

INTRODUCTION

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From: Joe Casalino
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Re: Next Steps for CEEI Marketing

Date: February 18, 2009

Thank you for the opportunity to further discuss next steps for CEEI in its effort to raise awareness and promote innovation and entrepreneurship among young engineers.

As requested, we have focused on the Tier 1 items that need to occur within the next six months. While the CEEI staff asked us to also estimate internal expenses, Performance Strategies found this task difficult as most of the internal responsibilities surrounded the issue of content development. For the purposes of this discussion, we have assumed that all content is already available. If this is not the case and CEEI will need to purchase content, those costs are not included in the estimates we have provided.

Performance Strategies has also provided an estimate for fundraising for CEEI. Due to the importance CEEI staff has rightfully placed on this item, we have included it in Tier 1 mission critical activities.

This is a working document. If you have questions or need to make adjustments, please feel free to contact us. We are interested in a long-term, sustainable partnership, and are flexible to meet the needs of CEEI.

INTRODUCTION

ASME CEEI is ready to build a “Path Forward” for developing CEEI into a robust driver for ASME’s membership goals and brand power.

Any path forward must support the following strategic organizational goals:

- Workforce Development
- Globalization
- Attract and retain ECEs to ASME membership
- Commercialize research/technology presented at the ASME Congress
- Act as a vehicle for matching ideas with funding
- Develop support networks for ECEs following paths of entre- and intrapreneurship

Research conducted by Performance Strategies identified seven recommended strategies in support of each of these goals. The recommendations have been accepted by ASME’s SII Committee. Those recommendations now need to be further developed.

These recommendations have been prioritized as follows.

Tier 1 - Mission Critical Success Steps (Timeline: 6 Months)
IP Protection Programming
Intrapreneurship Training
Build School Presence
Online Programming for ECEs
Raise Funds to Support CEEI
Tier 2 - Middle-term Critical Success Steps (Timeline: 6 months to 18 months)
Support innovation through funding and training modules
Tier 3 - Long-term Success Steps (Timeline: 18+ months)
Develop a network of innovators and entrepreneurs
Help ECEs and students motivate future generations of engineers

ASME has asked Performance Strategies to focus the attention of this proposal on the Tier 1 mission critical recommendations and develop estimated costs for the development of these programs.

Recommendation 1:

Highlight programs that teach engineers how to protect IP and obtain information about other entrepreneurship and innovation information and resources.

Current Situation:

As heavy web users, ECEs readily turn to internet resources for support. Currently, ECEs and students are more likely to utilize Google, other search engines, and family and friends to find information on IP protection rather than utilize ASME's website.

The ASME website, which contains some of this information, is currently very content heavy and difficult to navigate. Because of this, CEEI desires to create a dedicated site which will serve its core audiences while also supporting the ASME brand.

Actions:

Build content-rich CEEI email and website campaign to serve as "go to" for external info & resources (such as IP info, SBIR, TBED, SSTI)

Develop Marketing Strategies and Tactics to push and pull traffic to content

Objectives:

- Utilize website as the main vehicle to support several key CEEI programs
- Attract current and new users to the website
- Drive membership through the website
- Encourage repeat use of website resources
- Develop a gateway to further interaction with CEEI

Development:

- Develop a web presence which complements the ASME brand
- Develop site architecture that enhances accessibility to information
- Develop content for website
- Attract content partners to serve as resources
- Utilize e-marketing, social networking, search engine optimization, and viral campaigns to attract users

Recommendation 2:

Develop online programming for students and ECEs, particularly in the area of entrepreneurship and innovation. Of particular need are perceived soft skills, such as business management skills. Eventually, this program can mature into MBA bootcamps, a low-cost option for young engineers who lack resources or the support of an employer to obtain those skills.

ASME and CEEI staff have identified webinars as an appropriate first step into this arena.

Current Situation:

CEEI has an existing base of volunteers and material appropriate for a webinar series, as well as easy access to technology for hosting and implementing a webinar series. While the concept needs very little development, marketing and pricing strategies for the series must be developed.

