The meeting was called to order by CoPS Vice Chair Eric Stager at 10:05 AM. Absent from the meeting were VP George Pearson (joined the meeting in progress), Frank D’Ambrosio, and Stephen Dimond. Jeff Camplin and Michael O’Toole also attended the call.

No items were added to the agenda.

Minutes of the June 28, 2009 CoPS Meeting at the PDC were approved following an addition to the minutes by Mike Farris of his attendance at the CoPS PDC meeting. Motion by Brownie Petersen, second by Bob Coffey – unanimous.

A discussion ensued that included:
Agenda Item One: Retention of the Strategic Planning Committee

Strategic Planning Committee

The Council was asked to speak to the issue of:

1. Should the Strategic Planning Committee be retained as a standing Board level committee?
   Or:
2. Should the Strategic Planning Committee be “sun set” and the responsibilities of the Strategic Plan be absorbed by the Board of Director (BOD) or perhaps by another BoD entity such as the Congress of Councils? The Council on Practices and Standards debated this issue for an extensive period of time. The consensus of the Council is to recommend that the Strategic Planning Committee be retained as a standing Board level committee for the following reasons:
   1. Having such a committee provides the ASSE Board of Directors with insight and advice from members not currently serving on the BoD. The Council on Practices and Standards thinks there is value in having this type of outside perspective.
   2. The BoD already has significant levels of responsibility, and it may not be efficient or effective to have the BoD reviewing all proposals and ideas from the strategic perspective. Such a committee could assist the BoD with being able to focus on the top issues being faced by the Society.
   3. Having such a committee actually should provide the BoD with more opportunity to think/act strategically. We did not see having such a committee as being a barrier to the BoD being/acting more strategic.

The Council on Practices and Standards reached consensus to recommend that the Strategic Planning Committee should be retained as a separate standard

Agenda Item Two: International as an ASSE Strategic Planning Issue

International Issues

The Council discussed the draft letter from George Pearson to Terrie Norris addressing her electronic mail message asking for strategic insights on the international concept/initiative.

Jack Fearing noted that while he understands the tight schedule he does not believe the IPS has had adequate time to review the materials and believes that the IPS should have more time for adequate consultation. He asked that his concern be included in the Minutes.

Following additional discussion the consensus of the Council was to agree with George’s comments, but asked that there be the opportunity to submit supplemental comments to go along with the letter. Following some debate on the schedule, a date of 9/18 was finalized as the additional date to submit additional comments.
E-mail from ASSE Senior Vice President Terrie Norris to CoPS VP George Pearson:

Thank you for taking my call this morning regarding ASSE’s global growth initiative. I had called to talk to you about what plans CoPS had for promoting global growth. As Champion for Global Growth, I am trying to understand the thoughts of each Council and to see where we can work together and in support of each others’ growth ideas.

We discussed many things, such as:

- In order for the Society to grow, it needs the collaborative efforts of the Councils and the Executive Committee.
- A growth effort that is focused will make the best use of our finances and other available resources
  - Concentrating our growth efforts on Spanish-speaking countries would:
    - Serve our existing Spanish-speaking members in the USA and other countries
    - Make use of existing resources
- Since other opportunities may arise outside of our chosen focus area, what criteria should we use to determine the viability of that opportunity?
- What are the potential costs for the plans we are developing?
- What other areas within ASSE and what outside organizations do we envision working with to accomplish the plans we have in mind?
- What resources are needed to accomplish our plans?

What I would like to be able to include from you and CoPS in our business plan for Global Growth are:

- What are the plans that CoPS has that pertain to the promotion of global growth in the near future (next 12 months) and distant future (5 to 10 years)?
- What are the cost associated with your plans?
- What other Councils or organizations do you envision working with to accomplish your plans?
- What other resources are needed to accomplish your plans?
- What do you envision as the criteria to use for determining viable growth opportunities that may arise that fall outside of our plan.

