



AMERICAN SOCIETY OF  
SAFETY PROFESSIONALS



# ASSP Advisory Group

Strategic Planning Town Hall

December 6, 2022

1

## Agenda

- I. Welcome & Introduction – Christine Sullivan, CSP, ARM, 2022-2023 ASSP President
- II. High Level Review of Themes from the first Town Hall- Debbie Trueblood, AMC Consulting
- III. High Level Overview of Themes Affecting the Association Community-Debbie Trueblood, AMC Consulting
- IV. Breakout Groups- Led by ASSP Leaders
  - I. Which of the themes identified from the last town hall should be the priority/focus area for ASSP in the new strategic plan?
  - II. What do you believe are the trends facing ASSP as an association?
  - III. How will the trends effect associations as a whole, and those facing ASSP impact strategy for ASSP?
- V. Reporting Out- Led by Assigned ASSP Leader Facilitators
- VI. Wrap-Up – Dallas Tomlin, Governance Manager

2

Welcome & Introduction –  
Christine Sullivan, CSP, ARM,  
2022-2023 ASSP President

3

High Level Review of Themes from  
the first Town Hall  
- Debbie Trueblood, AMC  
Consulting

4

## Trends Which Will Have the Greatest Effect on ASSP Members (US/Globally)?

### Workplace:

- **Awareness of the profession** and of ASSP were mentioned multiple times.
  - Feedback included increasing marketing of the value of ASSP to members and non-members, communicating the importance of safety professionals to company leadership, and highlighting the safety profession as a whole.
- **Mental health, burnout, and stress** were another key topic in the discussions.
  - There is a move towards flexible work hours and a heightened focus on maintaining a healthy work/life balance. Post-Covid, workplaces are experiencing an increased workload with the same or less staff/resources. This is leading to burnout and stress among the workers. In the safety profession, burnout and stress mean divided attention and a higher risk of injury, fatality, or delayed emergency response.
- There is a need to **upgrade standards and guidelines** to keep up with technological advancements and changing regulations.
  - This could include new trainings, a certification for international regulatory knowledge, updated guidelines for risk management as the environment changes and the safety profession grows, and collaborating with other associations to meet the needs of ESG.

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5

## Trends Which Will Have the Greatest Effect on ASSP Members (US/Globally)?

### Work:

- **Sustainability** was a key theme that emerged in the breakouts.
  - The UN sustainability goals could have a big impact on the industry. Green energy alternatives are also changing the safety industry with electric vehicles, hydrogen power production, battery regulations, etc.
- **Artificial intelligence and advance technologies** to expediate work or replace certain tasks are on the rise.
  - Smart manufacturing is changing the way safety professionals do their jobs. Larger companies that can afford the new technology and training their employees are operating much differently than smaller companies. This is increasing the gap in how safety professionals do their jobs. It also can lead to an increased risk due to poor training.
- **Automation** is changing the way employers train workers.
  - It has become more difficult to move across companies due to varying technologies and the skill sets needed to adapt to automated worksites.
- **Other trends** that were mentioned but not discussed at great length included:
  - Workplace violence; Cyber security concerns with technological advances; Shift away from hands-on interactions; PEL vs TLV; Changing ergonomics; And addressing professional ethics globally.

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## Trends Which Will Have the Greatest Effect on ASSP Members (US/Globally)?

### Workforce:

- Discussions of workforce related trends focused largely on **training safety professionals across industries** and across technological levels.
  - Companies, not understanding the necessity of safety professionals, are increasingly hiring underqualified individuals for these positions. Trainings that are offered are often being done virtually, are not accessible for disabled persons, or are not conducted in languages widely spoken by employees. There needs to be a higher focus on offering standardized remote learning that is accessible and inclusive.
- Another trend that emerged in the discussions was a **labor shortage**.
  - Companies are finding it difficult to hire and retain quality employees, especially in factory settings. Contract workers are transitioning into new industries, especially healthcare. Broadening recruitment efforts to include high schools, community colleges and technical schools could fill the workforce pipeline. A reduced workforce is also adding to the work responsibilities of generalists, leading to burnout that was mentioned earlier.
- Issues related to **diversity and inclusion** were raised throughout the discussions.
  - From increasing diversity training within the workforce to branching out and hiring a more diverse group of safety professionals. DEI is a key focus for ASSP members.

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## How Can ASSP Leverage or Protect Against These Trends?

