



American
Gear Manufacturers
Association



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.

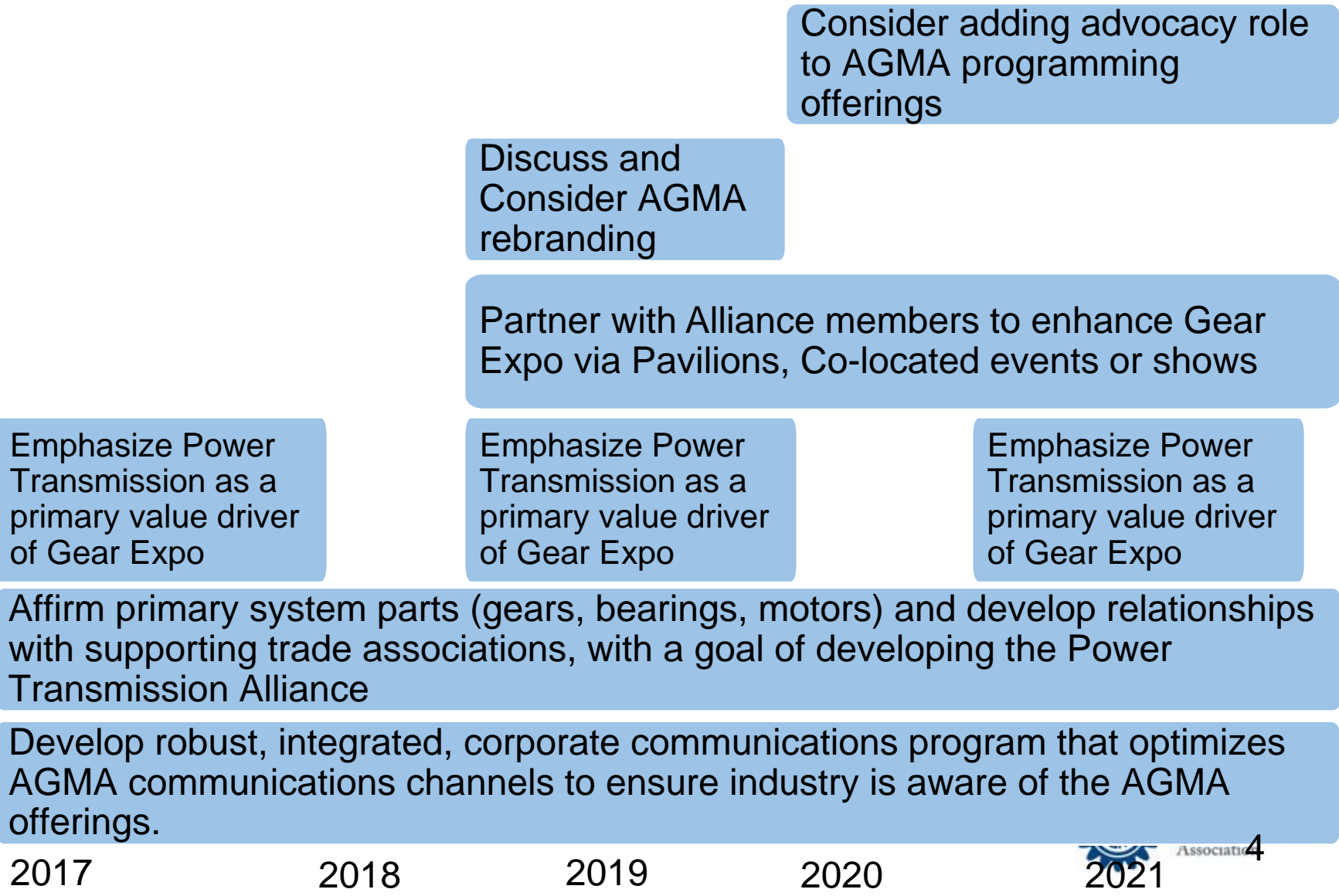
AGMA Strategic Objectives

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.

