The American Society for Nondestructive Testing, Inc.

A Global Vision
Strategic Plan Approved by the ASNT Board of Directors on July 8, 2015

Your Society. Your Future. It All Starts Here!
A Message From the Chair ........................................ 1
ASNT’s Planning Process ....................................... 3
ASNT Mission Statement ....................................... 5
ASNT Vision Statements ....................................... 5
ASNT Values ...................................................... 5
ASNT Strengths .................................................. 7
ASNT Goals ......................................................... 9
Goal 1 .................................................................. 10
Expand the influence of ASNT internationally by creating awareness of the value that ASNT brings to the NDT profession.
Goal 2 .................................................................. 11
Create a growth strategy for ASNT membership.
Goal 3 .................................................................. 12
Develop and integrate a pathway for meaningful volunteer engagement and for members to become leaders in ASNT.
Goal 4 .................................................................. 13
Lead the world in harmonization of NDT certification.
Goal 5 .................................................................. 14
Be the worldwide leader in the development and delivery of NDT information and educational resources for the NDT industry.
Goal 6 .................................................................. 15
Expand ASNT support of NDT research.
The American Society for Nondestructive Testing (ASNT) is committed to carrying out its mission to create a safer world by advancing scientific, engineering, and technical knowledge in the field of nondestructive testing.”
A Message from the Chair

As an organization, the American Society for Nondestructive Testing (ASNT) is committed to carrying out its mission to create a safer world by advancing scientific, engineering, and technical knowledge in the field of nondestructive testing. Beyond this, however, ASNT wants to be the world leader in NDT industry knowledge and certification, providing service worldwide for technicians, engineers, researchers, and students, as well as the general public and other public and private organizations. This is a noble goal for everyone involved with ASNT, one that necessitates the work and cooperation of the Society's member volunteers, International Service Center (ISC) staff, and other organizations. This Strategic Plan is meant to be a guide to ASNT's Mission. It takes the goal and divides it into distinct, achievable parts, allowing tasks to be assigned and carried out appropriately.

This Strategic Plan was not developed lightly. The text was developed through the hard work of the ASNT Board of Directors and senior staff, as well as the input of countless other members and ISC employees. Taking into account these diverse opinions and experiences helps ensure that the Strategic Plan will apply to everyone involved with the Society, guiding their work, improving their satisfaction, and helping carry out ASNT's Mission.

Take some time to read through the Strategic Plan and familiarize yourself with its goals. Think where you fit in and where you might be able to participate. The tasks we will take on as a Society are broad and deep, so there are many opportunities to help no matter what your ability, availability, location, industry, field, role, or level of training might be. Together, the members and staff of ASNT will create a Society to be proud of, which serves everyone. And together, we can create a safer world through NDT.
strategy | leadership

solution | marketing

goal       | vision

innovation | cooperation

teamwork

PLAN
ASNT’s Planning Process

1. Craft a plan that will articulate where the American Society for Nondestructive Testing, Inc. (ASNT) wants to go and delineate the methodology that enables us to succeed.

2. This plan will be dynamic by design and nature and, as such, will be changing frequently to respond to environmental conditions, a changing platform, and the needs of the ASNT community.

3. Focus on increasing ASNT’s value to members utilizing measured goals.
ASNT Mission Statement

ASNT exists to create a safer world by advancing scientific, engineering, and technical knowledge in the field of nondestructive testing.

ASNT Vision Statements

1. To ensure that students and nondestructive testing (NDT) professionals will have access to high-quality and credible NDT learning opportunities encompassing theory, application, and skills development.

2. To be the premier global organization for the exchange of NDT information through publications, conferences, education, and other appropriate venues.

3. To provide access to NDT technical information and knowledge such as publications, journals, and educational materials.

4. To promote global professional recognition of NDT by member services, certification, education, program, and joint professional society activities worldwide.

5. To be the globally recognized leading organization for NDT certifications.

ASNT Values

ASNT values its strong volunteer tradition of providing a venue for NDT professionals to pursue their discipline and activities with integrity, while upholding the reputation of the Society and the dignity of membership.

ASNT significantly believes in affording opportunities to these professionals to improve their skills and apply their talents through the exchange of information and experiences relating to NDT, protecting the life, health, and safety of the general public.

ASNT members are expected to perform in the highest professional manner, and ASNT supports the utilization of qualified NDT personnel.
commitment
services
networking
mentoring
partnering

STRENGTHS
ASNT Strengths

ASNT’s long-term commitment to and success in its support of the NDT profession has resulted in the Society’s global recognition as the profession’s leading technical society. Through its publications, conferences, certification programs, and standards, ASNT provides highly valued products and services that are critical resources for the NDT profession and beneficial to society. ASNT promotes collaboration and networking at local, national, and international venues. This collaboration includes NDT experts, from practitioners, to engineers, educators, vendors, and researchers, enabling professional growth, including mentoring and partnerships with other professional organizations. ASNT has sufficient and sustainable resources, including a dedicated staff and diverse volunteer network, to successfully pursue its vision.
GOALS

expand
develop
support
growth
lead
delivery
ASNT Goals

**Goal 1** Expand the influence of ASNT internationally by creating awareness of the value that ASNT brings to the NDT profession.