### Workplace:

- Increase **ASSP's representation** in other industries, specifically regarding writing standards.

### Work:

- Create and distribute practical and **vettted tools and solutions** to work related problems.
- Host a **certification course on ESG** and sustainability and develop ANSI standards.
- Change the way ASSP **markets education and training**.

### Workforce:

- Collaborate with other associations to **provide trainings to members about new technologies**.
- **Provide cross-training** to members on ESG topics and blended training.
- **Find alternate ways to engage members**.
- **Communicate the changes we see** in society and industries in a way that allows members to engage.

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8

# High Level Overview of Themes Affecting the Association Community

-Debbie Trueblood, AMC Consulting

9

## Themes Affecting the Association Community

### Content, Learning, and Knowledge

- Higher Education 3.0
- Hybrid Meetings
- Rejection of Expertise
- A Shifting Environment for Content

### Data and Technology

- Algorithms and Rights
- Anticipatory Intelligence
- Blockchain Platforms
- Ethical Edge of Innovation
- Fast Data
- Fraying Cybersecurity
- Marketing and Advertising Transformation
- Personalized Artificial Intelligence
- Taming Big Tech

Source: ASAE Foresight Works Drivers of Change

10

## Themes Affecting the Association Community

### Demographics and Membership

- Aging World
- Empowered Women
- Empowering the New Workforce
- Immigration-Driven Demography
- The Next-Gen Professionals
- Socializing Reshaped
- Volunteering

### Economic Conditions

- Beyond Recycling
- Climate Change Mitigation
- Evolving Cities
- Global Power Shifts
- Healthcare Disruption
- Philanthropy Reshaped
- The Productivity Paradox
- The Sharing Economy
- The Surveillance Economy
- Trade in Transition

Source: ASAE Foresight Works Drivers of Change

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11

## Themes Affecting the Association Community

### Society and Politics

- Algorithmic Politics
- American Inequality
- American Instability
- China's World
- Declining Trust
- Dismantling Systemic Racism
- Ethical Consumption
- Population Health
- The Splintered Society
- Standards Under Pressure
- Transparent Organizational Ethics

### Workforce and Workplace

- Automating Work
- Changing Science
- Diversity, Equity, and Inclusion
- More Human Humans
- New Forms of Work
- Reputation by the Numbers
- Re-Working Career Pathways
- Toward a Spectrum of Abilities
- A World Reshaped by COVID

Source: ASAE Foresight Works Drivers of Change

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12

# Breakout Groups – ASSP Advisory Group

13

Breakout Logistics	Activity Instructions
<ul style="list-style-type: none"> <li>• You will be automatically moved to pre-assigned breakout rooms</li> <li>• You will have 30+/- minutes in the breakout room</li> <li>• The non-staff person with the next birthday will be the notetaker/facilitator.</li> <li>• Notetaker will create a summary of the group's discussion and email to <a href="mailto:governance@assp.org">governance@assp.org</a></li> </ul>	<p>Breakout Questions</p> <ul style="list-style-type: none"> <li>• Which of the themes identified from the last town hall should be the priority/focus area for ASSP in the new strategic plan?</li> <li>• What do you believe are the trends facing ASSP as an association?</li> <li>• How will the trends effect associations as a whole, and those facing ASSP impact strategy for ASSP?</li> </ul>

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14

## Facilitator Reminder

- Facilitators, please take notes and send to [governance@assp.org](mailto:governance@assp.org)

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15

## Breakout Rooms



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16

# Reporting Out

17

## Breakout Group Reports

- We will call on 3+/- groups to share the top themes from their breakout discussions. About 1 minute for each report.
- If you haven't already, facilitators, please take notes and send to

[governance@assp.org](mailto:governance@assp.org)

Training safety professionals

AI

Targeting member engagement

Awareness of the value of the profession

Financial acumen

Vetted tools and solutions

Staffing labor shortages

Education of incoming professionals

Communication among colleagues about needs and value of work

Sustainability

Mental health issues

Covid

Educating Management about ASSP

Having a seat at the table

Total worker health

Participation/work at home/inflation

18

# Wrap-Up – Dallas Tomlin, Governance Manager

19



## Stay Informed

- Advisory Group Page
  - <https://www.assp.org/about/advisory-group>
- Board Updates
- E-mail: [governance@assp.org](mailto:governance@assp.org)

20

20

**THANK YOU**

  
ASSOCIATION MANAGEMENT CENTER

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 Association Management Center