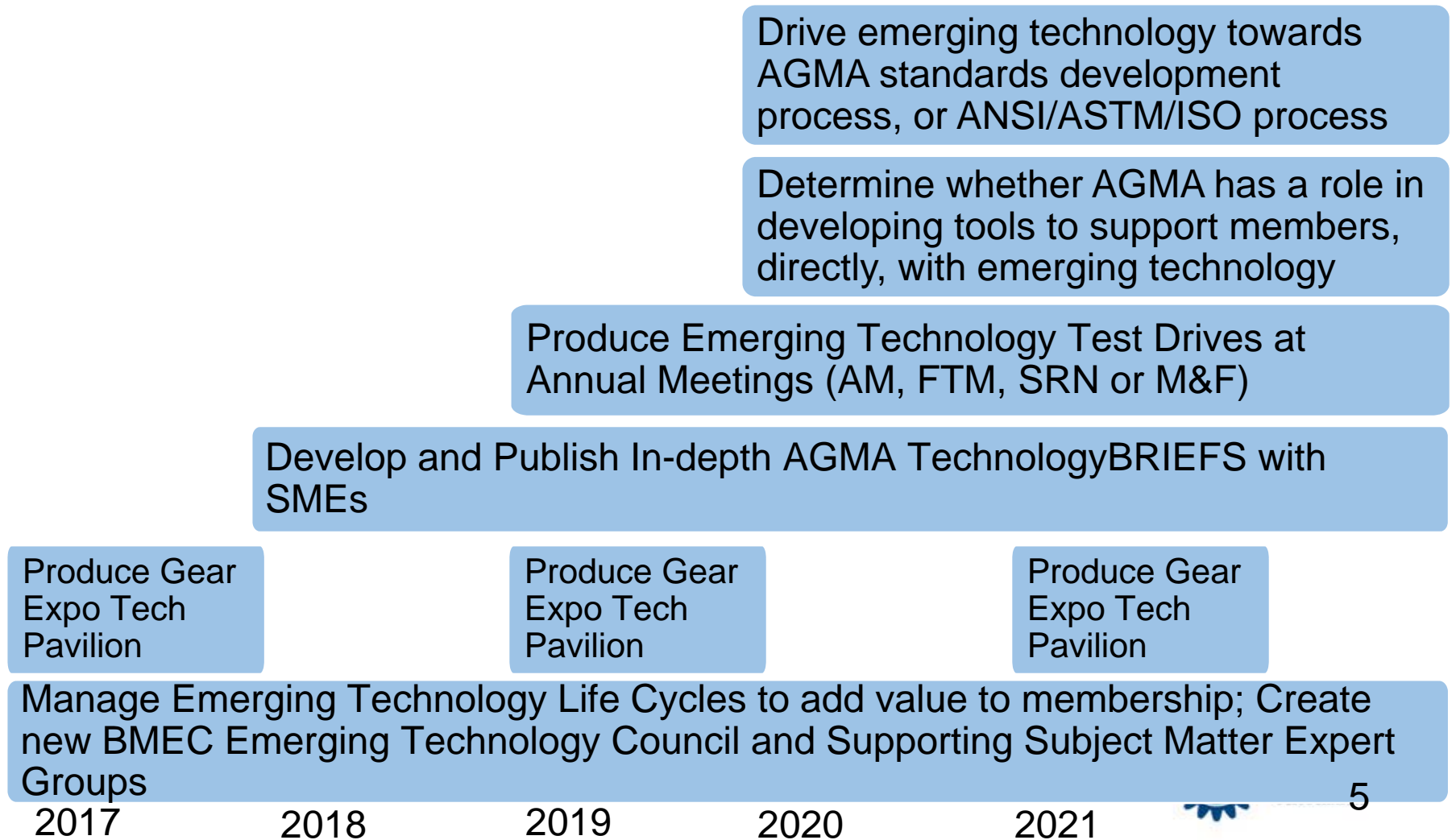
- **Industry Voice** – Ensure industry understands the full scope of the role AGMA and its members play in power transmission systems, and is aware of AGMA's industry offerings.
- **Emerging Technologies** – Track emerging technologies that impact the business of gearing.
- **Education** – Be the industry 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.

