

3 Goals + 3 Years = A Reengaged Technical Community

Canaveral Council of Technical Societies

2017-2020 Long Range Plan

Long Range Planning and Goals Committee Members:

John Constantinide, Chair (ASHRAE Space Coast Chapter)

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Executive Summary

This 2017-2020 Long Range Plan is established to reengage the Space Coast's technical community by meeting the professional development needs of local technical societies. This approach will be achieved over three years with the following three goals:

1. **Focus:** Focus the Council on its core technical education and professional development mission.
2. **Relevance:** Position the organization to become relevant to local technical societies in light of their needs and the needs of rising industries in the Space Coast.
3. **Opportunity:** Create opportunities to recruit and retain sponsors and provide flexible, inclusive ways for volunteers to become involved that respect their time.

These three goals will demand a reorganization of the Canaveral Council of Technical Societies (CCTS) that will result in a Council that is responsive, flexible, and up-to-date with the technical professional development and educational needs of member technical societies.

This Long Range Plan is created in accordance with Article IX, Section 2, paragraph C(5) of Revision 11 of the CCTS Bylaws and is in compliance with Article VI, Section 4, paragraph B(v) of proposed Revision 12 of the CCTS Articles of Incorporation and Bylaws (Draft date of June 2, 2017).

Long Range Plan Goals

In the coming three years, the Council will pursue three goals with the aim of reengaging the Space Coast's technical community through its core mission founded on enhancing technical professional development and educational opportunities for its Member and Associate Member Societies.

Goal 1

Focus is the catalyst for a revitalized Council: Focus the Council on its core technical education and professional development mission.

Although CCTS has a great legacy of doing more than education and professional development, the Council is in a position where past commitments cannot be met with current volunteer levels or, worse, without compromising its current volunteer core. CCTS must return to its main mission and vision focused on technical education and professional development.

Goal 2

Relevance is what will keep the Council current: Position the organization to become relevant to local technical societies in light of their needs and the needs of rising industries in the Space Coast.

The current industrial climate of the Space Coast is ever-changing. Launch activity is moving from a Government-driven and monitored need to private industry extensively utilizing existing infrastructure in partnership with the Government. Aerospace and manufacturing industries are increasing their footprint on the Space Coast. These activities and more demand technical education and training, and CCTS can aid local society chapters in meeting those demands.

Goal 3

Opportunity will attract support for reengaging the Space Coast's technical societies: Create opportunities to recruit and retain sponsors and provide flexible, inclusive ways for volunteers to become involved that respect their time.

Funding and manpower are two drivers that organizations face when organizing events and maintaining a presence appropriate to the targeted geographical area. CCTS has experience with managing these two factors in past Space Congress® expositions and STEAM (Science, Technology, Engineering, Art, and Math) events focused on primary and secondary education students (K-12). Funding and manpower must remain a focus in the coming years and, moreover, must be organized on two fronts:

1. Sponsorship dollars must be maximized, and relationships with sponsors must be maintained. Sponsors should be treated as investors in technical education to our member societies and the local technical community.
2. Volunteer opportunities must permit flexibility for maximum involvement and respect volunteer time.

Strategies for Completing the Long Range Plan

Strategies towards completing the identified goals should be done in a way to address issues at the onset and continually progress towards strengthening the Council and preventing problems from arising.

- 1. Restructure and reorient CCTS to benefit Member and Associate Member Societies in relation to its technical education mission.**
 - The CCTS Bylaws should be updated to focus the organization back to a mission and vision oriented towards technical professional development and education, explicitly identify member societies, not the Council, as the benefactor of the mission and vision, take advantage of technology to increase the Council's operational efficiencies, and increase flexibility for volunteer inclusion.
 - In conjunction with the Bylaws revision, consolidate standing committees where possible in order to allocate more resources towards pursuing a mission oriented towards technical professional development.
 - Complete and act on the assessment of which Member and Associate Member Societies paid dues in order to identify which societies are stakeholders, and ultimately benefactors, of the Council's work.
 - In conjunction with the Bylaws revisions, permit the Space Congress® Committee to have increased flexibility with volunteer inclusion, financial and volunteer transitions between committees, ownership of permanent physical resources (e.g. storage space), and the ability to recognize and award excellence in technical article and presentation contributions to the symposium.

- Utilizing the Council's Survey Monkey account, create an online survey assessing the professional development and continuing education needs of all Member and Associate Member Societies and publicize this survey to the memberships of these societies.
- Survey attendees of Space Congress® to improve the symposium and identify continuing education and professional development needs of the local technical community that the Council can address.

