Securing the Future for the Adhesives and Sealants Industry

A major initiative was undertaken by Adhesive and Sealant Council (ASC) in 2017 that will further drive long-term value of an ASC membership for its members. Following extensive research and interviews with industry representatives, member volunteers identified opportunities for ASC to deliver meaningful benefits to its membership for years to come.

The undertaking built upon the many new programs and services developed in 2013 under ASC’s Long Range Plan while maintaining our core focus — career education, common knowledge integration, innovation collaboration, unified industry voice, industry growth, and organizational effectiveness. The new Long Range Plan begins in January 2018 and runs through the end of 2020.

At ASC, we deliver programs and services to our members that enable you to engage with your industry peers in powerful ways and help you and your company professionally grow. The following pages summarize the new initiatives developed as part of this recent undertaking. Working collaboratively together, our organization and its members will help secure the future.

Charles R. Williams, Jr.
Chairman, ASC
Global Technical Director, Avery Dennison

William E. Allmond, IV
President, ASC
THE 2018-2020 ASC STRATEGIC PLAN

MISSION — Why ASC exists; our core purpose

ASC delivers career education and workforce development, innovation, community knowledge sharing and a unified industry voice. Together, we accelerate the adoption of adhesives and sealants to strengthen our member businesses.

VISION STATEMENT — a compelling future for the A & S industry

Innovators secure the future with adhesives and sealants.

STRATEGIC OBJECTIVES

To achieve ASC’s mission and vision, six strategic objectives guide the organization in building upon our successful history:

1. Career Education and Workforce Development — Deliver core fundamentals education and experiential learning throughout a member’s career.

2. Community Knowledge Integration — Facilitate knowledge sharing across the adhesive and sealant community.

3. Innovation — Accelerate innovation across the adhesives and sealants value chain.

4. Unified Industry Voice — Communicate the benefits of the adhesives and sealants industry and create compelling ways to tell the adhesives and sealants story to inform and influence important audiences.

5. Grow the Industry — Promote the adoption of adhesives and sealants solutions and help minimize barriers to market growth.

6. Organizational Effectiveness — Provide organizational alignment, enabling infrastructure, leadership and operational excellence to support the other strategic initiatives and on-going operations.
Objective #1  Career Education & Workforce Development

Deliver core fundamentals education and experiential learning throughout a member’s career

The success of our industry’s future is tied to having a dynamic educational program to support the various corporate functions found within member companies, and that recognizes that both course work and peer-to-peer learning are critical as an employee develops. ASC will expand its educational offerings with both a career development orientation and within a 52-weeks-a-year framework.

Strategic Initiatives and Tactics:

1.1 Create a curriculum that allows an adhesives and sealants professional to grow/learn throughout their career.
   1. - Continue enhancing the ASC Training Academy Certificate Program.
   2. - Incorporate advanced technology component in the ASC Training Academy program. This effort is designed for technologists already familiar with the subject matter and looking for much more robust educational content.

1.2 Increase the interaction between ASC and universities, tech schools, and community colleges to promote adhesive and sealants as a rewarding career choice. Highlight research areas and opportunities for graduates and build academic networks in schools with polymer, adhesive and processing programs.

1.3 Build an emerging leader community, enabling year-round opportunities for mid-career, fast track employees within ASC member companies to connect, focused on addressing mutual challenges and solving common issues.
Objective #2  Community Knowledge Integration
Facilitate knowledge sharing across the adhesive and sealant community

The strength of an industry trade association is directly linked to the level of participation of the companies involved in the trade. ASC provides opportunities for the industry community to address issues of importance to the value chain, and enables the community to respond. ASC engages stakeholders and gathers intelligence, and actively facilitates knowledge sharing across the adhesives and sealants industry.

Strategic Initiatives:

2.1 Develop an online executive brief subscription that provides members top level marco-economic data and, where possible, key feedstock development information relevant for formulating adhesive and sealant products.

2.2 Identify with ASC committees and ASC leaders desired outcomes, approaches and action steps to position ASC at the 2020 World Adhesive Conference and then execute.

2.3 Publish a new North America Market Report on Adhesives and Sealants.
Together, we shape the industry’s future – and innovation is a critical requirement of long term success for any company. Innovation occurs across the value chain, and ASC is uniquely positioned to proactively provide platforms to link the value chain to stimulate member company research and development efforts.

**Strategic Initiatives:**

3.1 Proactively communicate innovation success to member companies.
   - Execute the Innovation in Application Awards Program annually.

3.2 Engage and leverage relationships with the Adhesion Society, and other industry organizations to foster innovation.
Objective #4  A Unified Industry Voice

Communicate the benefits of the adhesives and sealants industry and create compelling ways to tell the adhesives and sealants story to inform and influence important audiences.

A key benefit of any trade association is the ability to speak for an entire sector on a variety of communications platforms in support of industry growth, policy development, regulatory understanding and standards development. To ensure stakeholders understand our industry’s underlying value premise, ASC proactively communicates industry messaging in a collaborative, member driven manner.

Strategic Initiatives:

4.1 Create a global regulatory networking group with organizations (e.g. ASC, FEICA, ARAC) to collect, discuss & disseminate information to ASC members on regulatory developments occurring in the various world regions.

4.2 Create an ASC International Regulatory Task Force that engages members’ staff responsible for international regulatory interface, to proactively set the message and provide rapid response.

4.3 Develop educational resources, through collaboration with industry partners, that assist ASC members to consider a chemical screening approach for Big Box and Retail Channels.
Objective #5 Growth

Accelerate adoption of adhesives and sealants solutions and help minimize barriers to market growth

Working together, ASC and its members will aggressively identify and tackle growth opportunities to ensure adhesives and sealants are the option of choice for innovators.

Strategic Initiatives:

5.1 Identify and engage specific targeted segments of end-users to increase the adoption of adhesives and sealants.

5.2 Develop additional member-led resources targeted at specific end user segments about the benefits of using adhesives and sealants in the manufacture of their products.
Objective #6 Organizational Effectiveness

Provide organizational alignment, enabling infrastructure, leadership and operational excellence to support the other strategic initiatives and on-going operations.

Given the accelerated focus on education, knowledge integration, innovation, industry communications and growth, ASC will align its operational and governance functions as appropriate.

Strategic Initiatives:

6.1 Respond quickly to an ever-changing marketplace, assessing key investments needed across human, technology, facilities, structural, and governance resources to achieve overall objectives.

6.2 Continue the Long Range Plan policy to update the plan on a 3-year cycle.