WELCOME

Thank you for joining the session. This session will be recorded. Due to the number of participants, all attendees have been muted upon entry. If you have any questions, please use the chat feature and your questions will be addressed at the end of the presentation. Any questions not addressed by the close of the program will be collected and addressed by email.

Thank you!

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Membership and Stakeholder Engagement

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www.astm.org
Topics

1. An Overview of ASTM, the WTO Principles and the MoU Program

2. Benefits and Types of Membership

3. Membership Promotions Stakeholder Engagement

4. Stakeholder Engagement

5. Managing the Process
ASTM International

Operating Globally

- ASTM is one of the world’s largest Standards Developing Organizations, with global reach and influence
- With over a century of experience, ASTM offers trusted, relevant, and high quality standards that are accepted globally
  - Established in 1898
  - 30,000 volunteer members from 155 countries
  - 148 main committees and 2,053 subcommittees, covering over 90 industry sectors
- The choice for many global industries
- Almost 50% are outside the U.S.

12,800+
ASTM standards operate globally
International Standards

WTO TBT Committee Decision

- The World Trade Organization (WTO) Technical Barriers to Trade (TBT) Committee Decision on Principles for the Development of International Standards, Guides and Recommendations provides guidance
  - in the form of six principles; does not designate SDOs
  - helps regulators determine which international standards may be relevant for the purposes of the TBT Agreement

<table>
<thead>
<tr>
<th>WTO/TBT Principles</th>
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</thead>
<tbody>
<tr>
<td>Transparency</td>
</tr>
<tr>
<td>Openness</td>
</tr>
<tr>
<td>Impartiality and Consensus</td>
</tr>
<tr>
<td>Effectiveness and relevance</td>
</tr>
<tr>
<td>Coherence</td>
</tr>
<tr>
<td>Consideration of developing nations</td>
</tr>
</tbody>
</table>
The ASTM MoU Program

Memorandum of Understanding

ASTM International
- Full collection of ASTM Standards (adoption, as the basis of a national standard, consultation, normative reference, reference in regulation)
- Membership at no cost to participant
- Training (on-site, virtually; sponsored and shared cost)

MoU Partner
- Access to ASTM standards in its Information Center
- Annual Report on use of ASTM standards
- Utilization of ASTM standards where relevant and appropriate

119 MoU partners worldwide

8400+ citations of ASTM standards in 75 non-US nations
# ASTM International Member Types

## Membership Benefits Checklist

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Organizational</th>
<th>Participating</th>
<th>Informational</th>
</tr>
</thead>
<tbody>
<tr>
<td>10% Discount off ASTM Publications</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Subscription to Standardization News and eNews</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Free Meeting Attendance (applies to non-members also)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Reduced fees for qualified symposium and workshops</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Professional Development Opportunities <a href="http://www.astm.org/leadership">www.astm.org/leadership</a></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Access to MyCommittees page</td>
<td>✓</td>
<td>✓</td>
<td>×</td>
</tr>
<tr>
<td>Free Volume of BOS (online access or print)</td>
<td>✓</td>
<td>✓</td>
<td>×</td>
</tr>
<tr>
<td>Online Terminology Dictionary</td>
<td>✓</td>
<td>✓</td>
<td>×</td>
</tr>
<tr>
<td>Input on standards development</td>
<td>✓</td>
<td>✓</td>
<td>×</td>
</tr>
<tr>
<td>Free engraved plaque</td>
<td>✓</td>
<td>✓</td>
<td>Available for $35</td>
</tr>
<tr>
<td>Logo and Listing in Online Organizational Member Directory</td>
<td>✓</td>
<td>×</td>
<td>×</td>
</tr>
<tr>
<td>Membership is Transferable</td>
<td>✓</td>
<td>×</td>
<td>×</td>
</tr>
</tbody>
</table>

*Membership terms: ASTM memberships are for the calendar year January 1 - December 31.*
Benefits of Membership Promotions

Promotion:

- Brings new participants into the organization
- Increases participation
- Introduces new stakeholders to process of standards development
- Increases awareness of the organization and our mission
Focus

Promotions are based on:

- New committees
- New activity within existing committees
- Significant revisions to existing standards

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E54 on Homeland Security Applications

Contribute to a Safer Nation as a Member of ASTM's Newest Committee

A diverse range of stakeholders has come together in ASTM International to create the standards that will help protect our homeland by forming Committee E54 on Security Applications.

ASTM Committee E54 comes together at a time of increasing focus on homeland security following the terrorist attacks of September 11, 2001.

The creation of the Department of Homeland Security (DHS) has been characterized as the most significant transformation of the U.S. government in over a half-century. Its mission is to prevent terrorist attacks within the United States, reduce America's vulnerability to terrorism, and minimize the damage and recover from attacks that do occur.

