



# ATMAE Strategic Plan

2018 - 2020

Revised: October 19, 2017

**2020  
PROMOTING  
EDUCATION &  
PROFESSIONAL  
DEVELOPMENT**

**2019  
STRENGTHENING  
BONDS TO  
INDUSTRY**

**2018  
BRANDING,  
COMMUNICATION  
& ENGAGEMENT**

**4Q - 2017  
"SETTING THE  
STAGE"  
PREPARE LAUNCH  
OF PLAN**

- Finalize & present Strategic Plan to membership at conference in Cincinnati.
- Introduce LMS at conference.
- Begin revamping of website.

- Conduct an across-the-board review and update of branding and packaging of ATMAE's mission, products and services.
- Ensure consistent communications to members & supporters.
- Promote engagement and buy-in by all stakeholders.

- Promote ATMAE's role in protecting and promoting applied engineering, technology management, and technical professions to industry leaders.
- Increase the visibility and influence of ATMAE leadership and members

- Affirm value and strength of all ATMAE certifications and accreditations.
- Submit the proper applications to define Classification of Instructional Programs with the US Department of Education.
- Increase participation in all ATMAE programs and services.

- FOCUS PROJECTS FOR 2018 - 2020**
- Inaugurate Annual Conference Planning Committee and develop event into a marquee function that will help build comprehensive growth.
  - DOE's Classification of Instructional Programs (up in 2020): Submit the proper applications to define CIPs for both Applied Engineering and Technology Management.

- OUR VALUES AS A PROFESSIONAL ASSOCIATION**
- **Belief in Hands-On, Lab-Based Instruction & Problem-Solving Team-Based Activities**  
Strong engineering instruction enhances our profession and contributes to the betterment of society.
  - **Member Focus**  
Meet the needs and exceed the expectations of members.
  - **Integrity**  
Act ethically with accountability for life-long professional development and commitment to excellence.
  - **Collegiality/Networking**  
Helping each other through the collective wisdom and experience of our diverse membership.
  - **Innovation**  
Embrace change with creativity.