



Strategic Plan

GOAL: To continually increase member value

VISION

The Adhesive and Sealant Council will be the essential center of knowledge and catalyst for industry growth for manufacturers, suppliers and end-users.

MISSION

The Adhesive and Sealant Council provides information, education and representation to deliver value to its members.

**GROW THE
INDUSTRY**

**INDUSTRY
COMMUNITY**

**PROACTIVE
INDUSTRY
INFORMATION**

**STATE-OF-ART
EDUCATIONAL
PROGRAMS**

**GOVERNMENT
AFFAIRS
ADVOCACY**



STRATEGIC INITIATIVES	STRATEGIES
1. Grow the industry	<ul style="list-style-type: none">• Position the ASC as the portal to promote the industry and strengthen the industry's value proposition premise with end-user audiences• Analyzing key influencer (i.e. designer, academia, consultant, government agency) and end-user needs, develop broad-based educational programs and informational resources
2. Cultivate a strong sense of industry community	<ul style="list-style-type: none">• Create and maintain active peer group functions for specific segments of the membership• Organize convention/expos with ample networking functions in accordance with anti-trust guidelines• Increase member involvement by promoting individual benefits of membership and maintaining an active member outreach program• Research and facilitate development of industry coalitions that address specific issues• Develop and strengthen relations with international adhesive & sealant associations
3. Proactively provide information to the industry	<ul style="list-style-type: none">• Update and promote benchmarking survey and market report services• Segment the membership to understand information needs, prioritize and execute per plan
4. Deliver state-of-the art educational programs	<ul style="list-style-type: none">• Revitalize and update industry short course/convention programming/other training methodologies to improve participation and drive increased member value/revenue• Analyzing membership's needs for education and training, evaluate and recommend best training methodology, prioritize and execute per plan
5. Serve as the industry's dedicated advocate in governmental affairs	<ul style="list-style-type: none">• Maintain an active Government Relations Committee, representing the industry based on sound scientific principles• Promote interaction and provide frequent information updates on global regulatory and legislative initiatives and standards• Proactively organize Special Action Task Forces to address specific government issues
6. Effectively manage the operations of the Council	<ul style="list-style-type: none">▪ Enhance Board and Executive Committee roles in strategic governance▪ Strengthen Council financial controls and expense management▪ Effectively manage costs for members and the Council while increasing revenue streams▪ Invest in staff professional development; re-align resources as needed to optimize productivity