

Strategic Plan

Manufacturing Division

The American Ceramic Society

2015

Vision Statement

The Manufacturing Division of The American Ceramic Society will be a leading international source for technical information exchange for its members. The Division will also promote ceramic manufacturing and science as a career. Through networking and involvement with the Division, members will be aided in achieving individual, organizational, and corporate goals.

Mission Statement

The Manufacturing Division of The American Ceramic Society is for the members of the Society that have an interest in all aspects of ceramic and glass manufacturing. To promote the advancement of ceramic manufacturing, The Manufacturing Division will link its many constituents through education, conferences, workshops, forums, publications, and general information dissemination. The constituents will be members having fundamental (customer needs), basic (engineering and science), and applied (manufacturing) interests and will include ceramic and glass component manufacturers, raw material suppliers, manufacturing equipment producers, consultants, and academia. The Division will also promote international cooperation among ceramic manufacturers.

Technology Information Exchange is defined as:

Raw materials	Quality systems
Ceramic and glass materials	IP (use and protection)
Ceramic processing	Energy Efficiency
Manufacturing equipment (for ceramics and glass)	Compliance with domestic and foreign standards (ASTM & ISO)
Classical ceramic manufacturing	EPA Compliance
Advanced ceramic manufacturing	OSHA Compliance and safety
Glass manufacturing	Product reliability, performance, and safety
Ceramic specific maintenance aspects	Sensor technology
Statistical process control	Sustainability
Process modeling	Successful recruiting/retention strategies
Design of experiments	Advances in ceramic manufacturing

This list may be periodically modified to meet the needs of the members. (See Target #3.)

S.W.O.T. Analysis

Strengths

- Enthusiastic support by ACerS.
- Division is clearly addressing a need within the Society.
- Have an identified venue: ***Ceramics Expo***.
- Ceramic and Glass Industry Foundation
- Manufacturing is cross-cutting across several other divisions within ACerS.
- The Division is “constant” and provides continuity even though employment may change.

Weaknesses

- Just getting started.
- Many of the current members are retired, Emeritus, or no longer active in the Society.

Opportunities

- Large potential membership base.
- Cultivate retired or Emeritus members as mentors.
- Manufacturing is growing again.
- Ceramics have become much more visible (society, consumer, industry, etc.).
- Growth possible if we can meet expectations for value.
- Develop a working relationship with AACCM, GMIC, etc.
- Promote Ceramic & Glass Industry Foundation and Ceramic Education.
- With CGIF, foster and grow internships with manufacturers to promote manufacturing careers.
- Provides the opportunity to share best practices between industries.
- Promote reinstatement of formal Ceramic Engineering programs in universities.

Threats

- Decline in STEM education.
- Decline in the number of Ceramic Engineering programs in the U.S.
- Negative perception of manufacturing by upcoming graduates.
- Potential dilution of membership pool (if we compete with other organizations).
- Decline in classical ceramic manufacturing within the U.S.
- Perception that we are competing with other organizations.
- Competition from other materials.

Targets

1. Programming

Establish a *Program Committee*:

Completion date: December 1, 2015

- Survey the membership to determine programming needs/wants.
- Establish a 5-year programming plan/schedule around programmatic themes.
- Identify potential outreach and educational opportunities.
- Develop networking opportunities for members.
- Chair will present the Committee budget proposal to the Executive Board.

2. Communication

Establish a *Communication Committee*:

Completion date: December 1, 2015

- Committee Chair will have experience with Social Media.
- Assess the needs of members and potential members.
- Distribute findings to the membership and provide avenues for feedback.
- Develop a comprehensive communication plan for all members.
- Cultivate broad enrollment in the Division (corporate, students, regular members, etc.).
- Develop a mentorship program to facilitate participation by Emeritus members.
- Chair will present the Committee budget proposal to the Executive Board.

3. Organizational Growth

Establish an *Organization Growth Committee*:

Completion date: December 1, 2015

- Consider forming a nominations sub-committee to cultivate leadership
- Propose membership growth target.
- Re-evaluate By-Laws (propose need, frequency, etc.).
- Re-visit and evaluate Strategic Plan (3-year frequency).
- Fund PCSA delegate for the annual meeting (MS&T).
- Evaluate the potential for a student-centered event at Ceramics Expo.
- Assess organizational effectiveness and propose changes if necessary.
- Chair will present the Committee budget proposal to the Executive Board.