

View from the Helm

Improving the Value of your Membership

You responded, and we listened, to the results of the SNAME Member Value Survey conducted last spring. There were many new ideas and suggestions collected, but a number of those, which we believe will have a lasting and profound effect on the value you receive for your membership in SNAME, are described below in order of their introduction.

The “New” SNAME Career Center

Enhanced “value” also means being able to easily post resumes to find responsible employment as well as to post employment opportunities both for job seekers and for employers. In July the Society introduced the “**SNAME Career Center**” with you in mind. It was constructed to help connect our members with new employment opportunities. By clicking on “**Career Center**” on the home page, you will quickly find the enhanced features of the Career Center that will allow you to manage your job search easily and effectively.

For job seekers there’s free resume posting with special identification for SNAME members, posting of anonymous resumes, personal job alerts (new jobs that match your search criteria will be e-mailed to you) and the creation of a special Job Seeker Account.

For Employers the enhanced features include state-of-the-art technology for recruiters and special pricing for SNAME members. These include the creation of Employer Accounts, easy access to your “My Recruiting” account and a variety of recruiting products and pricing options for viewing resumes and posting jobs.

SNAME Opens Regional Membership Offices

On September 1, 2006, SNAME opened two Regional Offices with the intent of improving members service and increasing membership in Europe and Asia during the coming year. These part-time consultants, using their knowledge of the region, will actively recruit new members to SNAME and manage both a European Office, located in Athens, Greece, and an Asian Office, located in Shanghai, China. Each Regional Office Manager (ROM), reporting directly to the Membership Department in Headquarters, has a goal of 100 new members in this first year of operation. Thereafter, the Regional Office Managers, in addition to recruitment and retention, may assist with conferences and symposia organization for SNAME

directly, and in conjunction with other Societies, as well as the eventual development of new international SNAME Sections.

Digital Presentation of “Marine Technology and SNAME News”

This issue marks the first time *Marine Technology* and SNAME News will have been available both in print and in digital presentation format. By now you will have received an email notifying you that you have access both to *Marine Technology*'s October and July issues by clicking on the appropriate link to experience reading the entire Journal from the convenience of your computer screen. This has been done only as a “trial” to assess not only your interest, or not, in continuing to receive *MT* in digital format in place of, or in addition to, the paper copy, which is free with your membership

We asked in the recent Membership Value Survey, and many of you responded “loud and clear” with the desire to make *MT*'s material more current and topical, less technical and more interesting to the various industry sectors including commercial, small craft, naval and offshore. Over the next months, therefore, we plan to gather your opinions on *MT*'s material content, and to collect and assess your ideas, and your likes and dislikes, in order to improve the content and its presentation to invite new interest, or your continued interest, in reading *MT*.

User-friendly Access to Technical Content and web-site Information

A proposal from the Planning Committee will be presented to the Council and Executive Committee later this month at the SMTC&E/SPS in Ft. Lauderdale to provide tremendous improvements to the technical databases and to the SNAME web site. The overwhelming consensus from members was to make the technical database more accessible and easier to search for SMTC, conference and journal papers, and now Section papers and presentations. The entire wealth of SNAME's technical content will be available online; searchable by keyword and downloadable as PDF's. These papers, books and T&R Reports and Bulletins will be offered at a substantial discount to members, but available to non-members as well. The proposal to the leadership will be to contract with a professional company to harmonize our existing technical databases and scan our technical content in order to provide a vast majority of our papers for instant access. How long will this take? Our estimate is approximately six months from the time approval is granted.

In the future, we believe we will also collaborate with other societies with whom we have cooperative agreements to produce joint technical databases. Members of cooperating societies will be able to conduct key-word searches on their own web sites, and order

technical papers and presentations seamlessly from the source society at that society's fees for members and non-members.

Simultaneously, with the harmonization of the technical databases, we expect to obtain approval to update the SNAME web site. Our future web site will be intuitive, user-friendly and readily navigable with content that you suggested or asked for through the Member Value Survey and recent SOS's (SNAME Opinion Surveys). This process too is expected to take about six months during which time the existing web site will continue to operate.

What can you expect in the future? Let's say you have completed your "areas of interest" form, one of which is 'Malaccamax containerships,' and this information is stored in the new Master Association Database. Should a new technical paper or presentation appear dealing with this subject, you will automatically be notified by email that this information is available to you with a link for you to follow for pay-per-view or download as you wish. The opportunities are endless, but clearly no modernization of the web site will last for long in this fast-paced flat world, so continuous updating and improvement will be necessary. This too is planned for our web site, and you will have an opportunity to help us continuously improve these services we offer, and, ultimately, the value of your membership. Our growth is boundless; let's explore the opportunities together!

I encourage you to stay abreast of our progress by reading the Society's semi-monthly *SNAME NewsLetter*, and, as always, I urge you to share your ideas and suggestions by emailing me at pkimball@sname.org.

Phil Kimball