



ASTL Strategic Growth Plan

2010 – 2013

Goals of Strategic Plan



- Consistency of services with ASTL mission
- Increase brand awareness of ASTL and certification programs for membership
- Enhance value proposition; taking into account the current economy
- Align ASTL governance and certification programs with best practice association standards
- Meet revenue objectives



Mission and Services

Mission

AST&L's mission is to facilitate education and certification in the fields of transportation, logistics, and supply chain management. ASTL's membership of shippers, carriers, educators, students, consultants and third-party logistics individuals are dedicated to continuing education and committed to raising the professional standards in the industry.

Services

Membership

- Certifications
- Global networking
- Transportation Journal
- Members rates at Industry partner events

Certification Programs

- Study guides
- Certification exams
- Industry Credentials (DLP, CTL, PLS, GLA)

Overview of Strategic Plan



A. Brand Awareness

1. Wider Audience
2. Strengthen existing brand awareness
3. Increase marketing of PLS Program

B. Enhance Value Proposition

1. Industry recognized credentials
2. Continuing Education
3. Global networking (Face Book, LinkedIn)
4. Transportation Journal
5. Recertification (CTL)
6. Corporate, academic and association partnerships (APICS, CSCMP, WERC,)

C. Governance and Best Practices

1. Board and Staff Roles
2. Committee Structure
3. Performance Measures (KPI, Dashboard)

D. Cost Containment and Revenue Growth



A. Brand Awareness

1. Wider Audience
2. Strengthen Existing Brand
3. Increase Marketing of PLS Program

Brand Awareness - 1



1. Wider Audience

- a. Develop market recognition for certifications within the HR community
- b. Partnerships with industry related associations , universities and community colleges
- c. Develop corporate programs

Brand Awareness 1a



- Develop market recognition of CTL/PLS within the HR Community
 - 1) Purchase a list of HR professionals in the market
 - 2) Create information pieces to send consistently
 - 3) Feature companies and universities using ASTL on website in rotating banner
 - 4) Encourage HR professionals to join ASTL at a set fee
 - 5) Provide unlimited job postings to a qualified audience



Brand Awareness 1b

- Partnerships with industry related associations, universities and community colleges
 - 1) Recognition of other industry related certifications and pre-approved education programs (APICS, CSCMP, WERC) for waivers
 - 2) Participation in industry related events
 - 3) Co-located events and training
 - 4) Student membership share with APICS
 - 5) Blankets Waivers
 - 6) Certification courses in community colleges
 - 7) Continuing education
 - 8) Sino-American Logistics Conference



Brand Awareness 1c

- Develop Corporate programs
 - 1) Corporate discounts for national and global certification
 - 2) Corporate partnerships for training components
 - 3) Consulting firms as advisors, content providers, and global certification.



Brand Awareness 2

2. Increase marketing of the PLS Program
 - a. Increase the awareness of PLS designation
 - b. Use PLS to implement first education /training program
 - c. Use technology to deliver web based training as part of the PLS preparation
 - d. Sell PLS into target markets
 - New graduates from non-logistics backgrounds
 - Companies for training and orientation of employees
 - Global partners



B. Enhance Value Proposition

1. Education
2. Recertification (CTL)
3. Domestic and Global networking
4. Transportation Journal
5. Corporate, academic and association partnerships
6. Industry recognized credentials (Covered in Brand Awareness)

(Items 5 and 6 covered under Brand Awareness)



Value Proposition 1

1. Education

Components of Education Program

- Web-based education
- Class-based education
- Front End Certification education – supplementary to exam preparation
- Maintenance Education- ensure professional development and bring credibility to the certification programs



Value Proposition 2

2. Recertification - Develop Maintenance Component
 - Professional development through education
 - Recertification term of 5 years; honorary after retired
 - ASTL will own the delivery of the program
 - Increased membership retention and revenue through education sales
 - Use web based programs
 - Repurpose existing education or general business topics
 - Involve consultant community to develop and deliver education
 - Learning management system , ASTL owns and manage transactions



Value Proposition 3

3. Domestic and Global Networking

- Increase awareness of ASTL-China opportunities
- Increase awareness and posting to ASTL Face Book page
- Increase awareness an postings to ASTL Linked In Group
- Create WIIFM statement

Value Proposition 4

4. Transportation Journal

- a. Manage the cost of TJ
 - Electronic delivery to members
 - Evaluating publication options
- b. Increase visibility
 - Marketing through publishers and/or subscription companies
 - Initiate consistently scheduled call for articles



