

The American Ceramic Society

2009 Key Priorities			
STRATEGIC PLAN GOAL 1	PRIORITIES FOR GOAL ONE	PRIORITY LEVEL	STATUS
Strengthen ACerS' position as the global knowledge leader and principal source of information about ceramic technologies, applications, and emerging opportunities.	<ul style="list-style-type: none"> Develop a comprehensive knowledge strategy that identifies creation, collection and dissemination strategies, audiences, and an implementation plan to help achieve the goal of making ACerS the principal source of knowledge on ceramics. 	1	
	<ul style="list-style-type: none"> Develop two major partnerships that will be able to significantly expand access to ceramic oriented information for ACerS members. 	2	
	<ul style="list-style-type: none"> Complete all preparatory work necessary to create a new ACerS glass journal to be launched in the first quarter of 2010. 	1	
	<ul style="list-style-type: none"> Add at least 50 new knowledge artifacts (videos, papers, transcripts, podcasts, etc.) to ceramics.org 	1	
	<ul style="list-style-type: none"> Post Bulletin archives back to the 1980s on ceramics.org. 	2	
	<ul style="list-style-type: none"> Increase ceramics.org user sessions from average of 28,000 per month to 35,000 per month 	2	
	<ul style="list-style-type: none"> Develop a Google key word strategy and enhance the ranking of at least five key ceramic related words or phrases into the Google top ten. 	2	
	<ul style="list-style-type: none"> Produce a successful PacRim conference that attracts over 825 attendees and meets budgeted net revenue figures. 	1	
	<ul style="list-style-type: none"> Publish 20+ new books in partnership with Wiley. 	1	

STRATEGIC PLAN GOAL 2	PRIORITIES FOR GOAL TWO	PRIORITY LEVEL	STATUS
Attract and serve a new generation of materials professionals, including those who use or would benefit from ceramic materials in a significant way.	<ul style="list-style-type: none"> ■ Conduct a baseline assessment of young professional participation with the aim of increasing volunteerism among young professionals in ACerS by 25% by 2010. 	1	
	<ul style="list-style-type: none"> ■ Develop a student edited/written issue of the Bulletin by late 2009-early 2010. 	1	
	<ul style="list-style-type: none"> ■ Create an online student contest and conference focused at applying young talent to the materials challenges of the future. 	3	
	<ul style="list-style-type: none"> ■ Develop a young professionals' blog or Bulletin column. 	2	
	<ul style="list-style-type: none"> ■ Hold at least one focus group/town hall for young professionals. 	2	
	<ul style="list-style-type: none"> ■ Offer a set number of scholarships for young professionals at all major meetings. 	2	
	<ul style="list-style-type: none"> ■ Enhance job search and career resources on ceramics.org and continue to build mentor program. 	2	

STRATEGIC PLAN GOAL 3	PRIORITIES FOR GOAL THREE	PRIORITY LEVEL	STATUS
Expand and nurture our welcoming community built on open intellectual exchange, diversity, collegiality, and volunteer leadership.	<ul style="list-style-type: none"> ■ Launch at least four new on-line communities/forums. 	1	
	<ul style="list-style-type: none"> ■ Implement the volunteer management plan created in 2008. 	1	
	<ul style="list-style-type: none"> ■ Recruit a group of members to serve as an "Ask the Expert" panel on a ceramics.org forum. 	2	
	<ul style="list-style-type: none"> ■ Develop a "first-timers" program that can be implemented at all major meetings. 	2	

STRATEGIC PLAN GOAL 4	PRIORITIES FOR GOAL FOUR	PRIORITY LEVEL	STATUS
Increase awareness of ceramic materials and technologies among key audiences and position ACerS as an innovative, future-focused Society	<ul style="list-style-type: none"> ■ Develop and launch a new version of the ceramics.org website by the end of the first quarter. 	1	
	<ul style="list-style-type: none"> ■ Create a comprehensive communication plan for internal and external key audiences which position ACerS as an innovative, future-focused Society. 	1	
	<ul style="list-style-type: none"> ■ Conduct an internal brand auditing process with the purpose of revising, refining and asserting ACerS brand identity. 	1	
	<ul style="list-style-type: none"> ■ Develop a task force of a cross-section of prominent members who are perceived as cutting-edge, forward-thinkers to create programming and networking events which help to solidify ACerS position in the materials community. 	3	
	<ul style="list-style-type: none"> ■ Develop relationships with other highly respected and innovative organizations and academic institutions that will further enhance ACerS reputation in the marketplace. 	3	

STRATEGIC PLAN GOAL 5	PRIORITIES FOR GOAL FIVE	PRIORITY LEVEL	STATUS
Develop new ways to attract and engage those in growth markets, focusing on the corporate and international sectors.	<ul style="list-style-type: none"> ■ CORP: Complete all preparatory work to launch the ceramic materials summit in spring 2010, focusing on the industry sector as a primary audience. 	1	
	<ul style="list-style-type: none"> ■ CORP: Visit at least five corporate members. 	2	
	<ul style="list-style-type: none"> ■ CORP: Expand short courses to eight with heavy marketing focus on industry sector members. 	1	
	<ul style="list-style-type: none"> ■ CORP: Develop five webinars that target industry sector issues. 	2	
	<ul style="list-style-type: none"> ■ CORP: Create an industry news feed and an industry resources section on ceramics.org 	2	
	<ul style="list-style-type: none"> ■ CORP: Hold free, topical teleconference roundtables for industry sector members to allow these members to learn from one another. 	3	
	<ul style="list-style-type: none"> ■ CORP: Expand our corporate prospect database by 20 percent. 	1	

	<ul style="list-style-type: none"> ■ INTL: Develop a comprehensive plan to attract and serve international members. 	1	
	<ul style="list-style-type: none"> ■ INTL: Include welcome and thank you notes in Japanese, German and other major member group languages in new member packets and renewals as appropriate. 	3	
	<ul style="list-style-type: none"> ■ INTL: Create an international welcome page with greetings in many languages. Create special pages in Japanese, German and other major member group languages on ceramics.org. 	2	

STRATEGIC PLAN GOAL 6			
STRATEGIC PLAN GOAL 6	PRIORITIES FOR GOAL SIX	PRIORITY LEVEL	STATUS
Build the financial resources of the Society and refine governance and operational practices to maximize our effectiveness in achieving our goals.	<ul style="list-style-type: none"> ■ Meet the 2009 budget goals 	1	
	<ul style="list-style-type: none"> ■ Maintain at least six months of reserves through prudent investment strategies. 	1	
	<ul style="list-style-type: none"> ■ Improve Bulletin and membership department efficiencies. 	1	