



International Society of Automation
Setting the Standard for Automation™

2022 Strategic Plan Results and 2023 Strategic Plan



2022 Strategic and Financial Success Stories

Increased
training
attendees
by **107%**

Grew
revenue by
>20%

Converted
budgeted
\$1.78MM
net loss
into
**near
breakeven***

*2022 year-end
financials have
not been finalized

Boosted
events &
webinar
registrations
outside U.S.
by **5%**

Expanded
membership
by **11%**

Broadened
landing page
visitors by
353%

Increased
website
users by
74%

2022 Strategic Plan Results

through December 2022

Industry Reach & Awareness

Membership

Technical Education & Certification

Leadership Development

Industry Reach & Awareness

Through December 2022
100% of year complete

Total Audience Reach – Grow by 5%

Metric Measured	Goal	Actual	Achievement Rate
ISA website users	1,349,667	2,237,841	166%
ISA landing page visitors	1,257,975	5,432,962	432%
Total registrations for events and webinars	11,976	10,977	92%



Non-US Audience Reach – Grow by 10%

Metric Measured	Goal	Actual	Achievement Rate
ISA website users	1,077,993	1,716,721	159%
ISA landing page visitors	1,184,811	5,134,872	433%
Total registrations for events and webinars	8,825	8,432	96%



Notes: Landing pages are exceptionally high because these campaigns have performed very well across the board in 2022. Event registrations lag: two large events were postponed, and we have observed “webinar fatigue” in 2022. Still, we came very close to achieving our goal!

Technical Education & Certification

Through December 2022
100% of year complete

Total Training Attendees – Grow by 5%

Metric Measured	Goal	Actual	Achievement Rate
Total number of trainees for all courses	4,236	8,343	197%



Non-US Training Attendees – Grow by 2%

Metric Measured	Goal	Actual	Achievement Rate
Total number non-US trainees for all courses	3,026	4,404	146%



Notes: We have exceeded our goal due to increased return to in-person training earlier in the year. Also, we have seen much better than expected eLearning sales and ISA Europe sales.

Membership

Through December 2022
100% of year complete

Increase Professional Membership – Grow by 2%

Metric Measured	Goal	Actual	Achievement Rate
Total number of professional members measured from year end	12,694	13,813	109%



Notes: From 2016-2021, ISA averaged a -5.65% growth rate; therefore, the desired 2022 key result of +2% was a substantial stretch from recent results. This growth is unprecedented for ISA. This membership total is the highest we have been since 2019 when we ended the year with 13,970 members.

Leadership Development

Through December 2022
100% of year complete

Improve Leader Satisfaction Score – Grow by 2%

Metric Measured	Goal	Actual	Achievement Rate
Leader satisfaction score from annual survey	42	34	81%

Notes: As noted previously, negative comments included lack of time and need for tools (or more training on tools). Those who expressed a positive response mentioned having an impact, improving soft skills, and comraderies. Final survey results will be available in mid-February 2023.

Introduction – 2023 Strategic Plan

- ISA's Strategic Plan is developed and managed by the ISA Executive Board, in concert with staff leadership and Society committee leaders.

Each year, the plan is validated and modified to reflect progress and new priorities.

The 2023 Strategic Plan was approved by the ISA Executive Board on 7 November 2022.



Strategic Plan Elements

Vision

Aspirational statement of how the organization will impact the future

Create a better world through automation

Mission

The reason we exist, who we serve, how we do it better than anyone else

Empowering the global automation community through standards and knowledge sharing

