

ASSP Town Hall #2 Summary Report

OVERVIEW

The American Society of Safety Professionals (ASSP) is in the process of creating a new strategic plan to develop a road map to guide its decision making, budgeting and tactical planning for the next several years. ASSP has engaged Association Management Center (AMC) Consulting to facilitate Town Halls to inform the process and achieve a deeper level of understanding of opportunities, trends, and challenges faced by the safety profession. The following is a summary of the discussions resulting from the second Town Hall.

SUMMARY OF FINDINGS

Which of the themes identified from the last town hall should be the priority/focus area for ASSP in the new strategic plan?

Awareness and Sustainability of ASSP and the Profession

- Increasing awareness of the value of the profession and representation of ASSP.
- Model after SHRM.
- People don't know who we are, we could really use the ASSP "big" speaker to get what a safety professional does and get what our agency does out to our companies.
- We operate within our silos, don't get our effectiveness out on what we know due to being tied to regulations and not people based, students don't know about us unless have someone already in the profession.
- We need to communicate what the growth path is for the profession.
- Increase marketing to high school and middle schools to describe what we do and know what we do.
- Clearly define what we do and make a structured curriculum for schools to follow.
- Create sustainability through trainings, certification, and communicating the monetary impact of safety. ESG certifications were mentioned multiple times in the discussions.
- Need to communicate the business case for the safety profession in a way that resonates with company executives.

Training and Education

- Providing training and education across industries and technologies was a key priority throughout the discussions.
 - Trainings that are relevant across industries
 - Focus on new and emerging technologies.
 - AI and automation in the industry
- Education surrounding financial acumen and risk management.

- Increasing the requirements for earning the CSP
- Offer credentialing across other organizations such as BCSP, IHMM, etc.
- Provide ESG training and certification.
- Sharing results of new research in our areas with membership to improve individual practice.

Mental Health

- Focusing on worker health, mental health, and stress management. Unpacking how personal life and burnout contribute to accidents at work and understanding the needs of our workforce and how we can support them.
- Improve our working knowledge on mental health influences and effects of issues such as COVID.
- We need strategies for the delivery of training that includes wellness and mental health.

Workforce Shortage

- Labor shortages caused by lack of cross-training of safety professionals.
 - Business continuity – not having enough people to do the job.
- Issues with pay equality.
- It is becoming more difficult to retain qualified team members even if we do recruit them.

Standards Development

- Continuing to upgrade standards and guidelines.
- ASSP taking the lead role in research of safety topics and distribution to its members.
- Need to integrate safety into the innovative process. Advocate prevention through design.

Member Engagement

- Communications both with employee and management levels.
- Finding alternate ways to engage members.
- Communicating changes we see in society at large with membership.

Technology

- Finding ways to utilize or optimize data capture.
 - Efficient data use
 - Wearables
 - Software and apps
 - Good data/Bad data How do we discern the difference.
- Need for vetted tools and solutions.
- Training safety professionals across technologies (micro-video training, VR training, etc.)

What do you believe are the trends facing ASSP as an association?

Awareness of ASSP and the Safety Profession

- Be the Association of choice. There are many choices for the safety professional today.
- Other organizations are competing with ASSP.
- Employers are not buying into ASSP and there is a lack of corporate engagement,

- We need to stress our value proposition.

Member Engagement

- Incentivizing and building the volunteer leadership pipeline.
- Creating a strong value proposition to attract and retain members.
- Promoting a sense of belonging.
- Members need to be trained on how to be an ASSP “Ambassador.”
- Volunteerism is down and local engagement is declining.

Developing the Workforce

- Developing the current workforce
- Recruiting new workers to the field through high school and middle school programs
- ASSP needs programs for grade school/middle school students.
- ASSP needs a program for High School students.
- Many students have attended career days before high school, so we need to start marketing the profession and ASSP earlier.

Economic Conditions

- Generating revenue for the organization.

Education and Technology

- There is a strong desire to continue virtual trainings.

Advocacy

- Membership values having a seat at the table and leading the field.

How will the identified trends effect associations as a whole, and those facing ASSP impact strategy for ASSP?

- Need a strong value proposition and offer benefits that other societies are not providing.
 - Individuals are more mindful of the cost vs benefit of joining an association
 - What could ASSP provide that other organizations are not providing?
- Increasing member engagement
 - How do we increase volunteerism and within leadership roles, make sure everyone is pulling their weight?
 - Decreased member engagement could impact the special interest group communities.
- Collaborating with other associations
 - Are there ways that we can work with other associations to further ASSP’s recognition and streamline programs and education to avoid duplicity and reduce costs?
- Stay up to date with technological advances and incorporate them into the offerings.
 - Continue having virtual meeting and educational opportunities.
- Strengthening or restructuring the chapter structure

- Chapter engagement is low and often they are working in silos.
- The Chapter structure is vulnerable – this could be quite threatening to a Society that was built and grew on Chapter involvement.
- It's a struggle to get members to attend chapter meetings.