METRO NEW YORK-NEW JERSEY CHAPTER

LONG RANGE PLANNING DOCUMENT

SCOPE

This document covers major long term goals and objectives of the Metro New York - New Jersey Chapter of ASM International. The document outlines broad strategies that should be developed and implemented to allow the Chapter to make progress toward these goals.

GOALS

- The primary goal of the Chapter is to increase participation by the members, in all Chapter sponsored activities, but especially on the Executive Committee. This goal must be met if this is to remain a viable Chapter. Despite the fact that this is considered a large Chapter, with approximately 500 members, the operation of the Chapter is being handled by a small group of dedicated individuals. These individuals manage all Chapter activities and functions. This group consists largely of older members, many of whom are retired. The Chapter sets as a top priority, the recruitment of younger members to become active in leadership roles as Directors.

- A related major goal for the Chapter is to recruit new members, especially younger professionals in our field. Despite the infusion of new members several years ago, due to a merger with the former New York Chapter, and absorption of the former Hudson Valley Chapter, our membership roles have declined. A related goal is to encourage active participation by young members in Chapter activities, including attendance at technical meetings. Most active Chapter members have been working in our profession for at least 20 years. Although we have active younger members, job changes often cause them to leave our area after a short period of involvement. Young members are the lifeblood of any organization, and recruitment of young members is a high priority for our Chapter.

- Another important goal of the Chapter is to increase the number of Sustaining Members. The Chapter is located in an area where there are many corporate headquarters of large companies that are in materials related businesses and have over the years benefited, or could benefit, from ASM sponsored activities. The Chapter financial situation is declining for various reasons and we could put to good use the financial assistance that can be derived from a significant increase in the number of Sustaining Members.
A further goal of the Chapter is to revive ASM educational courses that were a regular feature of our yearly activities in the past but now occur with less frequency. These courses provided significant financial benefit to the Chapter, while fulfilling our mission to provide technical training opportunities for members. There are two stumbling blocks that must be addressed. These courses had, for many years, been conducted primarily by one dedicated member, who devoted a considerable amount of time to the effort. It is important to encourage one or more additional instructors who could share the burden, and eventually take responsibility for the task. A component of our plan must be to reach an arrangement that would provide the local chapter, which lacks the resources of ASM International, some reasonable opportunity to recruit students for these courses. Targeted one day courses may be a viable solution in today’s business environment.

An important related educational goal is to sponsor a one day symposium on a subject targeted to the local market. New Jersey is a leading world center for the pharmaceutical and related health care industry, including medical implants. A well-planned symposium on bio-medical materials, or materials issues in the pharmaceutical industry should draw a good audience and bring much needed contacts and publicity to the Chapter. The Chapter needs to establish key contacts at major companies in this field to develop a critical mass of active members to undertake this task. Perhaps this deficiency could be overcome if ASM International headquarters would be able to provide planning and logistical assistance.

**STRATEGIES**

Our strategy to achieve the first goal will be to build on past successes with the technical program. This is a preferred vehicle to attract members who will actively participate in the operation of the Chapter, because it is, along with emails and our website, the major forum by which the Chapter leadership interacts with the membership. Therefore, we continue to seek new venues for these meetings, place added emphasis on developing exceptional programs which will have wide general appeal and explore new and innovative ways to publicize these meetings, in order to increase attendance. There will also be a direct appeal, at each meeting, for members willing to become active in the Chapter. These tasks should probably be handled by the Program Committee. The success of their efforts is of critical importance to the health of the Chapter.

There are opportunities to increase participation by expanded cooperation with neighboring Chapters and other technical societies. A goal of the Chapter is to promote and encourage joint activities, especially with other technical societies with shared interests and who would be receptive to working with us on joint activities.
- The Chapter will benefit from expanded cooperation and assistance from ASM International to identify companies and individuals within large companies who might be receptive, and have the ability to promote/authorize Sustaining Membership by their companies.

- The Executive Committee will be making it a priority to identify one or more individuals who would assist the current instructor of the ASM educational courses, and develop different course topics and time scopes. An appeal to the general membership, many of whom are retired, not working full time, and/or have a background in education would be worthwhile.

- The Executive Committee must organize the Membership Committee around the current Membership Chairman and Sustaining Members Chairman. High priority is to focus on every new Chapter member identified by ASM International in their member report to us. Each of these individuals should receive a warm letter welcoming them to our Chapter, inviting them to the next Technical Meeting at no cost, with follow-up by telephone. This group is already involved in ASM and should be a prime target group.

- The Chapter continues to support and encourage the student Materials Advantage Chapters at New Jersey Institute of Technology and Rutgers, hopefully a new one soon at NYU Polytechnic Institute, and develop interest at other area schools which may have engineering students interested in materials engineering including Columbia University, and Stevens Institute of Technology. Individuals should be appointed to act as the liaison to each student Materials Advantage Chapter, and to pursue closer ties with other colleges and universities in our geographic boundaries. The Chapter has made progress in this area by placing student chapter members and faculty on the Executive Committee. More needs to done to retain young engineers as they transition from school into the workplace. A preferred approach is to offer them counseling and assistance with their search for employment. This would be welcomed, and encourage them to maintain ties to ASM during this transition.

Updated by:
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