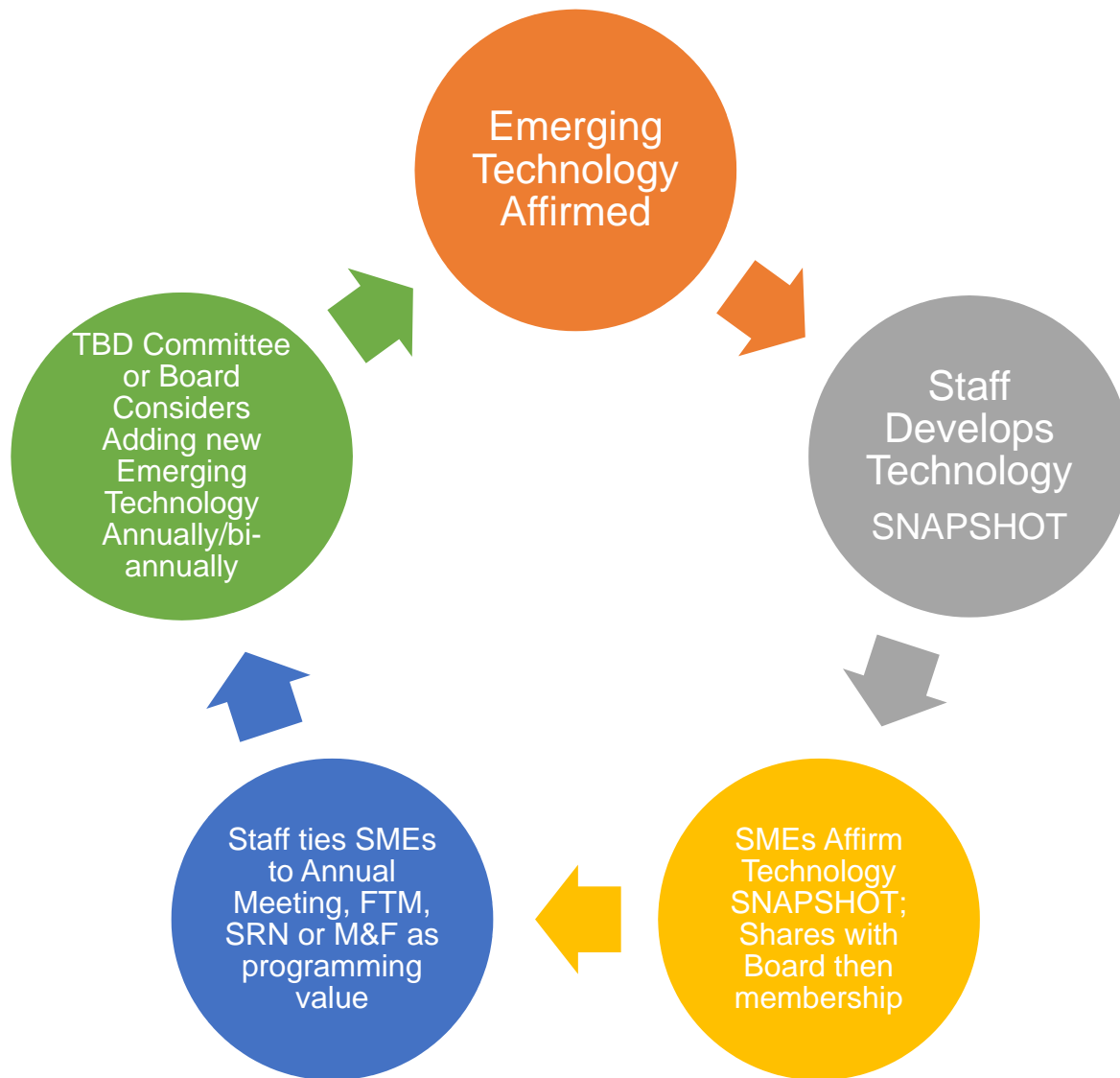
Industry Voice Roadmap– Ensure industry understands the full scope of the role AGMA and its members play in power transmission systems, and is aware of AGMA’s industry offerings.



Emerging Technologies Roadmap– Track emerging technologies that impact the business of gearing.



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

Education – Be the industry source for education and training.

Instructor Recruitment/Succession Planning

Free Webinars

Fundamentals of Gear Design and Analysis
New Materials Course

New Course

New Course

New 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

2016

2017

2018

2019



7

Global Roadmap– Support members looking to export or grow domestically, wherever they are.

Conduct Trade Mission

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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

2017

2018

2019

2020

2021



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Suggested New Governance Structure

Board of Directors

Executive Committee

BMEC

TDEC

Board Committees

Annual Meeting Planning Committee

Statistical Committee

Strategic Resources Network Committee

Trade Show Advisory Committee

Emerging Technology Committee

Industry Voice Committee

23 Technical Committees

Membership Committee

Education Committee

Policy & Practices Committee

Nominating Committee

Awards Committee

Finance Committee

Programs & Tactics

Staff

