ASM INTERNATIONAL
Organizational Overview and Strategic Priorities

David Williams, President of ASM International and Sandy Robert, Executive Director
THE HEART OF ASM

WHO
ASM International was founded in 1913 and is now the world’s largest association of materials-centric engineers, scientists, technicians, educators, and students.

WHAT
A member and volunteer-based organization, ASM serves as a central resource that gathers the latest applied information and disseminates it back to industry, academia, and government through published content, classes, conferences, and local chapter engagement.

HOW
By acting as a catalyst for vigorous professional activities, ASM fuels a passionate sense of community, energizes members to aspire to new levels of success and satisfaction, advances the development of materials, and ultimately elevates the importance of our professions.

The ASM Dome, world headquarters for the Society
ASM International is the world's largest association of materials-centric professionals and students. We are dedicated to informing, educating, and connecting the materials community to solve problems and stimulate innovation around the world.
A LOOK BACK

• In 1913, blacksmith William Park Woodside invited 18 fellow heat treaters to a meeting and formed the Steel Treater’s Club – the forerunner to ASM International.

• Began to hold shows and publish journals/datasheets in the 1920s and 1930s.

• Became known as the American Society for Metals, and later, as the scope of materials and geography of members expanded, ASM International.

• ASM Materials Education Foundation is established in the 1950s to encourage education and scholarships for students.

• To meet the technical needs within the general membership, six Affiliate Societies were founded with a narrower technical focus.

• Celebrated 100th Anniversary in 2013
ASM TODAY – WHAT WE DO

MEMBERSHIP
Thousands of materials professional and students across the globe take advantage of member benefits and contribute towards our mission.

EVENTS
Organize and host 5-8 global conferences/expos a year on topics like heat treating, thermal spray, aerospace materials, and more.

REFERENCE PUBLICATIONS
Hundreds of hard copy and digital titles from trusted subject matter experts, including the well-known ASM Handbook series.

ONLINE DATABASES & JOURNALS
Trusted, peer-reviewed information within subscription-based databases and journals.

NEWS & MAGAZINES
Print magazines, digital editions, and eNewsletters cover industry news, best practices, cutting edge research and more.

EDUCATION
Continuing education courses including classroom and lab courses at the state-of-the-art ASM facility, online courses, and onsite training.
THE ASM COMMUNITY TODAY

Approx. # of ASM members

20,000

30% of ASM members are active on ASM Connect

30% are a member of at least one Affiliate Society

87 countries have ASM members within their borders

81 active Chapters located around the world

62 USA

8 Canada

7 India

2 Europe

1 Mexico

1 China
ASM Materials Education Foundation
Reaching The Next Generation
About The Foundation

Vision
To be a leading provider of inspirational materials science educational resources to excite future generations about STEM learning and careers.

Mission
Develop and deploy materials science content and hands-on, minds-on instructional strategies to inspire, engage, and empower future generations to create STEM solutions for 21st century challenges.

We accomplish these by offering programs for teachers, K-12 students, and undergraduate students.
The Foundation’s Impact

**ASM Materials Camp - Teachers**
- Sharing hands-on, real-world curriculum to inspire students at no cost to teachers.
- 12,910 teachers reached since 2002.

**ASM Materials Camp – Students**
- Based in failure analysis model, led by professors or industry professionals.
- 18,375 students have attended a Camp since 2000.

**Additional Programs**
- $2,458,086 awarded in scholarships since 2000

Help us expand our impact and reach. Visit [www.asmfoundation.org](http://www.asmfoundation.org) to learn how.

"The camp aided in my decision to get an undergraduate and graduate degree in the field of materials science and pursue a career in the same field." - Student Camp Attendee
2020-2025 ASM Strategic Plan
Goals and Priorities

2023
Key elements of the ASM International 2020-2025 Strategic Plan

Goals/Critical Outcomes

• Increased membership
• Technical excellence
• Strong strategic partnerships

Key Strategic Initiatives

• Goal 1: Digital Transformation
  Be the most trusted and valued source of content and services in the Materials Science industry
• Goal 2: Interdisciplinary Growth
  Grow engagement and membership in adjacent non-materials disciplines
• Goal 3: Globalization
  Create a global professional network
• Goal 4: Diversity, Equity and Inclusion
  Cultivate a foundational culture and practice of diversity, equity and inclusion
To Build Strategic Alignment with our Future

- Digital Transformation
- Interdisciplinary Growth
- Globalization
- Diversity, Equity and Inclusion
Goal 1: Be the most trusted and valued source of digital content and services in the materials industry

- Enhanced Data and Content Access
- Enhanced Search and Tools
- Strategic partnerships for platform, technology, and content/tools
Goal 2: Grow engagement and membership in non-materials disciplines

- Clarify targeted disciplines
- Technical matchmaking
- Guide related-discipline professionals to engagement and membership
Goal 3: Develop a clear value proposition for targeted non-US markets

Global Network

- Growth and engagement in non-US markets
- Affiliate Societies represent a key lead
- Value propositions and marketing strategies
Goal 4: Accelerate DEI activities throughout ASM

- Measure DEI - Self Assessment
- Benchmark aligned STEM societies
- Modernize governance and awards practices