



stle
Strategic Plan
2023 - 2026

DOMAIN 1 - PROFESSIONAL DEVELOPMENT

Goal: STLE maintains its reputation and continues to be recognized as the go-to resource for knowledge in lubrication and tribology as well as world-class certification.

Objective 1

Expand continuing professional educational content to assist more professionals at all career stages. STLE will:

- Develop STLE-branded continuing professional education courses.
- Continue and expand educational resources that support the body of knowledge that defines professional competency.
- Maintain Tribology & Lubrication Technology (TLT) magazine as a primary education resource for the tribology and lubricants community.
- Balance investments in content development and distribution.

Objective 2

Maintain and expand STLE professional certification programs to increase the number of certification holders throughout the field. STLE will:

- Create awareness and encourage employers to support STLE certification programs.
- Provide a knowledge support system for those preparing to be certified.
- Provide a user-friendly process/system for certification exams that provides exam takers with immediate feedback; a user would know instantaneously whether they pass, and it would also provide % correct by exam section in order to provide exam takers guidance for areas to enhance knowledge. The system could also recommend specific courses to augment exam takers' knowledge of areas for improvement.

Stretch goal:

Investigate the need for micro-certifications and other alternative structures. Consider developing course certificates rather than certifications... part of earning the course certificate (digital badge) would be completing the course and a quiz (10-15 questions)

Key performance indicators for Domain 1

- Number of participants in all designated forms of education.
- Course/program evaluation scores/ratings.
- New or revised content development, including TLT articles.
- Number of certification exam candidates by program and exam pass rate.
- Post certification exam surveys, possibly linked to some sort of incentive for the candidate to encourage participation and quality feedback.
- Total number of active certification holders by program.
- Invest in new tools to enhance education and certification programs (such as online, virtual, new software to support those activities). Online and virtual options could be hybrid and connect course attendees with experts to answer questions.
- Executive level employer surveys to identify technical training needs.

Technical Expertise SST is assigned to this domain.

Domain 2 - TECHNOLOGY AND INNOVATION

Goal: STLE will be the forum where global thought leaders collaborate to advance innovation and progress through research and creative application of tribology and lubrication engineering.

Objective 1

Increase STLE leadership within the global tribology community by convening and participating in forums to share research and support collaboration and networking. STLE will:

- Enhance the recognition and importance of STLE technical events through program development and networking opportunities.
- Develop and manage new technical events alone or in collaboration with other societies and organizations.
- Participate in global events sponsored by entities relevant to STLE to demonstrate leadership and increase profile. [WTC, OilDoc etc.]
- Optimize mix of virtual and in-person content delivery.

Objective 2

Leverage tribology thought leaders' individual and collective expertise to identify and define technology trends that will drive innovation. STLE will:

- Designate the Science and Technology Committee and Advance Innovation SST as lead entities for this objective.
- Commission Subject Matter Expert studies.
- Maintain a commitment to peer-reviewed publishing through STLE's Tribology Transactions and other affiliated journals.
- Encourage the publication of books and white papers by STLE or in collaboration with partners.
- Facilitate interactions among all stakeholders and leverage this combination to define and communicate technology and commercial trends affecting the field.

Stretch Goal:

Explore the need and opportunity for STLE to create standards or best practice guidelines related to tribology and lubrication technology.

Key performance indicators for Domain 2

- Number of technical conference presentations
- Conference attendance
- Number of journal papers published.
- Number of books and special publications published.
- Thought-leader engagement score based on membership, participation, and other factors.
- Number of Fellows
- Digital distribution metrics for Emerging Trends Report and other content

Advance Innovation and Technology SST is assigned to this domain.

DOMAIN 3 - COMMUNICATIONS AND ADVOCACY

Goal: STLE advocates for the science of tribology and the practice of lubrication engineering to ensure the future relevance of the profession, the industry, and the Society.

Objective 1

Engage in activities and mentorship that promote the economic and social impact of tribology and lubricant technology. STLE will:

- Equip members with key value propositions to promote the impact of tribology and lubricant technology.
- Expand the STEM initiative to include educators and students in kindergarten through 12th grade. Supported by Scholarship and Investments for the Future Fund (SIFF).
- Establish additional scholarship funding and recognition to support the next generation of tribology and lubricant industry professionals.
- Provide awareness and commit to Diversity, Equity & Inclusion (DEI) best practices to broaden and strengthen the overall community.

Stretch Goals:

- ***Expand outreach to corporate members, U.S. government agencies, students, and underrepresented groups.***
- ***Consider participation in program opportunities for liaison with US government agencies that will support tribology research funding.***

Objective 2

Strengthen STLE's ability to serve as the authoritative voice for tribology and lubricant technology. STLE will:

- Expand TLT's role by sharing content with a broader audience in the technical and scientific community.
- Expand corporate member outreach and communication.
- Establish and promote the connection between tribology and sustainability (including energy, water, and air quality and use of renewable resources).
- Communicate to membership and global audiences about how regulations influence the economic and social impact of tribology and lubricant technology.

Key performance indicators for Domain 3

- Annual contacts in target industry market segments (including energy, manufacturing, transportation, and metalworking)
- Speaking engagements in target markets through industry conferences, technical meetings, and school and university presentations
- Secure new individual and corporate memberships in targeted demographic segments
- Secure SIFF fundraising donations to support STEM activities.
- Capture data and leverage inquiries to increase membership.
- Educator and student contact from grade-school STEM through graduate school
- Number of grants, scholarships, and awards presented for study or work in tribology and lubrication.

Communications and Advocacy SST is assigned to this domain.

Domain 4 - ORGANIZATIONAL EXCELLENCE

Goal: STLE will be a strategy-driven organization that follows association best practices to advance tribology and lubrication engineering. The organization will operate effectively, efficiently, and intentionally.

Objective 1

The organization is guided by strategic plan that reflects industry and market trends and member needs. STLE will:

- Review and adjust elements of the plan on a 3-year cycle for revisions.
- Advance STLE's mission and maintain industry relevance by increasing members' engagement in activities and awareness of STLE's value proposition.
- Adopt a business plan that reflects the strategy and report performance on a regular basis.

Objective 2

The organization will create and maintain an operating structure that supports achievement of the strategic goals. STLE will:

- Operate with a governance model that defines the role of the board, executive director, and staff.
- Measure organizational effectiveness and efficiency based on external association best practices and financial performance measures.
- Support affiliated organizations that serve member needs at the local or regional level.
- Create subject matter themed virtual sections.

Objective 3

The organization will seek to recruit and train skilled individuals with diverse backgrounds for leadership positions and professional staff roles. STLE will:

- Establish an emerging leaders' program to develop a pool of capable and diverse individuals who are ready to assume future volunteer roles.
- Employ and empower an executive director who is evaluated based on strategic plan key performance indicators.
- Support staff recruitment, training, and retention as a high priority.

Stretch Goal:

Establish a comprehensive volunteer training and evaluation program to ensure the success of senior leaders and maximize organizational effectiveness.

Key performance indicators for Domain 4

- Membership growth by category
- Membership engagement score - survey
- Membership satisfaction score - survey
- Financial performance (top-line growth and net revenue)
- Leadership and staff evaluation compared to association best practices.
- Affiliate activity
- Membership survey insights (qualitative and quantitative)

Senior management and staff are assigned to this domain.