



**AMERICAN SOCIETY OF SAFETY ENGINEERS**  
**Public Sector Practice Specialty**

**July 1, 2007 – June 30, 2008**  
**Through**  
**July 1, 2008 – June 30, 2009**

**STRATEGIC PLAN**

**February 5, 2008**

## Introduction

This strategic plan outlines what the Public Sector plans to achieve in the next two years. The plan provides the vision and mission statements, governance goals, and specific practice specialty goals to support the overarching ASSE goals. This plan is based on the ASSE fiscal year April 1 through March 31. This plan is approved August 21, 2007 by the Public Sector Practice Specialty Administrator, Fred Fanning.

## Vision, Mission, Values

Strategic planning is a process of linking and aligning a number of directional decisions for an organization. For the Public Sector Practice Specialty, the following planning hierarchy was used:



## Mission

- Provides a global professional forum for advancing public sector issues that affect safety, health and environmental (SH&E) professionals through networking opportunities, technical resources and a common voice.
  - Serves SH&E professionals who work for governmental agencies and facilities at federal, state, county, municipal, and institutional levels as well as K-12 schools public schools.
  - Publishes a periodic newsletter, sponsors public sector safety workshops at the ASSE's annual Professional Development Conference (PDC).
  - Members receive electronic access to Electronic Public Information Center (EPIC) resources.
-

## Core Values

### We value...

**Our People:** Our success is based on employing the right people with the right capabilities. We are committed to attracting the best volunteers, and to the continuous growth and development of our members.

**Honesty and Integrity...Respect and Dignity:** Our success is based on having honesty and integrity as the foundation of everything we do...and always treating everyone with respect and dignity.

**Responsibility and Accountability:** Our success is based on taking ownership, both individually and collectively, for what we do and the results we achieve.

**Diversity:** Our success is based on having a diverse membership where the uniqueness of each individual is reflected in the organization's culture of cohesiveness and acceptance of differences...working together and building on each other's strengths.

**Teamwork:** Our success is based on our ability to partner with our customers to meet their requirements...and our ability to develop an environment of cooperation, collaboration, and mutual trust and support within the practice specialty.

**Our Customers (members):** Our success is based on our commitment to understanding and meeting the needs of our customers. We recognize that satisfaction is more than just delivering quality services...it is also being responsive and courteous, striving to make all of our interactions pleasant experiences for our customers.

**Our Services:** Our success is based on providing high quality, value-added services that are delivered on time and within budget. We are committed to the continuous improvement of our products and services.

## Vision

The Public Sector Practice Specialty (PSPS) is to be the premier resource for safety, health and environmental technical knowledge and expertise with respect to public sector safety and health issues within ASSE.

---

## Governance Goals (G.G.)

This section spells out some governance goals (GG) that are planned for these years and will be met in the normal scope of governing the practice specialty.

### *July 1, 2007 – June 30, 2008*

- GG-08-01: Increase advisory board membership by two members by the end of 2nd quarter.
- GG-08-02: Hold one audio conference for Public Sector topic by the end of 3rd quarter.
- GG-08-03: Increase membership by 1% by the end of 4th quarter.
- GG-08-04: Establish utility section within the practice specialty
- GG-08-05: Hold three quarterly teleconferences with advisory board members.
- GG-08-06: Hold one face to face meeting of advisory board during PDC.
- GG-08-07: Establish themes for two newsletters by the end of 4th quarter.
- GG-08-08: Update strategic plan for practice specialty.
- GG-08-09: Post four best practices on practice specialty website.
- GG-08-10: Retain 90% of current members

### *July 1, 2008 – June 30, 2009*

- GG-09-01: Increase advisory board membership by two members by the end of 2nd quarter.
  - GG-09-02: Increase membership by 1% by the end of 4th quarter.
  - GG-09-03: Hold a mini-symposium on Public Sector Voluntary Protection Program.
  - GG-09-04: Hold three quarterly teleconferences with advisory board members.
  - GG-09-05: Hold one face to face meeting of advisory board during PDC.
  - GG-09-06: Establish themes for two newsletters by the end of 4th quarter.
  - GG-09-07: Update strategic plan for practice specialty.
  - GG-09-08: Hold elections for officers of practice specialty.
  - GG-08-09: Post four best practices on practice specialty website.
  - GG-08-10: Retain 92 % of current members
-

## **Strategic Goals (S.G.)**

This section highlights Strategic Goals, which are overarching ideas of what can be accomplished.

### **S.G. 1.1: Develop and promote standards of professional practice**

Work with the Council on Professional Affairs (CoPA) to develop safety and health curricula criteria; maximize the number of accredited degree programs; encourage terminal degrees within the academic community and faculty members; promote the Code of Professional Conduct; and create standards of professional practice.

### **S.G. 2.1: Advocate positions on regulations and legislation that affect the practice of the profession or the activities of the Society.**

Work with the Council on Professional Affairs (CoPA) and in support of their federal and state government affairs activities; effectively communicate and heighten member awareness of legislative and regulatory issues; and increase the technical knowledge base to effectively communicate highly technical issues while advocating a Society view.

