

SNAME Strategic Plan – 2018-2021

- EDUCATION
 - 1) Continuing Education
 - 2) Web-ed
 - 3) New and Improved Meetings and Symposia

 - INTERNATIONALIZATION
 - 1) Increase international membership
 - 2) Additional overseas meetings
 - 3) International association partnerships/marketing agreements

 - Leave the SNAME business organization effective for the next decade
 - 1) New by-laws
 - 2) Section Improvements
 - 3) Committee Structure improvements
 - 4) Increased HQ Value to membership and volunteer committees

 - Leave the SNAME Volunteer organization effective for the next decade
 - 1) Review Volunteer Committees effectiveness
 - 2) Streamline Committee Operations

 - FINANCE
 - 1) Increase Revenue
 - 2) Publication breakeven strategy
 - 3) Cost Control/ Capital Investment Strategy
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1. Build/rebuild effective HQ staff that is capable and empowered to execute core Society business functions with minimal direct oversight from the Volunteer structure.
 2. Build/rebuild effective Volunteer committee structure that is sustainable with regard to resources and time commitments and has momentum to achieve effective and continued efforts.

3. Align HQ and Volunteer organizations (roles and responsibilities, lead/support functions, budgets, and strategies) to achieve the Society's mission.
4. Establish clear and effective policies and procedures that ensure effective continuity of operations that is not dependent on individual staff or volunteers.
5. Build Section Trust and Relationships with HQ and EC members and build an effective strategy for utilizing the sections for membership retention and new member acquisition.
6. Transition from being a U.S. society with international presence to being a true International society.
 - a. Sections
 - b. Symposia
 - c. Offices
 - d. Events
 - e. Member Value (knowledge availability)
7. Develop an effective Education program to meet the needs of under graduate, graduate, and professional members throughout their careers.
8. Develop an informative student strategy to keep them in the industry.
9. Develop programs that will appeal to the many levels of engineers in the shipping industry.
 - Electrical
 - Structural
 - Civil
 - Mechanical
 - Polymer
10. Develop a Membership Strategy that
 - a. Defines member value
 - b. Increases member retention
 - c. Increases conversion of student members to full membership
 - d. Increases International reach
 - e. Widens appeal to entire shipping industry

11. Develop an outreach organization that:

- a. Establishes long term trusted relationships across the maritime business domains
- b. Solicits financial support to the Society from the industry, governments, and individuals
- c. Represents SNAME interests in advocacy and government relation issues

12. T&R

- a. Define Technology and Research subjects support the interest of the wider industry
- b. Develop more effective processes to ensure the timely publication of SNAME materials

HQ ACTIVITIES

13. Member Services

- a. Research member needs
- b. Create new and tangible member products and services
- c. Evaluate current offerings and recommend changes/alterations

14. Marketing and Publicity

- a. Create an executable marketing campaign for all aspects of SNAME
- b. Ensure SNAME HQ is built to implement marketing initiatives
- c. Update SNAME Content visibility in press, publications, events, etc.

15. Events

- a. Evaluate and launch new and relevant global event programs in cutting edge industry segments based on industry segments, and technology hot points.
- b. Take a provocative and disruptive approach to attracting attendees and presenters
- c. Increase profit margins of existing events
- d. Create product showcase for industry specifiers, procurement offices and purchasing agents

16. Education

17. Research and Publications

18. Finance

PLANNING COMMITTEE TOPICS:

- a. International
 - 1. Membership (current and prospective)
 - 2. Partner and competitive organizations (and possible white space)
 - 3. Regional experts/advocates for SNAME
 - 4. Education structure to leverage and build upon
 - i. Steps
 - 1. Planning Committee discuss and task membership for SWAT analysis of 2-4 targets
 - 2. HQ to provide membership reports
 - 3. Education Committee to provide regional education analysis
 - 4. Membership to report back to PC in 2-3 months with SWAT and recommendation
- b. Development of relationship strategy for constituencies domestic and international
- c. Education
 - 1. What are the constituencies
 - 2. What do they need
 - 3. What is the future mode (channels) of providing the need?
 - 4. How does this interconnect with PE licensure and ABET'
 - i. Steps
 - 1. Discuss in PC
 - 2. Provide discussion notes to Education Committee as fodder for discussion and for Education Committee to report back against
- d. By Laws review following tasking by ad hoc committee
- e. Development of an Outreach strategy that will enable to society to effectively solicit corporate, institutional, and individual support (financial and other resources in kind)