



American Society for Engineering Management Strategic Plan

Vision

To be the premier organization that advances and unites the engineering management profession worldwide

Strategic Goals

- Serve as the steward of the EM body of knowledge
- Provide leading EM publications for ASEM members and the profession
- Advance the careers of EM professionals
- Engage EM professionals
- Foster and recognize EM best practices

Mission

To advance and disseminate the engineering management body of knowledge, develop engineering solutions to management challenges, and promote professional development and networking among members

Objectives

Recruit and retain an active membership of engineering managers worldwide

Produce and disseminate high quality engineering management publications

Deliver valued engineering management professional and program certifications

Provide professional development opportunities to the engineering management workforce & students

Increase ASEM's strategic and corporate partnerships

Achieve and maintain financial security for ASEM

Metrics

- Professional, student, international membership
- Memberships not renewed
- Professional sections
- Student chapters

- EMJ acceptance rate
- EMJ impact factor
- IAC papers published
- EMBOKs sold
- EM Handbooks sold

- AEM and PEM certifications
- EM program certifications

- IAC attendance
- Webinars offered and attendance
- Practice periodical readership
- Training sessions offered and attendance

- External partnerships
- Academic partnerships
- Society sponsorship
- Corporate associates
- Industry IAC attendees

- Revenue
- Expenses
- Sponsorship amount
- Savings balance
- Cash on-hand

The Society that speaks for engineering management professionals around the world