**Goal 2** Create a growth strategy for ASNT membership.

**Goal 3** Develop and integrate a pathway for meaningful volunteer engagement and for members to become leaders in ASNT.

**Goal 4** Lead the world in harmonization of NDT certification.

**Goal 5** Be the worldwide leader in the development and delivery of NDT information and educational resources for the NDT industry.

**Goal 6** Expand ASNT support of NDT research.

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### Nomenclature

<table>
<thead>
<tr>
<th>Initialism</th>
<th>Meaning</th>
<th>Reference</th>
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<tbody>
<tr>
<td>ACCP</td>
<td>ASNT Central Certification Program</td>
<td>Goal 4.3</td>
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<tr>
<td>ANSI</td>
<td>American National Standards Institute</td>
<td>Goal 4.3</td>
</tr>
<tr>
<td>ASNT</td>
<td>American Society for Nondestructive Testing</td>
<td>Goal 4.1</td>
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<tr>
<td>BOK</td>
<td>body of knowledge</td>
<td>Goal 4.1</td>
</tr>
<tr>
<td>CEU</td>
<td>continuing education unit</td>
<td>Goal 5.5.C</td>
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<tr>
<td>CMC</td>
<td>Certification Management Council</td>
<td>Goal 3.2.B</td>
</tr>
<tr>
<td>CTO</td>
<td>chief technology officer</td>
<td>Goal 1.1.D</td>
</tr>
<tr>
<td>ISO</td>
<td>International Organization for Standardization</td>
<td>Goals 4.3, 4.5</td>
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<tr>
<td>MOU</td>
<td>memorandum of understanding</td>
<td>Goals 4.2, 4.8.B</td>
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<tr>
<td>NDT</td>
<td>nondestructive testing</td>
<td></td>
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<tr>
<td>RC</td>
<td>Research Council</td>
<td>Goals 3.2.B, 6.2.B</td>
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<tr>
<td>SDC</td>
<td>Standards Development Committee</td>
<td>Goals 4.3.A, 4.5.A</td>
</tr>
<tr>
<td>SME</td>
<td>subject matter expert</td>
<td>Goal 5.1.D</td>
</tr>
<tr>
<td>SOC</td>
<td>Section Operations Council</td>
<td>Goal 3.2.B</td>
</tr>
<tr>
<td>STEM</td>
<td>science, technology, engineering, and mathematics</td>
<td>Goal 5.1.P</td>
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<tr>
<td>T&amp;E</td>
<td>Technical &amp; Education Council</td>
<td>Goal 3.2.B</td>
</tr>
<tr>
<td>TAG</td>
<td>technical advisory group</td>
<td>Goal 4.5</td>
</tr>
<tr>
<td>TC</td>
<td>technical committee</td>
<td>Goal 4.5.B</td>
</tr>
<tr>
<td>WCNDT</td>
<td>World Conference on Non-Destructive Testing</td>
<td>Goal 1.2</td>
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Goal 1
Expand the influence of ASNT internationally by creating awareness of the value that ASNT brings to the NDT profession.

Strategy
1. Strengthen internal and external communications to increase ASNT’s visibility and outreach to industry, academia, government, code bodies, and the public.
   A. Identify and promote the key distinguishing factors that differentiate ASNT from other NDT organizations.
   B. Conduct industry and membership focus group surveys to identify issues or concerns and perception of ASNT.
   C. Identify the pathways to become the primary information source for issues surrounding the NDT profession.
   D. Establish the positions of chief technology officer (CTO) and public relations/brand manager as part of the development of a public relations campaign to inform and educate internal, external, and user communities on the value of ASNT.
2. Ensure that ASNT events, products, and services are responsive to international needs and interests.
   A. Engage and collaborate with national and international NDT organizations.
   B. Provide and support international language translations of publications and conference proceedings when demand is identified.
   C. Host the 2024 World Conference on NDT (WCNDT).
3. Address the economic and geographic challenges of being an international leader.
   A. Expand use of communications and technology to engage ASNT’s members worldwide.
   B. Expand logistics activities so products such as exams and books are more readily available internationally.
   C. Increase support to existing sections seeking to expand and add additional sections or regional offices where deemed critical to ASNT’s Mission.
4. Collaborate with related science and technical organizations to promote NDT and ASNT.
   A. Identify research overlap among related societies and pursue partnership opportunities.
   B. Increase and support ASNT coordinating and hosting of high school and college science educator workshops.
   C. Create and make readily available a guide for establishing NDT curricula in national and international junior colleges and technical schools.
   D. Increase access to technical content for educators and students.
   E. Expand scholarship programs and craft a platform for budding science students.
Goal 2

Create a growth strategy for ASNT membership.

