

MISSION

The mission of SME is to acquire and distribute manufacturing knowledge among its members and the broader manufacturing community.

VISION

Recognized globally as the premier source for manufacturing knowledge, education and networking.

APPROVED 10/26/08

Goal 1: *Knowledge*

SME will be the premier manufacturing knowledge resource throughout the global manufacturing community.

Strategies

- 1.1 Maintain a dynamic process to evaluate industry trends, monitor the gap with SME's activities, and introduce products and services that fill the gap.
- 1.2 Improve ways for manufacturing professionals to share knowledge through technical communities and through chapters and other local communities.
- 1.3 Link members of the global manufacturing community to the manufacturing knowledge they need, regardless of source.
- 1.4 Create partnerships and alliances with other organizations globally to broaden and strengthen SME's position as a resource for the latest manufacturing knowledge.
- 1.5 Strengthen SME's partnerships with the academic research community.
- 1.6 Continually evaluate and pursue opportunities for growth through collaboration or acquisitions.
- 1.7 Enhance the use of the best-in-class sources of new knowledge, including the North American Manufacturing Research Institution (NAMRI).
- 1.8 Grow SME journals.

Goal 2: *Education*

SME and the SME Education Foundation will be known as advocates for careers in manufacturing and a leading resource for manufacturing education.

Strategies

- 2.1 Fill the manufacturing workforce "pipeline."
- 2.2 Grow the SME Education Foundation.
- 2.3 Use the SME Education Foundation to attract future generations to manufacturing careers and to SME.
- 2.4 Collaborate with the manufacturing community and state, national, and international governments to promote manufacturing education.
- 2.5 Strengthen relationships with industry to understand and address competency gaps, trends and issues.
- 2.6 Deliver continuing education, assessment and certification programs which address the interests and needs of the global manufacturing community.

Goal 3: *Membership*

SME will actively engage people and companies in their communities of interest to add value for the member.

Strategies

- 3.1 Identify new target markets for membership for which SME can provide value.
- 3.2 Develop a clear value proposition for each of SME's current and potential member and customer target markets.
- 3.3 Ensure that engagement opportunities meet the needs of members, companies and industry.
- 3.4 Develop new ways to engage members.
- 3.5 Align SME's membership model with the needs of the global manufacturing community.
- 3.6 Increase the diversity in membership.
- 3.7 Develop member leaders.

Goal 4: *Brand*

SME's brand creates the image of the most valued source of manufacturing knowledge.

Strategies

- 4.1 Change SME's brand image.
- 4.2 Align SME's products and services with the expectations set for the brand image for both members and customers.
- 4.3 Deliver products and services that provide the value needed to increase member and customer loyalty.
- 4.4 Develop marketing programs to build SME's brand image for members and customers, the greater manufacturing community and the public.
- 4.5 Utilize the SME Education Foundation to improve the image of manufacturing.
- 4.6 Position the brand image to increase the numbers of members and customers, increase engagement, and increase employee loyalty.

Goal 5: *Lean & Effective*

SME will be both lean and effective.

Strategies

- 5.1 SME will set an example for its lean initiative by executing lean and effective processes for the delivery of value to every member and customer.
- 5.2 Build a people-focused culture.
- 5.3 Build transparency, mutual respect and inclusiveness into the teaming of volunteers and staff.
- 5.4 Continually improve SME's infrastructure and governance processes to reflect best practices.
- 5.5 Continually enhance the organizational structure to meet the needs and wants of members.

Goal 6: *Knowledge Delivery*

SME will deliver knowledge in ways that meet the needs of members and customers.

Strategies

- 6.1 Clearly define the delivery needs of targeted member and customer groups.
- 6.2 Improve service to exceed member and customer expectations.
- 6.3 Provide a best-in-class online knowledge delivery and communication system.
- 6.4 Continually evaluate and recommend changes or upgrades to SME's delivery mechanisms, based on both current and future technology.
- 6.5 Provide timely and accurate information that meets the needs of members, member leaders and the broader manufacturing community.