George, hopefully, I have captured our conversation and provided you with the information you requested to help you develop a global growth plan that can be worked into the business plan for the Society’s overall Global Growth initiative.

VP Pearson’s Comments to an August 17, 2009 telephone conversation with Senior VP Norris

This paper is in response to the inquiry from Terrie Norris (ASSE Senior Vice-President) in a recent telephone conversation on August 17, 2009. Terrie was assigned as the champion of the proposal to promote international growth. One of the goals is to have an understanding of what the different Councils are doing throughout the Society and focus on areas where the Society can work together to support growth ideas.
Background: The issue of global growth has been an issue of extensive discussion for many years. There is a strong opinion, that in order for the Society to grow, we need strong collaborative efforts between the Councils and the Executive Committee. The thought is that a growth effort we contemplate will make the best use of our finances and other available resources.

Questions and Issues were posed to the Council on Practices and Standards (CoPS) on August 17, 2009 and in consultation with Staff our responses to Terrie’s questions are as follows:

**Issue #1: Concentrating our growth efforts on Spanish-speaking countries would:**

- Serve our existing Spanish-speaking members in the USA and other countries
- Make use of existing resources

CoPS Insights: While Spanish is believed to be the most widely spoken language worldwide, we are not convinced that ASSE should focus its growth efforts entirely in Spanish-speaking countries of the world. Some thoughts and ideas worth considering:

- ASSE has been involved in Mexico, Central and South American countries for a number of years, but there has not been a significant membership growth.
- The Middle East has been an area where the Society has seen membership growth. Much of this is due to the petroleum industry and investment in high-technology. Why would we not want to focus on areas where there is already international growth taking place.
- We know from data that China and India are expanding industrial economies. They also have the two largest populations in the world. India for example has a significant number of engineers, and these people are educated in English. Perhaps our materials in English would have a greater market in India, than our materials would be translated into Spanish. We would suggest that more investigation needs to take place with respect to these two countries before deciding that we should focus our resources on Spanish-speaking countries. Finally, it would seem the Pacific Rim is going to be the primary area of international economic expansion in the near future. China and India would appear to be the strategic keys to Asia and the Pacific Rim.

**Issue #2: Since other opportunities may arise outside of our chosen focus area, what criteria should we use to determine the viability of that opportunity?**

- What are the potential costs for the plans we are developing?
  CoPS Insights: There would be travel costs, administration, and translation of materials if they are to be used in the identified country. If we are involved in planning and coordination of events the cost would be much higher.
- What other areas within ASSE and what outside organizations do we envision working with to accomplish the plans we have in mind?

CoPS Insights: ASSE should continue to work with the international organizations we have already partnered with. The key players would be IOSH, SISO, CSSE, and the INCHPO organization. In regards to governmental entities we should continue to work with the United Nations, ILO, and ISO. Depending on the country we identify we would then want to do some additional homework in regards to who we would wish to approach. As an example, if we are interested in Japan we would approach the Japanese Social Ministry and the Japanese Safety and Health Association (JSHA).
What resources are needed to accomplish our plans?

CoPS Insights: Funding would be required for travel, administration, and translation of materials. We know from experience that translation can be very expensive. The Council on Practices and Standards translated several articles into Arabic and the cost was $2,500. The cost for translating documents into Spanish from English is approximately nine to thirteen cents per word depending on the publication and its complexity. The cost to translate a SPALW newsletter averages around $675. Even though many SPALW members speak Spanish they generally do not have the time or inclination to translate complete documents from beginning to end. However, it needs to be noted that after translation Spanish-speaking ASSE members still needed to review the materials to technical accuracy. SPALW members have expressed no concern with doing quality reviews of an already existing document.

Issue #3: What should be included from CoPS in the business plan for Global Growth?

Issue #3A: What are the plans that CoPS has that pertain to the promotion of global growth in the near future (next 12 months) and distant future (5 to 10 years)?