Values

Enduring, passionate core beliefs about how we should do business

Excellence
Diversity and Inclusion
Professionalism
Integrity
Collaboration



Values

Excellence

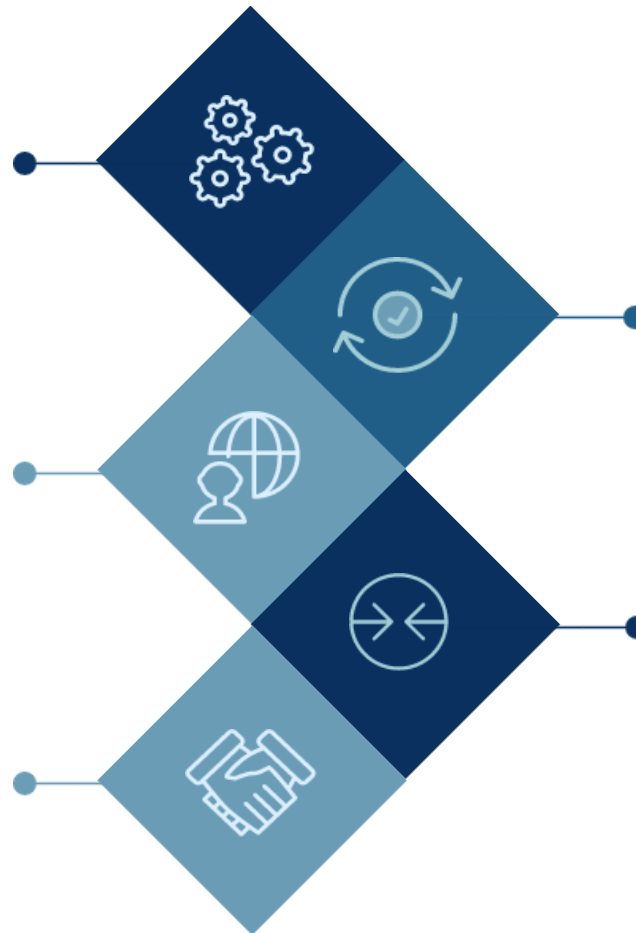
We provide industry leading unbiased content developed and vetted by a community of experts

Diversity and Inclusion

We are committed to being a global, diverse, and inclusive organization

Professionalism

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



Integrity

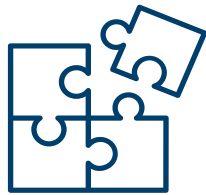
We act with honesty, integrity, and trust, respecting others in all that we do

Collaboration

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



Strategic Plan Elements



Objectives

Significant, concrete, action-oriented, and inspirational.



Key Results

Specific, timebound, aggressive yet realistic, measurable, verifiable, and evolving as work progresses.



Supporting Entities

The groups whose purpose serves to advance the objectives.

2023 Strategic Objectives

Outreach, Awareness, and Advocacy

Innovation Insights

Vibrant Community

Financial Stability

Outreach, Awareness, and Advocacy

Be recognized as the leading, global, independent source of automation knowledge.

● 2023 Key Results

Host 2 major industry events.

Initiate conversations with key asset owners/EPCs about the viability of a corporate ambassador program.

Increase earned coverage and organic coverage in industry, mainstream, and business media outlets by 10%.

Increase standards sales by 10%.

Increase new credential applications by 2%.

Supporting Entities

Conference Advisory Committee

Standards & Practices Department

Certification Commission

Innovation Insights

Proactively identify and foster evolving and emerging technology, processes, and business practices related to ISA's mission.

2023 Key Results

Develop and publish 3 position papers on emerging topics related to automation.

Have ISA position papers cited in 5 or more third-party publications.

Supporting Entities

Content Steering Committee

Publications Department

Technology Search Committee

Technical Assembly

Vibrant Community

Grow a consciously inclusive community to enable collaboration and foster the development of leadership skills.

2023 Key Results

13% growth in membership.

2% growth in engagement on LinkedIn.

Launch leader training curriculum.

Supporting Entities

Leadership Development Taskforce

Geographic Assembly / Districts

A&T and I&S Departments (Divisions)

Young Professionals Committee

Image & Membership Committee

Financial Stability

Foster a sustainable financial position that continues to support ISA's mission.

- 2023 Key Results

Progress towards an annual break even or better budget, including development of a long-term plan in 2023.



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Thank you!

