

VISION

Create a better world through automation



MISSION



Advance technical competence by connecting the automation community to achieve operational excellence



OUR VALUES

Excellence

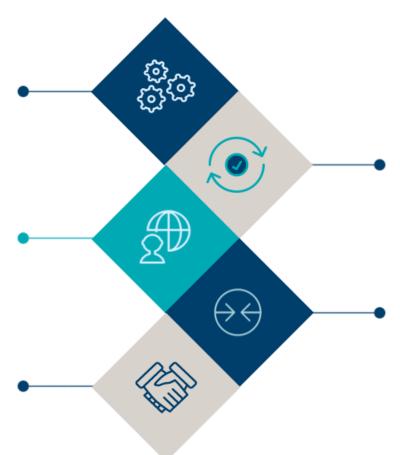
We provide industry leading unbiased content developed and vetted by a community of experts

Diversity and Inclusion

We strive to be a global, diverse, and welcoming organization

Professionalism

We uphold the highest standards of competence and skill in everything we do



Integrity

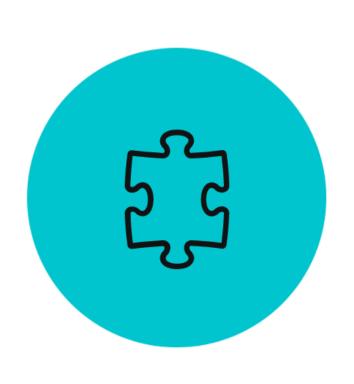
We act with honesty, integrity, and trust, respecting others in all that we do

Collaboration

We seek out opportunities to work together for the benefit of the Society, its members, and our profession



Strategic Framework Elements



Objectives Major accomplishments for core programs

set by the Executive Board for the 3-year

horizon

Goals Specific, measurable, attainable, relevant and

timely milestones aimed at advancing the

objectives

Tactics Methods and plans that include

assignments, accountability and deadlines

KPIs Quantifiable key performance indicators





STRATEGIC PLAN OBJECTIVES



Industry Reach and Awareness



Member
Development
and
Engagement



Technical
Education
and
Certification



Leadership and Business Skill Development