



Strategic Planning

October 2020

Current Mission Statement

- "NDTMA promotes continuous growth and leadership development through the open exchange of management, technical, and regulatory information critical to the nondestructive testing industry."

SWOT - Strengths

- Core Mission – A product the industry needs
- Depth of experience – Many years of NDT knowledge
- Everyone in the industry comes together and shares information freely
- Diversity of our membership
- Core members remain for many years
- Quality over quantity
- Made up of companies and not individuals
- Quality of speakers/keynote

SWOT - Weaknesses

- Dependency on the annual conference
- Missing critical market segments/companies to add to NDTMA
- Membership lack of diversity in regards to NDT market segments
- Lack of consistent Marketing and Social Media presence
- Enumerating membership value
- Loss of regional companies/"mom and pop" shops
- Complaints by a small number of folks in regards to it being at the same location year after year
- The lack of formal direction given to incoming board members and officers on their expected roles and responsibilities before approving them to said positions on the board
- Reduced relevance with regulatory agencies and code bodies- hurting us
- Conference seems to be getting more technical

SWOT - Opportunities

- Adding market segments outside of the traditional NDT arena such as data centers, Aerospace Primes,...etc
- Membership growth/Active Membership Committee
- Improved marketing
- Ongoing /Systematic Management Growth Program
- More Management Sessions (topics) vs Technical Sessions (topics)
- Identifying speakers outside of our “pool” group
- Defined internal organizational succession plan
- Get intentional about getting people to attend seminar before the show floor opens up
- Restructure the way we run the conference
- Bring different groups together

SWOT - Threats

- Lack of relevance
- Lack of implementation/execution of Strategic Plan
- Straying away from our Core Mission/Core Values
- Broadening NDTMA just for the sake of broadening it. Could we lose some of our core audience?
- To much change too fast
- COVID Impact for 2021 Conference and beyond
- Do not operate in a vacuum
- Reduced funding and support from companies
- Acquisitions of Member Companies
- Don't be dependent on one sector

Goals – Information, Growth, Regulatory, Serving Member Companies

- Fulfill the mission
- Increase value to members
- Increase members strategically for the benefit of NDTMA
- Participate more fully in Regulatory Activities/Code Bodies
- Disseminate and share information more efficiently & effectively
- Development of a plan for product and service offerings (keep it fresh)
- Getting the right fit of member companies
- Make sure financial funding is solid
- Make the conference better
- Marketing Improvements
- The ability to take on more growth/expansion of member companies
- Better communication, mentorship, and training
- ST Goal – What do we do if we don't have an in person conference this year?
- LT Goal – Should we be prepared to move to gain more space for growth

Goal 1- Objective, Action, Next Step

- Goal – Increase the value of NDTMA to members through improved communications and relevant offerings
- Objective – Engage interactively with member companies on a more regular basis to obtain feedback, identify needs, and increase visibility of association value
- Objective – Develop and produce managerial related products to offer membership that includes CEU Certification
- Objective – Develop and provide ongoing mentoring process to BOD members
- Actions – Create a process for updating marketing approach and materials, actively planning a back up virtual offering and develop a product development plan
- Next Steps – Implement additional methods of communication, including social media

Goal 2 - Objective, Action, Next Step

- Goal – Put the processes in place to actively implement the responsibilities and goals of the association and the committees
- Objective – Clearly define committees and evaluate committee relevance
- Objective – Clear expectations of Committee Members
- Objective – Clear expectations of being a director
- Objective – Clear expectations of being an officer and what each roles duties are
- Action – Create the position of committee coordinator with clear definition of goals and responsibilities.
- Action – Implement actions for committee review by committee coordinator
- Next Steps – Discuss as a Board at next meeting

Goal 3- Objective, Action, Next Step

- Goal – Financial Stability and Growth
- Objective – Improve our financial position to implement plans to grow NDTMA
- Objective - Develop virtual Management Training and additional offerings for which we could charge
- Action – Have the BOD considering raising the membership rates
- Action – An active recruitment of donations
- Action – Put together some joint conferences with other organizations
- Next Steps – See the financial impact if we do not have a conference in 2021
- Next Steps – Discuss as a BOD on raising Membership Rates, Paid Virtual Training, associated products, and paying speakers

Goal 4- Objective, Action, Next Step

- Goal – Continuously review and improve conference structure to maximize the customer experience
- Objective – Increase relevance
- Objective – Get a wow factor to our conference so as to increase attendance/interest
- Objective – Maximizing networking and education opportunities
- Action – Form a committee to discuss format change for 2022 Conference
- Next Steps – Discuss at BOD meeting
- Next Steps – Identify committee chair and team

Goal 5- Objective, Action, Next Step

- Goal – Increase relevance of Regulatory and Code Body activity
- Objective – Review the GIAC committee and other committees to see if they are set up to meet this goal
- Action – Assign committee to review opportunities, develop action items, and implement the plan
- Action – NDTMA serve as a facilitator for national certification to include ASNT, ASME, API, and NADCAP.
- Next Steps – Discuss at next BOD meeting.
- Next Steps – Form a committee

Next Steps - Assignments

- Everything documented in this meeting to go out to the group for review- Tony – Due 10/13 - **Complete**
- Once review is complete comments need to be sent to Tony – 10/23- **Complete**
- Reconvene via Zoom as a group to discuss any changes/final draft – 10/30 11am Central Time- **Complete**
- Create a summary document of the strategic plan and send to the BOD – 11/2 - **Complete**
- Send a final draft as created by the Strategic Planning committee to the BOD by Dec 1st for review – **Complete**
- Review the Strategic Plan as a BOD and submit any comments by January 6th so we can discuss at our January meeting - **Complete**
- Vote as a BOD on a final draft of the Strategic Plan - **Complete**
- Assign working groups comprised of Officers, Directors, and Membership so as to see the approved goals to completion – Complete by 2/2/21