2. Commit CCTS to events, grants, donations, and causes in relation to its technical education mission.

- Place Space Congress® as the focal event that will address topics including, but not limited to, space, aerospace, manufacturing and infrastructure. Allocate volunteer and other resources as needed, in accordance with the Bylaws, towards increasing the success of the symposium.
- At the start of the 2017-2018 term, withdraw commitments for organizing and participating in events that do not directly address the technical professional development and continuing education needs of member societies, including Engineers Week (E-Week) and robotics events, and direct volunteers and resources towards the success of Space Congress®.
- Assess existing awards presented by CCTS in relation relevance of the Council's technical education mission, the impact of volunteer manpower, financial burden placed on the Council, and the number of nominations received, which reflects interest from the local technical community. Remove unsuccessful awards and place preserved awards on Special Committees to be reassessed annually.
- Assess whether annual and existing donations and grants from CCTS to local non-profit organizations benefit the Council's technical education mission in relation to its member societies and the local technical community. Remove donations not meeting said criteria.
- Create a database of local speakers, with contact information, presentation topics presented by the speakers, and continuing education units that each presentation topic is eligible for, for use by the local Member and Associate Member Societies.
- Apply to be a provider of Professional Development Hours (PDHs) with the Florida Board of Professional Engineers, enabling the Council to make Space Congress® technical seminars and programs worth PDHs.
- Partner with the Space Coast Economic Development Commission to increase the accessibility of certification exams that are in need by members of Member and Associate Member Societies.

3. Equip CCTS to confidently reengage current Member and Associate Member Societies as willing to support their technical professional development and continuing education needs.

- Secure funding and sponsorships to complete technology and condominium upgrades in order to equip the CCTS office to host leadership meetings for Member and Associate Member Societies and technical professional development and continuing education seminars.
- Digitize documentation in the office at all times possible and store digital documents in a secure cloud account (i.e. remote hard drive space, whether through Google Drive, Dropbox, Basecamp, etc.) in order to increase office footprint for leadership and technical educational activities.
- Implement a policy to maintain digital records of CCTS activities and actions and minimize paper correspondence and usage per Council Bylaw requirements and logistical purposes.
- Reengage Member and Associate Member Societies and publicize CCTS' focus on technical continuing education and professional development and resources to support that focus for those societies.

4. Update CCTS' publicity procedures to better publicize Space Congress® and communicate the benefits of local society chapters to join CCTS.

- Retool and reorient the CCTS website and social media resources, as needed, to provide a consistent message across all platforms.
- Permit Space Congress® social media resources to link with and publicize messages through CCTS social media resources.
- Utilize MailChimp or a similar free mass e-mailing platform to send professional, organized e-mails to Member and Associate Member Society Representatives, Alternates, and leadership, as well as community stakeholders with interests in CCTS and Space Congress®.
- Create a new brochure targeting young professionals that publicizes the professional development benefits of joining CCTS' Member and Associate Member Societies, as well as the Council's focus on technical continuing education and professional development and resources.

5. Develop and maintain relationships in the community that support CCTS' pursuit of its technical education mission.

- Permit the Space Congress® Committee to establish and maintain relations with recurring sponsors of Space Congress® and provide assistance, as requested by the Committee, to incentivize companies to become new sponsors. Act as an intermediary between the Space Congress® Committee and Member and Associate Member Societies should conflicts in pursuing sponsors should arise.
- Establish and maintain relations with sponsors not supporting Space Congress® but other initiatives and efforts supported by CCTS in pursuit of its technical education mission benefiting

Member and Associate Member Societies. Coordinate with Member and Associate Member Societies to ensure that conflicts in pursuing sponsors are minimized.

Flexibility and Succession of the Long Range Plan

This Long Range Plan is intended to stay consistent from the start of the 2017-2018 fiscal year until the end of the 2019-2020 fiscal year. Although the Council may slightly alter the plan, significant deviations are strongly discouraged unless necessary for the preservation of the Council and its pursuit of its technical education mission.

In the spring of 2020, the CCTS Chair may choose to continue the work of this long range plan or create a long range plan succeeding this document.

Approval and Execution of the Long Range Plan

The approval of the Executive Board of the Canaveral Council of Technical Societies is hereby recorded by the Council Secretary, or the acting secretary, below.

Vote: 6 For, 0 Against, 0 Abstained

Council Chair or Presiding Chair over Vote:

Print Name: Robert Shaw

Signature: // Signed Robert Shaw on June 14, 2017 //

Council Secretary or Acting Secretary over Vote:

Print Name: Robert Shaw (Acting for Nimisha Vyas)

Signature: // Signed Robert Shaw acting for Nimisha Vyas on June 14, 2017 //