Strategy

1. Increase the level of member engagement and satisfaction.
   A. Reach out to high school educators and students to increase awareness of NDT and its related professions.
      a. Distribute educational demonstration kits.
   B. Reach out to Level I and Level II technicians.
      a. Provide access to an online knowledge database of technical papers, references, standards, and other resources.
      b. Increase the amount of Level II content in our publications.
   C. Reach out to engineers and researchers.
      a. Offer more engineering-based NDT content.
   D. Identify and segment current membership in order to develop programs that are in line with their needs.
      a. Expand member benefit options and incentives and retain a greater percentage of existing members.
   E. Offer multiple and varied venues for engagement.
   F. Explore and support opportunities that allow members to interact and build relationships with other professionals in related fields.
   G. Create programs to encourage members to nurture their fellow professionals as they progress through various stages of their career; establish program resources such as a fully developed career site; take the lead in establishing NDT educational programs; and help NDT leaders build impactful mentoring programs.
   H. Provide proactive customer service and solicit feedback.
      I. Increase recognition of core volunteers and recognize more members for their contributions.

2. Improve data capturing.
   A. Increase data integrity to improve member recruitment and retention.
   B. Get access to database and employment opportunities.

3. Develop and customize programs based on member needs and requests.
   A. Strive to make every member experience positive and memorable.
   B. Be responsive to generational preferences.
   C. Study the current member dues model and ascertain its relevance.
   D. Increase affinity partnerships that bring tangible discounts and benefit to our members.
   E. Increase the ease of access to ASNT certification exams.

4. Develop meaningful partnerships with industries, governments, professional organizations, and educational institutions.
   A. Create or revise partnership programs with a level of participation and awareness that appeals to the highest levels within organizations.
   B. Reevaluate the benefits of ASNT’s Corporate Partner program, including increased exposure to industry leaders and decision makers, establishing more networking opportunities, assessing advertising discounts, and potentially increasing delegate numbers.
   C. Create industry-specific global networks to enhance the reach and effectiveness of members in those industries.
   D. Explore reciprocal memberships with other societies and organizations.
Goal 3
Develop and integrate a pathway for meaningful volunteer engagement and for members to become leaders in ASNT.

Strategy
1. Engage, manage, and group our volunteer resources to grow and facilitate participation.
   A. Increase volunteer satisfaction.
   B. Provide volunteers with written roles and responsibilities as well as resources, training, and other support.
   C. Incentivize, acknowledge, and show appreciation for volunteers with letters of support, certification points, participation certificates, and so on.
   D. Expand ways in which NDT members and nonmembers can communicate, learn, research, and collaborate across industries, professions, and skill levels.
   E. Create social networking opportunities for members and volunteers.
   F. Create a first-time conference attendee program where first-time conference attendees are recognized and paired with experienced members to help answer questions about the conference, offer guidance in organizing their visit, and create an enriching and lasting experience.

2. Evaluate ASNT Council and Committee structure for effectiveness.
   A. Board of Directors
   B. Operations Committee
      a. Certification Management Council (CMC)
      b. Research Council (RC)
      c. Section Operations Council (SOC)
      d. Technical & Education Council (T&E)

3. Develop a pathway for Society leaders to promote involvement in national, Board, and officer positions.
   A. Expand travel support, establish reporting mechanisms, and develop a schedule of section meetings and list of active sections.
   B. Engage sections in conference events with a welcome at keynote, hosted reception, specific giveaways, and other benefits and opportunities.
   C. Develop a recognition and rewards program for sections that successfully submit a section member for consideration for a Board position.
Goal 4
Lead the world in harmonization of NDT certification.

