepreneurial leader for initiatives, products and services that ~~address issues facing the engineering community and~~ further ASME strategic objectives.

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To ~~lead ASME in innovation and become a national resource for engineers and engineering innovation.~~

Deleted: be an effective and entrepreneurial leader for initiatives and new products and services that further ASME strategic objectives.

Suggested Edits to SI&NP Mission Statement

To leverage the intellectual property ~~and talent~~ of ASME to plan, develop and implement:

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1. Strategic Initiatives that further ASME's strategic ~~objectives~~; and
2. New market-focused products and services that create new revenue streams while advancing the art and practice of engineering.

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To leverage ~~and develop internal and external~~ intellectual property, skills and competencies to plan, develop and implement:

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1. Strategic Initiatives that further ASME's strategic priorities; and
2. New market-~~driven~~ products and services that create revenue ~~and value~~.

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To leverage and develop the intellectual property, skills and competencies of the engineering profession and ASME to plan, develop and implement:

1. New ASME opportunities for integration into the society; and
2. New market-driven products and services that meet engineering related needs identified in the community.

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To leverage or build the intellectual property and expertise of ASME to:

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1. create and launch market-driven products and services generating revenue and/or value for ASME;
2. develop innovative concepts to be integrated into ASME and disseminated to the engineering profession; and
3. serve as the Emerging Business Development Office (Break Through Ideas Incubator) for ASME.

Deleted: Strategic Initiatives that further ASME's strategic priorities; and

Deleted: New market-focused products and services that create new revenue streams while advancing the art and practice of engineering.

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