



2015-2017 STRATEGIC BLUEPRINT

PURPOSE STATEMENT

The purpose of the American Society of Plumbing Engineers (ASPE) is to continually enhance and promote the profession of plumbing engineering while assisting in improving the safety and well-being of the public on a global scale.

VISION STATEMENT

ASPE strives to be the leading source and authority in the development of sound plumbing design and engineering practices.

GOALS AND OBJECTIVES

The ASPE Board of Directors began the process of developing a strategic blueprint to guide ASPE during the next three years in January 2011. As the Board moved forward, draft proposals were shared with ASPE Chapter leaders and members, many of whom provided input, and the Board is very appreciative of all those who took the time to submit comments. The final document was approved by the Board on October 26, 2011.

Goal 1 – Society culture built on trust and open dialogue among all stakeholders

OBJECTIVES:

- » Increase communication from and accessibility of the Society Board to Chapter and Committee leaders and ASPE Members.
 - Provide quarterly financial updates to Chapter Presidents.
 - Provide user-friendly means for Chapters to communicate with the Board.
 - Utilize all available communication tools to reach out to Members.
 - Hold roundtable discussions between the Board and Members at annual events.
 - Require Chapter representation at business and Committee meetings held at the biennial Convention and encourage Chapters to have representation at other business meetings held at other ASPE events to ensure the transfer of knowledge and Societal objectives.
- » Enhance relationships with Affiliate organizations and expand the role of the Exhibitor Advisory Committee to be the voice of the Affiliate member organizations.
- » Increase direct networking between the Society staff and Members.
 - Executive Director/CEO will reach out to Chapters on a routine basis via phone calls, visits, and other forms of communication.
 - At least one staff member will attend each Region Chapter Presidents Meeting when financially prudent.

Goal 2 – Build positive relationships within the plumbing community

OBJECTIVES:

- » Develop partnerships with related organizations for the purpose of protecting public health, increasing Member value, and advancing the mission of the Society.
- » Implement an industry events calendar on ASPE.org to promote all events impacting Members.
- » Invite plumbing organization representatives to ASPE annual events.
- » Develop processes and networking opportunities for sharing technical expertise among related organizations.
- » Reach out to the contractor community and develop increased participation at the Exposition.
- » Build stronger relationships with the inspector and regulatory community.
- » Foster relationships with international organizations.

Goal 3 – Enhance membership value, resulting in Society growth and long-term sustainability

OBJECTIVES:

- » Have sufficient reserve funds available to address both short-term goals and long-term strategies.
- » Improve the membership process (application, renewal, etc.) to reduce cost and increase efficiency.
- » Focus on meeting financial obligations to the Chapters.
- » Develop and implement means to understand our market and Member needs, resulting in a Member-centric growth strategy.
- » Develop programs and tools to achieve membership growth and provide Chapters with increased opportunities to bring in revenue.
 - Implement a pricing strategy that sets the prices of products and services delivered to Members below the actual market value of the product or service.
 - Implement a program to provide Chapters with the opportunity to receive financial gain in the sale of ASPE publications.
 - Develop a seamless system for Chapters to access the Society database of potential Members to allow Chapters the ability to provide targeted membership marketing campaigns.
 - Work with Chapters to develop new ways to reach Members beyond the monthly meetings.
 - Investigate obtaining online membership tools (meetings, paying, etc.) for Chapters.
 - Provide a how-to guide to Chapters related to best practices in fundraising.
 - Develop ASPE digital and mobile applications (apps).
 - Create marketing programs to reach out to employers and to also target the next generation of engineers and designers.
 - Implement student Chapters in university settings.
 - Develop recognition programs related to innovation in plumbing engineering and also young engineers.
- » Develop new products and services defined by Member needs, which achieve a ROI within three years.
- » Ensure all Society leaders are aware of the financial condition of the organization.
 - Allow the Board to monitor the financial position monthly, with “course corrections” considered on a quarterly basis.
 - Update Chapter leaders on a quarterly basis.

Goal 4 – Provide professional growth opportunities for the plumbing engineer/designer community

OBJECTIVES:

- » Develop a mentoring program and implement it through the Chapters.
- » Provide training and workshop events at regional locations.
- » Collaborate with other organizations in the development and implementation of educational programs.
- » Drive networking opportunities through social media tools.
- » Enhance Career Center and programs to assist Members in the advancement of their careers.

- » Develop a database on Member expertise for access by Members to solicit advice or speakers.
- » Expand our capabilities related to our CEU Provider Program and market services to other associations and societies.

Goal 5 – Produce technical publications addressing the current and future needs of the industry

OBJECTIVES:

- » Employ a staff person with sufficient technical knowledge of plumbing engineering and design to support all technical activities of the Society.
- » Publish at least one new and one revised publication annually based on Member needs.
 - Focus on current issues and future trends within the industry.
 - Conduct a survey of membership to determine their needs.
 - Tap into membership base to provide broad input into publication development and to reduce the workload of volunteers.
 - Consider geographical/regional differences when developing technical publications.
- » Enhance online archiving and search mechanisms to allow Members access to technical information from all ASPE publications.
- » Develop quality plumbing design standards based on a consensus process.
 - Complete all open standards projects.
 - Provide committed staff support to the standards committees.
 - Achieve accreditation by the American National Standards Institute (ANSI).
- » Expand the resources available to assist the plumbing engineering community to obtain certifications developed by the Society.
- » When appropriate, reach out to other like organizations to develop collaborative publications that serve the needs of the larger plumbing community.
- » Strive to create and distribute all publications in a manner that provides a positive net financial gain to the Society.

Goal 6 – Promote uniformity in plumbing codes and the use of sound engineering practices within the codes

OBJECTIVES:

- » Work with similar organizations to develop joint positions on code changes.
- » Facilitate increased dialogue among code bodies, contractors, certification bodies, inspectors, and engineers.
- » Develop a “key requirements” document defining good plumbing design and work to have adopted into codes.
- » Ensure ASPE is represented on all applicable code committees and standards activities associated with the model codes.
- » Develop a model strategy and assistance program for Chapters to consider when working on state and local code issues with a goal of achieving uniformity.

Goal 7 – Enhance recognition of the plumbing engineering/design profession

OBJECTIVES:

- » Promote and update ASPE’s Code of Ethics and the use of sound engineering practices.
- » Develop a position statement and educational programs related to “holding to specifications.”

- » Achieve and promote the professional status of “Professional Plumbing Engineer.”
 - Collaborate with educational institutions to develop plumbing engineering and design programs.
 - Develop and promote professional certification programs related to plumbing system design.
 - Achieve third-party accreditation of all ASPE professional certification programs.
 - Communicate to employers, contractors, PEs, and other industry stakeholders the value of ASPE certification programs.