AGMA Strategic Plan
2017-2021
AGMA Vision and Mission

A vision is a compelling future for the gear industry – something that is inspirational, yet reachable.

AGMA Vision: AGMA and its members drive power transmission innovation.

A mission is why AGMA exists, it’s our core purpose.

AGMA Mission: AGMA is the global network for technical standards, education and business information for manufacturers, suppliers and users of mechanical power transmission components.
AGMA Strategic Objectives

To achieve AGMA’s Vision and Mission, we have developed four strategic objectives that will guide the organization in building upon our successful 100+ year history.

- **Industry Voice** – Ensure industry understands the full scope of the role AGMA and its members play in power transmission systems, and is aware of AGMA’s industry offerings.
- **Emerging Technologies** – Track emerging technologies that impact the business of gearing.
- **Education** – Be the industry source for education and training.
- **Global** – Support members looking to export or grow domestically, wherever they are.

These focus areas go above and beyond the established, legacy AGMA value drivers.
Industry Voice Roadmap—Ensure industry understands the full scope of the role AGMA and its members play in power transmission systems, and is aware of AGMA’s industry offerings.

- Consider adding advocacy role to AGMA programming offerings
- Discuss and Consider AGMA rebranding
- Partner with Alliance members to enhance Gear Expo via Pavilions, Co-located events or shows
- Emphasize Power Transmission as a primary value driver of Gear Expo
- Affirm primary system parts (gears, bearings, motors) and develop relationships with supporting trade associations, with a goal of developing the Power Transmission Alliance
- Develop robust, integrated, corporate communications program that optimizes AGMA communications channels to ensure industry is aware of the AGMA offerings.

2017 2018 2019 2020 2021
Emerging Technologies Roadmap—Track emerging technologies that impact the business of gearing.

- Manage Emerging Technology Life Cycles to add value to membership; Create new BMEC Emerging Technology Council and Supporting Subject Matter Expert Groups
- Develop and Publish In-depth AGMA Technology BRIEFS with SMEs
- Determine whether AGMA has a role in developing tools to support members, directly, with emerging technology
- Produce Emerging Technology Test Drives at Annual Meetings (AM, FTM, SRN or M&F)
- Drive emerging technology towards AGMA standards development process, or ANSI/ASTM/ISO process
- Produce Gear Expo Tech Pavilion

<table>
<thead>
<tr>
<th>Year</th>
<th>Activity</th>
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<tr>
<td>2017</td>
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Emerging Technology Life Cycle

- Based on original sketch
- Diversify communications to include Technology SNAPSHOTS, web postings, webinars, case studies, Technology BRIEFS
- Drive effort towards standards development, and for program content, as necessary
- May need TDEC involvement; may need Academic Member Involvement

Staff Develops Technology SNAPSHOT

SMEs Affirm Technology SNAPSHOT; Shares with Board then membership

Staff ties SMEs to Annual Meeting, FTM, SRN or M&F as programming value

TBD Committee or Board Considers Adding new Emerging Technology Annually/bi-annually
Education – Be the industry source for education and training.

Instructor Recruitment/Succession Planning

Free Webinars

Fundamentals of Gear Design and Analysis
New Materials Course

Expanding the Education Partnerships/Workforce Development

Join SCOPUS – abstract and citation database of peer reviewed literature

Accreditation – International Association of Continuing Education and Training

Second Location for Gear Manufacturing School

Year:
- 2016
- 2017
- 2018
- 2019
- 2020
Global Roadmap– Support members looking to export or grow domestically, wherever they are.

- Conduct Trade Mission
- Conduct Trade Mission
- Conduct Trade Mission

Explore possibility of overseas offices

Engage local distributor to promote AGMA programs and services

Start On-Line training campaign targeted at priority 4 regions.

Create AGMA Networking Program with a goal of having one each year

Actively market AGMA standards globally to secure end user mindshare
### Suggested New Governance Structure

**Board of Directors**

**Executive Committee**

**BMEC**
- Annual Meeting Planning Committee
- Statistical Committee
- Strategic Resources Network Committee
- Trade Show Advisory Committee
- Emerging Technology Committee
- Industry Voice Committee

**TDEC**

**Board Committees**
- 23 Technical Committees
- Membership Committee
- Education Committee
- Policy & Practices Committee
- Nominating Committee
- Awards Committee
- Finance Committee

**Programs & Tactics**

**Staff**