The prevailing sentiment among government and business leaders is that homeland security is a complex issue requiring a coordinated effort between both the private and public sector. Both see that solutions for homeland security will require coordinated combinations of strategy, management structures, human resources, technology (equipment and data-intensive), financial investment, and a comprehensive standards component.

UNIFIED STANDARDS DEVELOPMENT UNDER THE ASTM UMBRELLA

As homeland security initiatives continue to evolve, voluntary consensus standards are viewed as a critical unifying component to the long-term success of these initiatives. ASTM offers you the opportunity to team up with other technical experts who will develop the standards that will impact the safety of our nation. Together you will help create the standards and guidance materials that will influence major areas of homeland security, including:

- Borders, Ports, and Transportation Systems
- Advancing and Harnessing Science and Technology
- Preparing for and Responding to National Emergencies
- Protection of Critical Infrastructure

Get Involved

Be part of this exciting initiative and play a vital role in the advancement of homeland security. For more information, visit the E54 homepage.
The Target Audience

Examples:
- Acquire Mailing Lists
- Trade Associations
- Industry Related Conference Attendees
- ASTM Meeting Visitors
- Technical Training Program Attendees
Formats for Promotions

Materials and Platforms:
- Flyers and Brochures
- Committee Fact Sheets
- News releases
- Social Media
- Ecards
- Invitation letter mailings
- Peer to peer invitations from existing members via the Invite a Colleague tool
Resources

Tools and programs:

- Academic Outreach and Student Members
- Officer’s training conference
- Emerging Professionals program
- Awards and Recognition
- Member retention program
- Face to face meetings
Standardization: The Business Advantage

- Standards are business tools that:
  - Incorporate innovation
  - Enable access to new technologies
  - Shorten cycle times from concept to global access
  - Lower costs
  - Ensure compliance
  - Enable cross-border interoperability
  - Facilitate trade
  - Limit liability
Role of the Committee Officers

- Leader
- Communicator
- Administrator
- Organizer
What are Robert’s Rules?

- A book containing rules of order intended to be adopted as a parliamentary authority for use by a deliberative assembly.
- Provides common rules and procedures for deliberation and debate in order to place the **whole membership on the same footing** and speaking the same language.
- Provides for **constructive and democratic meetings**, to help, not hinder, the business of the assembly.
How does an ASTM Chairman implement Robert’s Rules in ASTM meetings?

The Agenda
– Is a component of the meeting notification
– Is approved at the beginning of the meeting. Any proposed changes to the agenda are made at this time. After that, stick to the agenda.
– Is enforced by the Chairman
   – Members have the opportunity to raise additional items during unfinished business and new business sections of the agenda.

The Chairman follows the agenda and ensures that the ASTM Regulations and Robert’s Rules are followed.
– Recognizes speakers in the order that they requested the floor.
– “Out of Order”. Meeting is “on hold” until “Out of order” situation is resolved (ex. Recording taking place, any interruption of the order of business).
Accelerating Standards Development

**Project Management**

- Work Item goals
- Discussions with stakeholders
- Develop a timeline
- Up-front editing
- Virtual meetings
- Contact negative voters
- Task group to recommend resolutions
- Preparing the document for publication
Engagement and Participation

Robust online suite of tools:
- Orientation for new members
- Virtual Classroom
- Work Item Registration
- Email notification system for ballots
- Meeting announcements and registration
- WebEx online meetings
- Collaboration areas

Classroom for Members
ASTM International recognizes that understanding the consensus process is crucial for members who wish to participate in the development of technical standards. Below you will find a variety of materials that were developed to assist members. In addition, ASTM also offers trainings via the WebEx tool and encourages members to take advantage of whatever trainings/materials they need to effectively participate in their committee work. For specific questions related to your committee please contact your staff manager. For questions about the online trainings please contact Krisy Stratton.

Member Training Materials
- ASTM 101
- New Member
- Committee Operations
- Meetings

Virtual Members Trainings
- New Member Orientation & Training
- Balloting & Handling Negative Votes
- WebEx Training
- Training on ASTM Online Tools
- Roster Maintenance
- Developing & Revising a Standard
- Responsibilities for Task Group Chair & Technical Contacts
- Subcommittee Chairman's Duties and Responsibilities
- Interlaboratory Studies Program

https://www.astm.org/MEMBER_TRAINING/
Thank you

Questions?

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Thank you for your participation in today’s session.

Any unaddressed questions submitted through the chat will be collected and answered by email. If you have further questions, please submit them to GlobalCooperation@astm.org.

The session recording will be made available on: https://astmppecollaboration.org/jsmo-astm-cooperation

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