CoPS Insights: Clarify what we mean by the term “global growth” because there are a variety of different meanings. Are we talking about growth in membership numbers, growth in chapters, growth in ASSE’s influence as an international organization, or revenue growth from more sales to international members and customers?

Our focus has essentially been in three areas regarding international issues. Our strategy plan for both short and long terms has been consistently the same. We have employed three primary strategies, which are:

Strategy #1. Our first strategy has been to grow the membership of the International Practice Specialty, international members in the practice specialties, and the membership in ASSE overall.

- CoPS has assisted the ASSE membership area with lists and referrals of potential members in ASSE. We have also created publications and articles, which can be used
- CoPS has initiated several membership drives to encourage members with international interests to join the International Practice Specialty, (IPS). One of the main issues we have had to address is the perception that the IPS is in effect an international chapter. The IPS is meant to be a practice specialty for SH&E Professionals having interests and expertise in international SH&E issues. The mission of the IPS is not to serve members in other countries simply because they live outside the United States. The membership of IPS has grown by 150 members since 2006. The current membership is 470, which is about a 34% increase in total membership from the beginning of 2006.
- We know from data that many international ASSE members have interest in practice specialties specific to the area of expertise. We had two solicitations between 2008 and 2009 trying to get international members to join a practice specialty, which interests them.
- IPS has published an “International Resource Guide”, which has been widely used. IPS is planning on updating the resource guide in 2010:
Strategy #2. Our second strategy has been to leverage the expertise, numbers, and contacts of practice specialty members to grow the influence of ASSE on the global level. Some examples:

- IPS Leadership (Jack Fearing and Stuart Wood) attended the 2008 SISO (Singapore Institute of Safety Officers) Professional Development Conference and also met with representatives of JSWA (Japanese Safety and Health Association). We would like to plan on sending IPS Leadership to another event sometime in 2010. The ASSE trip to SISO was fruitful for ASSE in that a number of contacts were made in the Pacific Rim. SISO has also sent a delegation to the ASSE Professional Development Conference (PDC) for the past two years. For the 2008 PDC we also had a reciprocal agreement with the SISO delegation for complimentary registration and hotel. The total cost to ASSE for this event was $9,200.

- Our SPALW Common Interest Group (Safety Professionals and the Latino Workforce) has been an asset at the international level. SPALW members have made contacts for ASSE in Central/South America and have

- The Chair of the Construction Practice Specialty and the CoPS Staff Director have attended the IOSH InterConstruct, which is held every three years. The results have been excellent for ASSE in regards to member recruitment, building of contacts, and sharing of technical ideas and concepts. The Chair of the Construction Practice Specialty historically chairs the IOSH event on the second day. We plan on attending the next event, which is scheduled for 2012. The cost of the event for travel and sponsorship is approximately $5,000 for both attendees.

http://www.asse.org/practicespecialties/construction/docs/collectedpapers-interconstruct03.pdf

- We plan on continuing our translation of technical materials if funding permits. Examples of translations are below:

http://www.asse.org/practicespecialties/international/docs/text_AR_FINAL.pdf

http://www.asse.org/practicespecialties/spalw/docs/ConstrPSNL20-06_Spa.doc

http://www.asse.org/practicespecialties/spalw/spalwh_02spa.php

http://www.asse.org/practicespecialties/spalw/spalwh_03spa.php


Strategy #3. Our third strategy has been to use our international standards activities to position ASSE as a source for technical standards at the international level and raise awareness of ASSE as a global source for SH&E information.

- ASSE is currently the United States Administrator for three Technical Advisory Groups (TAGs). TAGs formulate United States policy, voting recommendations, and technical comments for ANSI addressing specific ISO standards, guides, and publications. We currently chair:
The TAG for the ISO Technical Management Board Working Group for Risk Management ISO TMB/WGRM. This TAG is currently working on three ISO standards/publications, which are in the final stages of development with ISO:

- ISO 31000 (Risk Management)
- ISO Guide #73 (Definitions for Risk Management)
- ISO 31010 (Risk Assessment)

The intent is to create a compendium of international risk management standards. We already have an agreement with ANSI allowing ASSE to sell ISO Standards after they are approved and published.