Objectives:

- Attract ASME members and non-members to the webinar
- Develop webinar into a membership recruitment tool
- Price series appropriately to attract maximum participants and encourage membership (such as through members-only pricing).
- Encourage repeat use of website resources
- Develop a gateway to further interaction with CEEI
- Encourage interest in the week long in-person bootcamp format

Development:

- Attract ASME members and non-members to the webinar through e-marketing
- Develop webinar into a membership recruitment tool
- Price series appropriately to attract maximum participants and encourage membership (such as through members-only pricing).

Execution:

There is great opportunity to utilize the same technology tools to accomplish the objectives of Recommendation 1 and Recommendation 2.

By utilizing an ISAT plug-in to your website, CEEI can manage videos and content with limited impact on existing ASME web functionality. The product can also be used virally, as part of a push marketing strategy to students and ECEs.

Once in place, the product can be easily managed and updated in a format more conducive to gaining the attention of a young and technologically sophisticated audience.

This would also eliminate some of the potential expense of web development.

If possible, we would like to set up a demonstration of the ISAT product to demonstrate how it can effectively meet the needs of CEEI's audiences.

Recommendation 3:

Develop a presence within individual schools to increase relevance and access.

CEEI staff currently utilizes the I-Show as the primary mechanism for meeting this objective have identified webinars as an appropriate first step into this arena.

Current Situation:

CEEI communicates with liaisons at schools nationally, highlighting the benefits of participation in the I-Show. Rather than just utilize this “trickle-down” approach, Performance Strategies recommends adding a “trickle-up” component more closely linking the I-Show to new products and services in the area of IP protection, soft skill development, and additional services linked to innovation.

Objectives:

- Attract greater participation in the I-Show
- Raise awareness of ASME’s commitment to innovation and entrepreneurship
- Grow awareness to attract new sponsors
- Encourage repeat use of CEEI resources, strengthening relationship with potential and at-risk member groups
- Increase participation of TBEDs, angel funds, and VCs

Development:

- Build electronic communication mechanisms that speak directly to the ECEs and student engineers
- Develop presence where students and ECEs interact online
- Increase awareness among funding community
- Provide internal marketing support for ASME Centers to increase their capacity to pitch I-Show to ME Department heads

Recommendation 4:

Train businesses for intrapreneurship.

Current Situation:

The top recommendation to come out of CEEI's strategic research was the need to change the way businesses look at innovation. This recommendation is far more wide-ranging than support of entrepreneurship because of its potential to impact not just those few engineers looking to strike out on their own, but those engineers who are looking to use their desire to innovate in a more traditional industry setting.

The trend for engineering businesses to encourage innovation and "intrapreneurship" – or the practice of developing new ideas for "sale" within a company for that company to take to market – was clearly identified through the research as an emerging trend. Even those engineers within companies without a formal intrapreneurship structure see a need for the know-how to promote their innovative ideas within their companies.

CEEI would like to reach out to industry and promote innovative thinking and intrapreneurship through partnering with industry to develop the workforce from within, creating industry support for ASME and long-term memberships.

Objectives:

- Develop industry partners
- Enhance workforce innovation and intrapreneurship skills
- Develop innovative thinking within the workforce
- Develop industry advocates for ASME membership

Action Items:

- Determine what ASME programming can be leveraged to provide intrapreneurship training
- Develop pilot programs via in-person and virtual modules
- Identify existing partners (such as Westinghouse) for pilot program testing
- Market programming through intensive partnership development
- Market a la carte programming through virtual modules
- User surveys

Goal:

Raise \$100,000 in sponsorship support of the 2010 I-Show

Current Situation:

For the I-Show to continue to grow in size and relevance, it is increasingly important that CEEI identify potential sponsors and seek a long-term partnership with a company or series of companies that understands the value of the program.

Objectives:

- Develop partners
- Offer more “bang for the buck” to participants
- Increase awareness of I-Show and CEEI’s efforts to enhance entrepreneurship and innovation in engineering
- Reduce direct expenses for CEEI and ASME

Action Items:

- Determine feasibility of raising money for this program
- Identify and cultivate potential partners
- Build an appropriate case for support
- Raise money