

2010 - 2013 Strategic Plan by Programs

| Key Result | Market Growth and Development - ACMA | | | | |
|--|--|--|---|---|--|
| | ACMA Branding | ACMA Website | Increase Membership | Increasing Partnerships with Associations | Increasing the Number of ACMA Volunteers |
| Description of accomplishments by 6/30/13 | Promote ACMA as "voice of the composites industry" (both within industry and to key audiences/opinion leaders) will provide increased membership; broader participation in ACMA events, products and services, and enhanced public awareness of composites industry. | Development of a user-friendly website that allows ACMA to more effectively engage members, other industry professionals, opinion leaders and the general public. Website that meets the most current website/internet standards (Web 2.0) and maximizes the association's public outreach, education/training and revenue generating opportunities. | 1. Increase overall number of members by 25% and increase annual dues revenue to \$1.5 million (25%) | ACMA needs to leverage its resources by aggressively partnering with organizations that can help us achieve our strategic goals. Organizations include SPE, SME, SAMPE, NMMA, AWEA, ACC, NAM, ASCE, AIA, NKBA, WEF, and AASHTO - Expand the partnering umbrella to include Trade, Technical, and Professional Organizations, academia, and government agencies. | Dramatically expand the level of volunteer participation in ACMA by aggressive marketing of the benefits of participation and creating opportunities to participate that are less time-consuming than a committee. The organization will work to engage experts in companies to use their knowledge to benefit the organization. NEED METRICS TO COMPARE AND MEASURE SUCCESS |
| Priority Level within Key Result | 1 | 1 | 1 | 2 | 3 |
| Performance Indicators | | | | | |
| Milestone Year 1 (June 2011) | 1. Establish "look" and style guidelines for association materials, including guidelines to members to encourage use of ACMA logo. 2. Begin developing content for general information kits about ACMA and the industry for both member and external audiences. | 1. Move ACMA website to new platform/software so form and functionality meet current standards and enable association to offer better information/education resources to all audiences including social networking. 2. Review security procedures of listing members in the website | 1. Complete a survey of former members as to why they discontinued their membership. 2. Complete a membership value proposition study. 3. Launch an annual member satisfaction survey. 4. Revise new member orientation program. 5. Increase membership sales capacity. | To Be Determined by Committee | CEOs will have received a letter explaining the benefits of participation in ACMA and requests for themselves and employees to participate in ACMA Committees or to join a list of those willing to serve on task forces. |
| Milestone Year 2 (June 2012) | 1. Create additional content for information kits. 2. Expand targeted outreach to individuals and organizations key to industry growth (e.g. associations representing end-users or materials specifiers). | Add plug-in features to enable online education options and full buyers guide (listing both industry manufacturers and suppliers)--making the association competitive and relevant. | Complete an updated member needs survey. | To Be Determined by Committee | Targeted marketing will go to those CEOs whose companies are not participating encouraging them to be more active |
| Membership | Increased membership because of positive image and value association provides. | Central resource for association and industry information; offers members-only content. | Membership will increase 25% | Potential to increase membership | See above |
| Value to Industry | Strong industry must have a strong association representing it. | Website is the face of the association (and industry) and needs to make a good first and lasting impression. | Increase in dues and participation for ACMA programs | A more efficient and effective deployment of resources | ACMA's committees are the primary vehicle for the industry to work together to open markets and increase profitability |
| Key Result: 1. Education & Information 2. Legislative & Regulatory 3. Member Company Prosperity | 3. Member Company Prosperity | 3. Member Company Prosperity | 3. Member Company Prosperity | 1. Education & Information 2. Legislative & Regulatory 3. Member Company Prosperity | 3. Member Company Prosperity |
| Goals | # 5 (Strengthen ACMA) | #3. Increase awareness of potential advantages of utilizing composite materials; #5. Strengthen ACMA. Note: Also Mission 1-Education and Information--Goals 2,3, and 4 for education/training/resources and information dissemination. | 5. Strengthen ACMA | All | #3-5 Strengthen ACMA. |
| Committee | Not yet established | None yet established | Membership | Strategic Planning | Strategic Planning |
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