The TAG for ISO Technical Committee #94 Subcommittee #4 (TC94/SC4). This TAG serves the international fall protection/arrest committee within ISO. As the secretariat of the ANSI/ASSE Z359 Committee for Fall Arrest/Protection this gives ASSE standing as a global authority on the issue of fall protection. There are a whole series of standards approved by ISO. The Z359 Committee is currently considering the adoption of the ISO Standard for descender devices.

The TAG for ISO PC 241 for Roadway Safety Management. This is a new committee within ISO and ASSE has taken the lead in the United States. As the secretariat of the ANSI/ASSE Z15 Committee for Motor Vehicle Operations this gives ASSE standing as a global authority on the issue of roadway safety management. The Z359 Committee is currently considering the adoption of the ISO Standard as a reference document when it is approved at the international level.

**Issue #4: What are the costs associated with your plans?**

- Translation costs are potentially significant, are confidential and cannot be distributed. Translation into Spanish has been approximately $700 for each SPALW publication. There is also an additional volunteer component addressing a quality/technical review of each publication. Volunteer review of each publication takes approximately 1-3 hours.

- Travel costs vary by the country and length of stay. Practice specialty members travelling on international/global events fly coach and have tried to be cost conscious. The InterConstruct trip has a travel budget cost of $1,700 per attendee. The trip to Singapore for the IPS members was very reasonable as the cost was approximately $2,500 for each attendee including plane, hotel, and meals.

- ASSE pays a fee to ISO to serve as a TAG administrator for each committee. The total TAG fee for the current three committees is $13,500. However, the Society charges back an administrative fee to organizations sitting on TAG Committees. The Society charges a committee membership fee of $250 for each organization. The Society collects enough from committee members to pay the ANSI fees each year.

- There are administrative costs associated with all three of the global strategies employed by CoPS. Preparation of materials and support of these activities requires the use of staff support.

- There are website costs and some membership/licensing costs. We estimate these come in at approximately $2,500 per year.

**Issue #5: What other Councils or organizations do you envision working with to accomplish your plans?**
CoPS Insight: We work on a consistent basis with all of the Councils in regards to global activities. If the Society increases its international activities we would need to work on an even closer basis. We need to continue enhancing our relationship with the organizations already listed above.

**Issue #6: What other resources are needed to accomplish your plans?**

CoPS Insight: The current level of resources is adequate, but if expansion were to take place additional resources would be needed.

**Issue #7: What do you envision as the criteria to use for determining viable growth opportunities that may arise that fall outside of our plan.**

CoPS Insights: The criteria would be dependent upon answering the question of what we wish to attain via global growth. After many years of discussion, we are not sure what is meant by the term “global growth” since that has a variety of different meanings. Are we talking about growth in membership numbers, growth in chapters, growth in ASSE’s influence as an international organization, or revenue growth from more sales to international members and customers? The criteria would be dependent upon our answering the key issue of what we are looking to get out of international/global growth.

**Agenda Item One: BoK – BoD Strategic Issue and Update of Progress**

**Body of Knowledge**

Jeff Camplin gave a short update on the BoK Project. Jeff pointed out that by focusing on its strengths, its members, key customers, and stakeholders, The American Society of Safety Engineers (ASSE) will create an automated and comprehensive SH&E Body of Knowledge (BoK) on its website. The BoK renews our vision and strategic focus: adding value for ASSE members, customers, and key stakeholders in the national/international SH&E market. The BoK site will provide a “Single Route of Entry” to access SH&E information, which can be used by ASSE members to move SH&E programs forward and better protect people, property, and the environment through the identification and control of SH&E hazards and exposures. The Council is excited with this project and looks forward to working with Jeff and the BoK Committee to make it come to fruition.