### **S.G. 3.1: Enhance and promote the ASSE image as the leader in the profession.**

Work with the Public Relations Department to establish the ASSE as the leading resource for the profession; market the Society through emerging technologies; promote the Society by taking advantage of positive exposure opportunities; and become the premier media contact for all safety practice issues.

### **S.G. 4.1: Establish and maintain an effective and efficient organization for the achievement of the Society's mission.**

Work with the Society to maintain a high quality staff; attract high quality future volunteer leadership; and develop a sound financial plan.

---

**S.G. 5.0: Gather, encourage and participate in development of the body of knowledge relevant to the profession. Sub-bullets to this goal include:**

**S.G. 5.1: Identify and develop the technical resources needed for the practice of the profession.**

**S.G. 5.2: Identify and Foster the Development of Practice Specialties.**

**S.G. 5.3: Foster the development of ASSE's role in safety standards.**

**S.G. 5.4: Integrate the PSPS Practice Specialty into the Society as a whole.**

**S.G. 5.5: Enhance the body of knowledge by supporting programs in applied research, including those of the ASSE Foundation.**

**S.G. 5.6: Assure high quality publications by updating and adding to the current offerings.**

Appoint a member to serve on this team and provide products to enhance the body of knowledge of the profession.

**S.G. 6.1: Develop and maintain mechanisms to recruit retain and nurture the membership.**

Work with the Council on Member Region Affairs (CoMRA) to recruit and retain members while adequately addressing their needs, through enhanced member services, in a timely and cost effective manner.

**S.G. 7.1: Deliver the highest quality professional development opportunities to enhance competence and to position practitioners for success.**

Work with the professional development staff to identify opportunities for webinars and mini symposium that can be developed and executed.

**S.G. 8.1: Student membership and retention.**

Work with the Council on Member Regional Affairs (CoMRA) to attract and involve students in the ASSE.

## **Strategic Objectives (S.O.)**

This section highlights specific Practice Specialty Strategic Objects that will be accomplished to complete Practice Specialty Goals. Each strategic goal is listed with the corresponding strategic objectives to be completed.

---

**S.G. 1.1: Develop and promote standards of professional practice**

S.O. 1.1.1 Demonstrate and promote the value of certifications/designations such as Certified Safety Professional (CSP), Certified Occupational Health Nurse – Safety Management (COHN-SM), and Certified Occupational Health Nurse – Specialist/Safety Management (COHN-S/SM).

S.O. 1.1.2 Recognize PSPS members who have completed the CSP, Certified Occupational Health Nurse – Safety Management (COHN-SM), and Certified Occupational Health Nurse – Specialist/Safety Management (COHN-S/SM).

S.O. 1.1.3 Communicate ASSE’s Code of Professional Conduct to all PSPS Practice Specialty members through the newsletter (annually).

S.O. 1.1.4 Create white papers and statements to support other councils and the society overall, (e.g.: business of safety statement, mold, etc.).

S.O. 1.1.5 Provide current and emerging information obtained through reviewing available public sector, Human Resources and relevant Practice publications.

S.O. 1.1.6 Support work on academic curricula, accredited degree programs, and terminal degrees as requested by the council.

**S.G. 2.1: Advocate positions on regulations and legislation that affect the practice of the profession or the activities of the Society.**

S.O. 2.1.1: Provide standards/regulatory technical information to the Governmental Affairs Committee.

S.O. 2.1.2: Mobilize to assist the Society in its governmental affairs activities through grassroots support.

S.O. 2.1.3: Communicate and distribute governmental affairs information to all involved with PSPS through publications, activities, and initiatives.

S.O. 2.1.4: Attend conferences of other professional societies and participate on their committees with an emphasis on PSPS issues.

S.O. 2.1.5: Appoint a PSPS Governmental Affairs liaison.

**S.G. 3.1: Enhance and promote the ASSE image as the leader in the profession.**

S.O. 3.1.1: Provide resources and technical expertise to trade associations and publications.

S.O. 3.1.2: Enhance the image and perception of ASSE.

S.O. 3.1.3: Provide technical support on press releases and other media statements.

S.O. 3.1.4: Work with other ASSE councils and units to show the public that investment in Safety, Health & Environment (SH&E) is a good business strategy, which positively impacts the bottom line.

S.O. 3.1.5: Identify opportunities for the ASSE to build inter-society relations (e.g. website matrix, etc.) as well as establish strategic alliances with other SH&E organizations.

S.O. 3.1.6: Utilize the Society web site to provide practice specialty members with best practices.

S.O. 3.1.7: Include appropriate summary of Society updates in the PSPS newsletter.

S.O. 3.1.8: Encourage and facilitate joint Practice Specialty committee meetings.

