ASTM INTERNATIONAL

ADVANCING STANDARDS
TRANSFORMING MARKETS

Member Promotions and Onboarding
Creating an inclusive environment in your Committee

Helping Our World Work Better®

Work Items

What's Needed to Register a Work Item

➢ Title

➢ Scope

➢ Keywords

➢ Rationale for developing the standard

    ✓ Why is it needed

    ✓ Who's going to use it

➢ Target date for first ballot

➢ Expected target date for approval

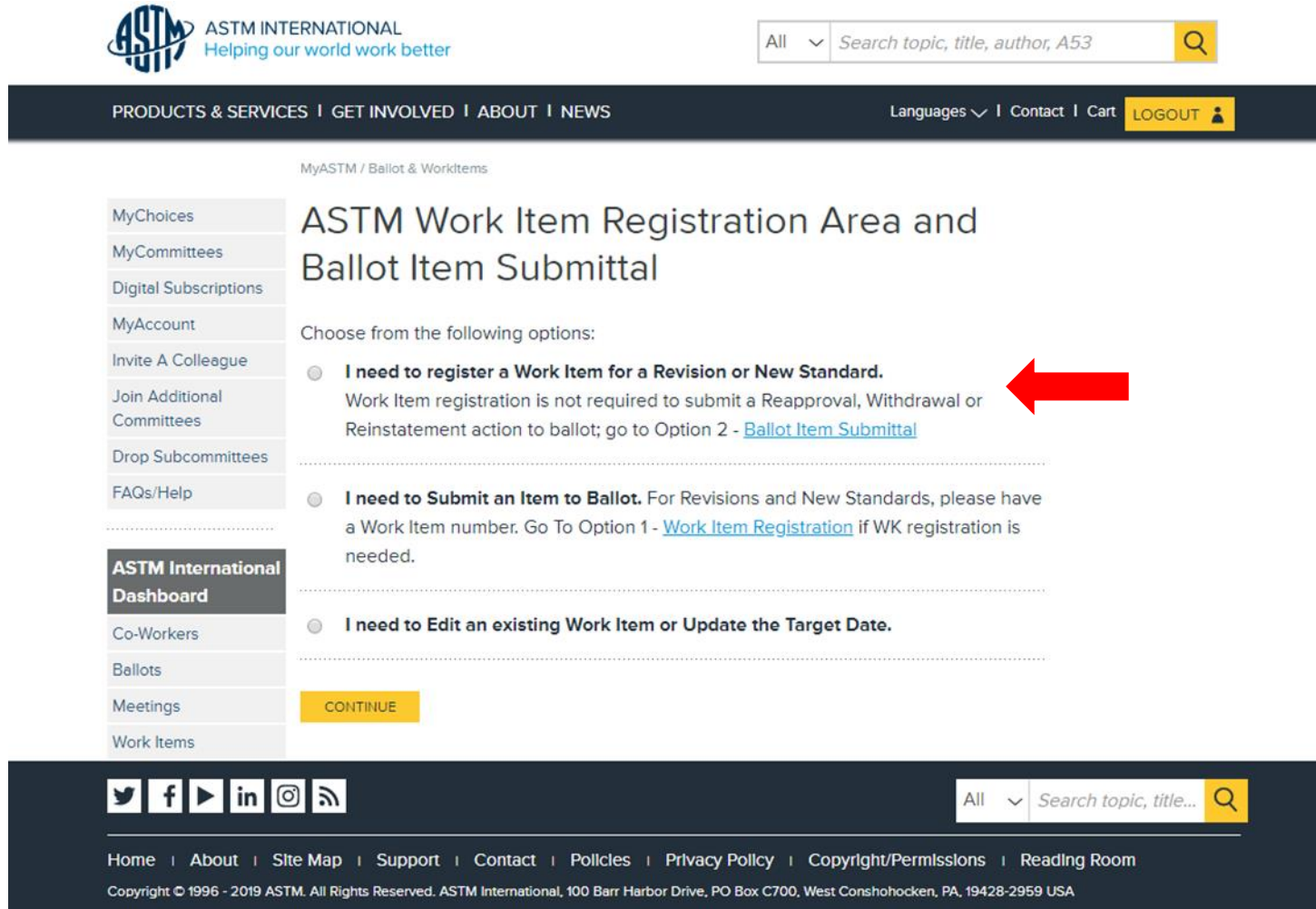➢ Authorization from Subcommittee Chair or Subcommittee Members at a meeting

Registering a Work Item

Register a Work Item

What does a Work Item do?

➢ Provides tracking number – WK12345

➢ Alerts those on the Standards Tracking Service and those searching the ASTM website

➢ Potential to prompt participation from outside of task group

Every voice is unique.
So every **voice** matters.

How do we attract and keep Members?

ASTM Committee programs

➢ Academic Outreach Program;

   ✓ Complimentary Student Membership

   ✓ Scholarships and Project Grants

   ✓ Student/University Chapters

➢ Emerging Professionals Program

➢ Technical Mentor Program

➢ Complimentary Membership and capacity building program for MOU Partners

➢ Global Cooperation's Technical Ambassador and Standards Expert Programs

Member Promotions and Outreach

Committee Specific Outreach

➢ Committee Fact Sheets

➢ Committee newsletters or update emails

➢ Standardization News magazine articles (Committee specific scope)

➢ Social media on general committee activities (awards, anniversaries, programs)

  ✓ ASTM often uses Facebook and/or LinkedIn for these posts.

