ATMAE Strategic Plan
2018 - 2020
Revised: October 19, 2017

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.

2018
BRANDING, COMMUNICATION & ENGAGEMENT

- 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.

2019
STRENGTHENING BONDS TO INDUSTRY

- 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.

2020
PROMOTING EDUCATION & PROFESSIONAL DEVELOPMENT

- 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.

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.

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.