

SNAME Strategic Plan 2023-2024

Introduction

The Society of Naval Architects and Marine Engineers (SNAME) Strategic Plan provides the Society's intentions to retain relevance in industry and sense of purpose for its membership. The Strategic Plan underpins the mission of the Society with vision, goals, and objectives for the next five years. Once the Strategic Plan has been reviewed with the Executive Committee and Council, a more detailed tactical plan with discrete and measurable actions will be developed, action leads assigned, and progress tracked and reported quarterly during the EXCOM meetings to ensure that progress is made in achieving the Society's goals and objectives.

The key focus of SNAME over the next two years is to re-establish relationships with leadership from industry, organizations, and academia as well as to grow our membership. Strong relationships and regular communications are needed to ensure that the Society and its Council, committees, panels, and sections understand and take actions to support industry, organizations, universities, and membership expectations. Our membership is the backbone of the Society. Solid relationships across the maritime community should result in employee and student interest in SNAME; however, we will have to demonstrate that there is value in being a part of this organization both professionally and socially. The goals and objectives stated herein set the foundation to achieve our mission and vision while providing value to our membership and industry, organizations, and academia partners.

Mission

Advancing the art, science, and practice of naval architecture, marine engineering, ocean engineering, and other marine-related professions through:

- The global exchange of knowledge and ideas.
- Being a provider of and catalyst for professional education across the maritime industry.
- Encouraging and sponsoring research and development.

Vision

SNAME is an enduring independent marine technical society of individual members that is globally recognized for advancement of the marine industry.

Values

We are committed to the following core values:

- We are passionate about continuously improving the safety, efficiency, and quality of maritime system design, construction, operation, maintenance, salvage, and disposal through advancements in marine technology.
- We ensure members are provided with substantial benefits through opportunities in education, research, and global knowledge sharing.
- We act in a professional and ethical manner in all aspects of our work.
- We value diversity of leadership, membership, and thought.

- We are good stewards of the Society's finances through careful collection, tracking, investment, and allocation of funds.

Goals – SNAME will achieve the following goals by 31 December 2024. A detailed set of objectives and actions have been established to achieve these goals. Each objective and action shall include proposed completion date and Key Performance Indicators (KPIs) to track status.

- Foster an open and inclusive environment within the Society that encourages diversity of thought, leadership, and engagement with all members, staff, and guests of SNAME.
- Strengthen industry, organizations, and university partnerships.
- Develop and implement a learning management system (LMS), measure usage, and adjust/update content as needed to support member needs.
- Improve marketing and communications within and outside the Society to inform members, industry, organizations, and university leadership of SNAME activities, areas of focus, and accomplishments.
- Ensure operational excellence and financial health.
- Grow associate and full membership by 5% by accomplishing the above goals and demonstrating SNAME value and relevance to students, young professionals, industry, and organization leadership, and their employees.

This Strategic Plan document is a high-level reference to guide SNAME toward long-term, sustainable activities. The Strategic Plan provides continuity of direction for volunteer leadership and professional staff. Once the plan has been reviewed by the Executive Committee, tactical plans will be developed with leaders assigned to manage and report on progress toward achieving success and the Society's overall goals. It is intended that this Strategic Plan be flexible and it may be adjusted by the President and Executive Committee as needed. Status of plan actions will be progressed quarterly, just prior to Council meetings. The President and Executive Director, with strategic guidance and empowerment from the Executive Committee, will lead and be responsible for Strategic Plan implementation for all elements assigned to the professional staff. The Functional VPs will be responsible for all elements assigned to volunteer leadership. The Council, Executive Committee, FVPs, RVPs, and other volunteers will provide input, focus, technical expertise, past experience, and guidance to the Executive Director.

SNAME is constrained by available funding and resources (paid and volunteer labor resources) which may pressurize the ability to achieve the above objectives. Therefore, the Planning Committee shall work with the Executive Committee to prioritize Committee and HQ activities as needed to enable the completion of this Strategic Plan. Further, the benefit of actions proposed in this strategic plan will not be realized in the short term and require longer term support with annual course corrections to ultimately realize benefit. For more information on the strategic plan including a detailed breakdown of the goals, action items, and action leads, please contact Kate Beaumont or Donald Burris of the SNAME Planning Committee.