Strategy
1. Increase global engagement to harmonize ASNT’s body of knowledge and provide access to targeted areas of the NDT profession.
2. Make strategic association, including memoranda of understanding (MOUs), with targeted global NDT organizations.
3. Bring the ASNT Central Certification Program (ACCP) into International Organization for Standardization (ISO) compliance along with ANSI/ASNT CP-106.
   A. ASNT Standards Development Committee (SDC) should determine status and direction.
   B. Revamp the ACCP, as necessary, with new samples, questions, and procedures.
   C. Create associated certification schemes that work alongside the ACCP and allow it to apply to additional programs.
4. Increase access to ASNT certification programs.
   A. Incorporate electronic application and recordkeeping.
   B. Provide computerized testing worldwide.
   C. Increase number of Authorized Exam Centers worldwide.
5. Join, support, and increase participation in International Organization for Standardization (ISO) programs and other standards.
   A. Revitalize the SDC and technical advisory groups (TAGs).
   B. Establish working relationships with ISO/TC 135 methods TAGs.
   C. Introduce TAG method committees within ASNT.
6. Establish an international group within ASNT to facilitate, develop, and implement personnel qualification.
   A. Determine the wants and needs of the international community with regard to personnel certification and use those to define the group’s objectives.
   B. Develop a system for convenient and accessible delivery of personnel certification to international members.
      a. Brick and mortar classroom
      b. Computerized testing
      c. Alliances with other organizations
   C. Reorganize Society councils, as necessary, to meet objectives.
7. Develop partnerships with NDT educational institutions, including colleges, universities, technical schools, public and private training institutes, and high schools for worldwide training and certification.
   A. Approach education departments to develop a paradigm and program to qualify existing and new NDT education and training providers.
   B. Update and prioritize a list of educational institutions to begin work on this development.
   C. Create and maintain a database of NDT education and training institutes worldwide.
8. Establish a program comparison initiative with other certification organizations.
   A. Identify and engage with target organizations to compare programs.
   B. Achieve agreement between ASNT and other organizations to establish MOUs or other legal agreements.
Goal 5
Be the worldwide leader in the development and delivery of NDT information and educational resources for the NDT industry.

Strategy
1. Identify, acquire, and partner with other entities to expand ASNT's content coverage.
   A. Work with research and development organizations to publish information about emerging technologies.
   B. Become more entrepreneurial; seek out innovators and reward their efforts through meaningful recognition programs.
   C. Provide an online framework that enables members and volunteers to capture and share knowledge.
   D. Increase the pool of qualified subject matter experts who are capable and available to participate in publications development (for example, writing and reviewing) in a thorough and timely manner.
   E. Establish a state-of-the-art online NDT technology information exchange forum for training and reference.
   F. Increase participation in presenting at conferences and in paper summary publications.
   G. Seek opportunities to acquire other NDT publications.
   H. Increase the resources in ASNT's information technology department to aggressively utilize available media and communications technologies and maximize the availability of NDT information.
   I. Review ASNT's conference programs and published content for technical and programmatic gaps, and develop targeted plans to address these gaps.
   J. Plan and host virtual NDT job fairs, recruiting Corporate Partners to participate.
   K. Develop and deliver online NDT education and training content.
   L. Develop self-study programs for individuals to get points for recertification.
   M. Identify pathways for lifelong education and career development within the NDT profession, including theory, application, and skills for the practitioner, engineer, and researcher.
   N. Introduce individuals into the profession.
   O. Assist NDT professionals to remain technically current so they may advance in their careers, contribute to the ASNT Mission, and continue to grow in to the NDT community.
   P. Establish policies and dedicate resources that support science, technology, engineering, and mathematics (STEM) education programs in the U.S.
   Q. Establish meaningful scholarship programs that support and encourage high school students to choose NDT as a career.

2. Focus content development in areas of highest value to members of the NDT community.
   A. Determine the market for Level I study guides; develop if a need is identified.
   B. Develop a companion guide to Recommended Practice No. SNF-TC-1A: Personnel Qualification and Certification in Nondestructive Testing using job task analysis to illustrate industry specific applications of SNF-TC-1A.

3. Increase the use of available technologies to provide resources globally and creatively to engage members, especially in underserved markets.
4. Expand promotion of NDT publication offerings.
5. Expand and improve collaboration between educational organizations and industry to better develop a trained and knowledgeable workforce.
   A. Work with industry to support apprenticeship programs.
   B. Work with engineering departments in colleges and universities to influence the curricula on NDT technologies.
   C. Identify gaps in training and education programs, including continuing education unit programs.
   D. Create an outreach program to Corporate Partner training facilities and Corporate Partners that have extensive in-house training programs.
   E. Partner with training organizations to develop training programs using ASNT educational documents.
6. Create an online student portal on the ASNT website and other tools to connect NDT students to the training (paid or unpaid) they need to sit for an ASNT exam.
7. Become the accreditation body for NDT continuing education.
8. Provide resource materials for organizations starting NDT programs.
9. Monitor legislation that could impact the NDT landscape.

Goal 6
Expand ASNT support of NDT research.

Strategy
1. Identify, monitor, create, and provide information and products based on new and rapidly developing technology.
2. Strengthen the core infrastructures for research, scholarship, and the exchange of ideas within the various areas of the NDT research community.
   A. Develop collaborations with other materials science research and engineering organizations.
   B. Encourage productive, mutually beneficial collaborations between ASNT’s Research Council (RC) and research groups from similar organizations, both domestically and internationally.
   C. Investigate scholarship and grant activities and opportunities to support NDT research worldwide.
   D. Improve results from current fellowship programs.