---

<b>S.G. 4.1: Establish and maintain an effective and efficient organization for the achievement of the Society’s mission.</b>
S.O. 4.1.1: Improve our ability to find and efficiently utilize the skills of the “doers” within the Society.
S.O. 4.1.2: Create additional committees in special emphasis areas (Mold, Business of Safety, etc.).
S.O. 4.1.3: Promote interesting projects that are available to be worked on.
S.O. 4.1.4: Solicit new advisory committee members.
S.O. 4.1.5: Assist in the professional growth and succession planning of Practice Specialty officers.
S.O.4.1.6: Assist with local and regional leadership conferences.
S.O. 4.1.7: Assure that members are properly recognized.
S.O. 4.1.8: Develop and implement concept papers/work processes to improve efficiency and effectiveness.
S.O. 4.1.9: Develop and implement concept papers/work processes to improve efficiency and effectiveness.
S.O. 4.1.10: Utilize newsletter as a key recruitment tool for volunteers.

<b>S.G. 5.0: Gather, encourage and participate in development of the body of knowledge relevant to the profession. Sub-bullets to this goal include:</b>
<b>S.G. 5.1: Identify and develop the technical resources needed for the practice of the profession.</b>
S.O. 5.1.1: Assist the Marketing Department with ideas and concepts for PSPS programs and products.
<b>S.G. 5.2: Identify and Foster the Development of Practice Specialties.</b>
S.O 5.2.1: Increase membership in PSPS.
S.O. 5.2.2: Fill officer, advisory committee, and chair positions.
<b>S.G. 5.3: Foster the development of ASSE’s role in safety standards.</b>
S.O. 5.3.1: Increase ASSE involvement in standards development by filling vacancies with ASSE representatives on standards writing committees and monitoring their activities.
<b>S.G. 5.4: Integrate the PSPS Practice Specialty into the Society as a whole.</b>
S.O. 5.4.1: Participate in local/regional Professional Development Conferences (PDC’s) with chapters/regions.
S.O. 5.4.2: Provide support for chapters by identifying qualified speakers from PSPS.
<b>S.G. 5.5: Enhance the body of knowledge by supporting programs in applied research, including those of the ASSE Foundation.</b>
S.O. 5.5.1: Establish a mechanism for the dissemination of research and incorporating it in the literature and standards of the profession.
<b>S.G. 5.6: Assure high quality publications by updating and adding to the current offerings.</b>
S.O. 5.6.1: PSPS and the Standards Development Committee (SDC) shall annually review the literature and resources of the profession, recommend development of new materials, and work closely with the Council on Professional Development (CoPD) Technical Publications committee in producing new materials (e.g. Best of the Best Newsletter, TQ&A Bulletin).

**S.G. 6.1: Develop and maintain mechanisms to recruit retain and nurture the membership.**

S.O. 6.1.1: Assist the Membership Department to identify benefits of PSPS Practice Specialty membership, and use this information as a recruiting tool for ASSE membership.

S.O. 6.1.2: Evaluate questionnaires from members who are exiting PSPS in order to make changes that will ensure a retention rate of 90%.

S.O. 6.1.3: Enhance the networking opportunities of members.

S.O. 6.1.4: Assess and meet member needs.

S.O. 6.1.5: Enhance communications to membership.

S.O. 6.1.6: Solicit membership volunteers and newsletter article input.

S.O. 6.1.7: Work with Chapter CoPS chairs to address needs of PSPS members.

**S.G. 7.1: Deliver the highest quality professional development opportunities to enhance competence and to position practitioners for success.**

S.O. 7.1.1: Identify session topics, concepts, events, seminars, tours and speakers for the PDC.

S.O. 7.1.2: Publicize PSPS events in Council on Practices and Standards (CoPS) publications to support the overall initiatives of the Society.

S.O. 7.1.3: Encourage comprehensive participation in submitting quality proposals by the published timelines.

S.O. 7.1.4: Work with Chapters and Regions to develop PSPS Practice Specialty specific professional development opportunities by providing speakers and timely topics.

S.O. 7.1.5: Mentor students and volunteers seeking to advance their knowledge of PSPS and the Society.

S.O. 7.1.4: Contribute to Conferences and Seminars other than the PDC (e.g. Business of Safety, etc.)

S.O. 7.1.5: Sponsor Symposiums (e.g. Construction Safety, etc.) that are of interest and benefit to the membership.

S.O. 7.1.6: Encourage affiliation and association with other professional organizations which complement ASSE.

**S.G. 8.1: Student membership and retention.**

S.O. 8.1.1: Advertise internship opportunities when aware and available.

S.O. 8.1.2: Participate in Student Workshops at PDC's.

S.O. 8.1.3: Foster involvement of Practice Specialty members with the mentoring initiatives currently underway.

**Summary.**

This strategic plan is a living document that will be updated annually to provide a strategy two years in the future. The plan may also be adjusted as circumstances arise. The administrator of the Public Section Practice Specialty is the individual responsible for the development and implementation of this plan. This document has been reviewed by the Advisory Committee.

---