➢ Industry Articles in industry-specific publications

➢ Trade Show or Expo Events

Technical and task Group Outreach

➤ Create a promotional Member eCard based on scope of Task Group

➤ Work with Corporate Communications on a Press Release

➤ Create associated social media posts related to technical content

➤ Standardization News article on broader context of the technical topic

➤ Hold a webinar, panel, workshop or symposium

Explore Expanded Models of Engagement

Value added Programs that inform the standards development process

➢Connecting research to Standards

➢Organizational cooperative agreements

➢Innovation and Collaboration Forums

➢Proficiency Testing Programs

➢eLearning and Live Training options

➢Interlaboratory Study Programs

There is more to be done to support inclusive standards and create an environment where under-represented stakeholders feel empowered to be engaged!

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So every **voice** matters.

How do we help members be effective?

Member Onboarding Strategies

Committee Meetings

- Accessible Meetings Format
  - ✓ In-Person, Virtual, and Hybrid
- Member Welcome Sessions
  - ✓ Consider holding in-person and virtual dates
- Send a Member Welcome Packet or Email
- Committee Award Receptions

Networking Events

- Open Invitation Member Gatherings
  - ✓ (informal and formal)
- Member's Guest Hospitality Breakfasts
- ASTM's Committee Week Refreshment Break Sessions
- Women's Luncheon's or Other Networking Events

Member Education Opportunities

Utilize the Member Classroom and other benefits!

➢Free Member benefits; including access to standards

➢Virtual Classroom for members

➢Cooperative Training Programs for International Standardization

➢Committee Newsletters or Update emails

➢Virtual meeting tools and platforms

➢24-7 online balloting and collaboration tools

➢Committee Specific Training Opportunities

Showcase the Value of ASTM Membership

Help new and existing members show benefits to their employer!

➢Power Point template
  ✓*The value of ASTM International participation for an employer*

➢Draft Letter Templates
  ✓Letter to employer regarding benefits of participation
  ✓Letter to employer to appoint replacement for member retiring
  ✓Letter for committee to use to welcome new member

➢Provide Standardization News Articles on ASTM
  ✓Standards Boost Business
  ✓Business Case Studies
  ✓"The Corporate Edge" Article

Committee Leadership Development

Committee Leadership Positions

➤ Open Officer Selection and Election process

➤ ASTM Technical Committee Officer Handbook or "Red Book"

➤ Technical Mentor Program

➤ Emerging Professional Nominator

➤ Company or Industry Liaison

➤ Access to a global network of peers and professionals for

  ✓ Business inquiries and opportunities, and

  ✓ Professional development opportunities

Standards Development Leadership

➤ Virtual Classroom for members

➤ Annual Officer Training Workshops (OTW)

➤ Cooperative Training Programs for International Standardization

➤ Sign up for ASTM NewsBrief compilation

➤ ASTM Technical Publications

➤ Gain direct participation, influence, and access

  ✓ Knowledge of content as it is formulated

  ✓ A voice in development

  ✓ Access to technical experts drafting documents

Meeting Preparation and Organization

➤ Follow the guidance in the Member classroom training and Officer Handbook on Meeting preparation:
- ✓ Information Gathering and follow up with task group and/or subcommittees for progress reports
- ✓ Timely Agenda and Minutes preparation and posting
- ✓ Meeting management and Time management practices
- ✓ Consider how best to use screen sharing or projecting during the meeting
- ✓ Become comfortable with Parliamentary Procedure (Robert's Rules of Order)
- ✓ Be conscious of ASTM jargon (ex. Redundant interest, Official vote, etc.)

➤ Utilize available Audio Visual and Meeting Resources
- ✓ Request speakers identify themselves <u>each</u> time they speak
- ✓ Request speakers use microphones if the meeting room size warrants
- ✓ Utilize existing Microsoft 365 or Webex tools to improve accessibility

➤ Meeting Organization and Preparation are closely linked to feelings of inclusion!
- ✓ Participants with English as a 2nd language have a greater ability to follow along and contribute
- ✓ Members with hearing or vision difficulties can prepare for and better participate in meetings

ADVANCING STANDARDS
TRANSFORMING MARKETS

Active ASTM participation can lead to powerful professional growth

➤ Enhance your Communication Skills

➤ Become a Consensus Builder and Problem Solver

➤ Take on leadership roles; both technical and administrative

➤ Hone your organizational talents

➤ Networking with industry stakeholders and broaden your technical network

➤ Gain an understanding of parliamentary procedures

➤ Engaging in strategic planning

➤ Understand and implement succession planning

➤ Serve as an ambassador for your company

➤ Feed your intellectual curiosity!

How do Committees benefit from being inclusive?

Our goal is to promote an environment for all members to make positive contributions.

BUILD DIVERSE AND CONFIDENT TECHNICAL PARTICIPATION

INCREASING COMMITTEE RELEVANCE

IMPROVE MEMBER RETENTION

DISCOVER NEW TALENT AND EXPERTISE

INVEST IN THE FUTURE OF ASTM AND OUR COMMITTEES

Desired End Goals!

Every voice is unique.
So every **voice** matters.

Diverse technical perspectives at the table resulting in more robust standards

Development of future committee officers and leaders

More authors and task groups to contribute to the technical development of standards

Maximized opportunity for the latest industry research and innovation to be reflected in standards

Formation of a larger group of global technical experts

Most relevant, diverse, meaningful, and sustainable ROI for members and their organizations

Development of a strong, inclusive committee culture

Thank you

Helping Our World Work Better