C. Governance and Best Practices

1. Board and Staff Roles
2. Committee Structure
3. Performance Measures



Governance and Best Practices 1

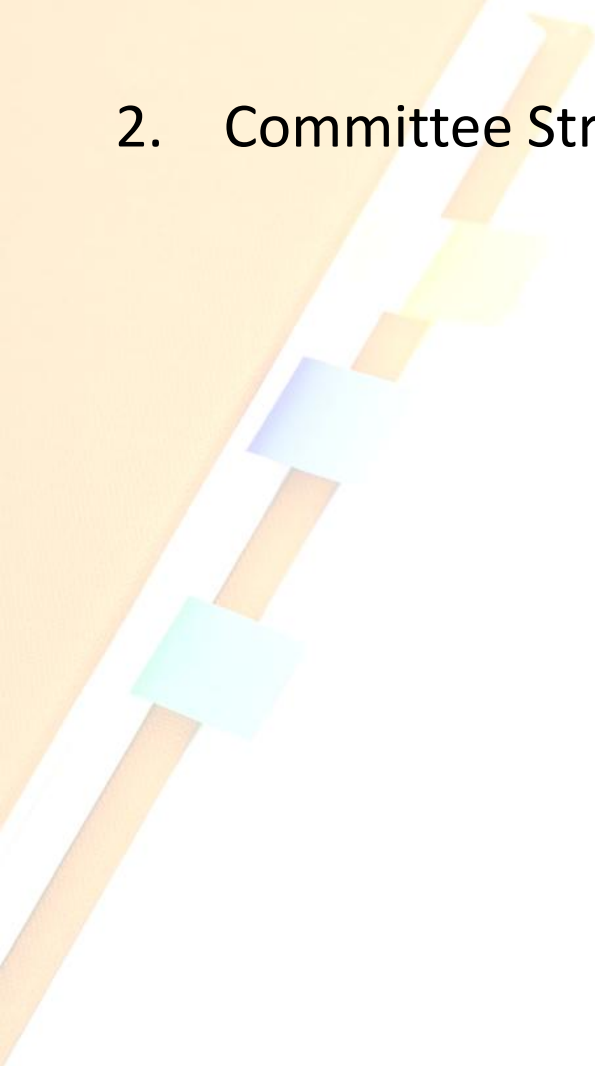
1. Board and Staff Roles

- Create position descriptions and committee structure
- Engage examiners on developing the education plan
- Establish education committee
- Consider advisory group of practitioners, educators and students
- Develop orientation for all board members
- Seek sponsorships for investment into e-learning , education systems and website

Governance and Best Practices 2

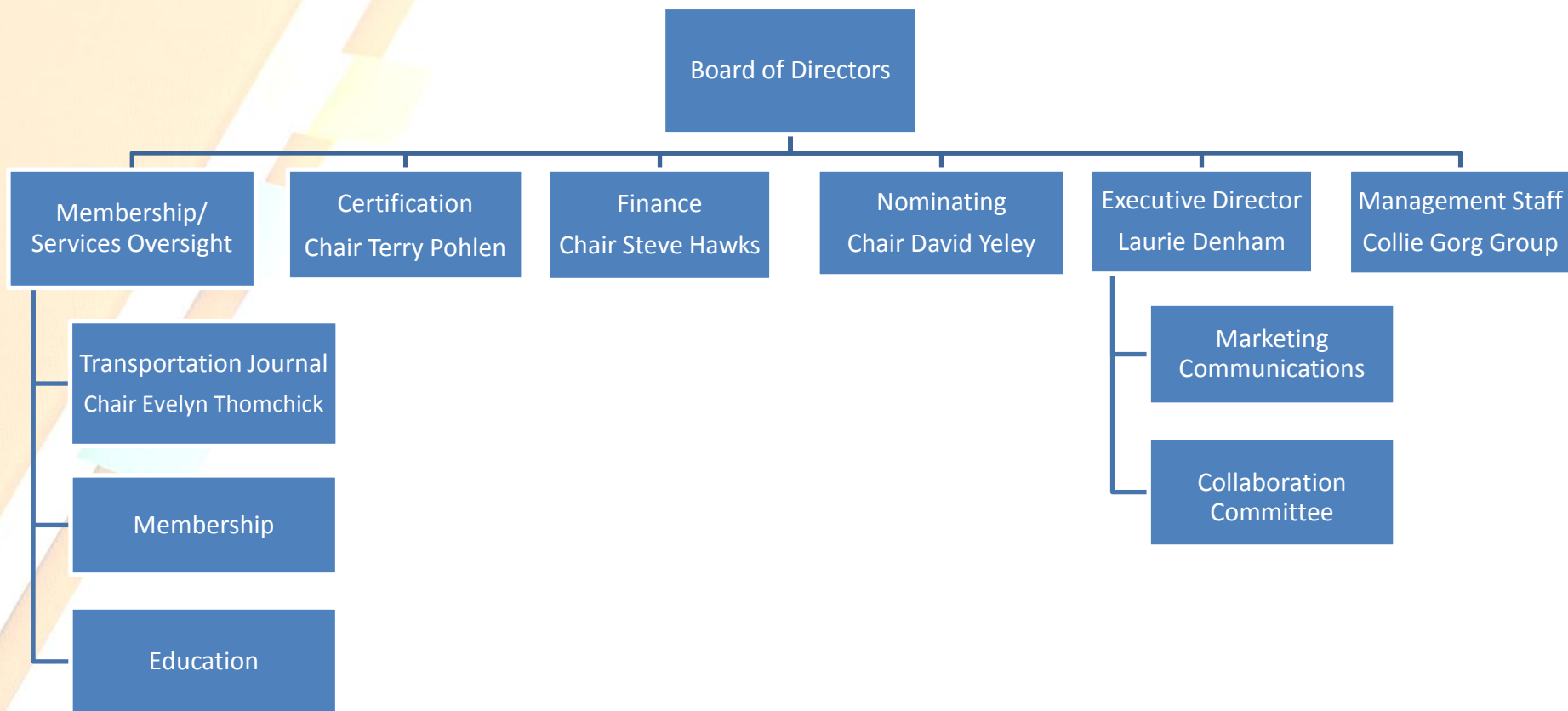


2. Committee Structure - Draft Leadership Structure





ASTL Leadership Structure





Governance and Best Practices 3

3. Performance Measures

- Set KPI for revenue, membership, certifications, programs, subscriptions, and implementation of strategic plan
- Develop staff measurable goals
- Develop Committee KPI's
- Set up Dashboard

D. Cost Containment and Revenue Growth



- Draft Budget
- TJ vendor analysis
- Increase in Waiver fees
- Web based optional component for certifications
- Partnerships