



# ASSP Update

ST. LOUIS PROFESSIONAL DEVELOPMENT  
CONFERENCE

3/4/2019

DON COOPER – AREA DIRECTOR, REGION V

# About ASSP

ASSP is where occupational safety and health professionals find a vibrant community—one that helps them grow professionally through education and networking, and advocates for the profession.

## History

- Founded in 1911 as United Association of Casualty Inspectors
- Renamed in 1914 as American Society of Safety Engineers (ASSE)
- Name changed in American Society of Safety Professionals (ASSP) in 2018

# ASSP Today

- Over 38,000 members worldwide & growing
- Members in 80 countries
- 150+ local chapters
- 74 Student Sections
- 39 Professional Sections

# Key Strategic Pillars

- Member Communities
- Education
- Standards
- Value of the Profession

# Key Strategic Pillars

- **Member Communities**
- Education
- Standards
- Value of the Profession

# Member Communities

ASSP is where occupational safety and health professionals **find a vibrant community**—one that helps them grow professionally through education and networking, and advocates for the profession.

Years ago the main community was the local chapter – Now it's much more than this.

# Local Chapters

## Chapter Value

ASSP chapter communities provide accessible, face-to-face opportunities for ASSP members to become better safety professionals.

# Regions

## **St. Louis Chapter is part of Region V**

- 15 Chapters, two Sections, and ten Student Sections
- States of Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin.

## **Vision**

The vision of Region V is to provide its members the resources and support for protecting people, property, and the environment.

## **Mission**

Region V is a geographical grouping of chapters which provides chapter leaders with opportunities for communicating, networking, and sharing of best practices with one another.

## **Regional Operating Committee Meetings (ROC)**

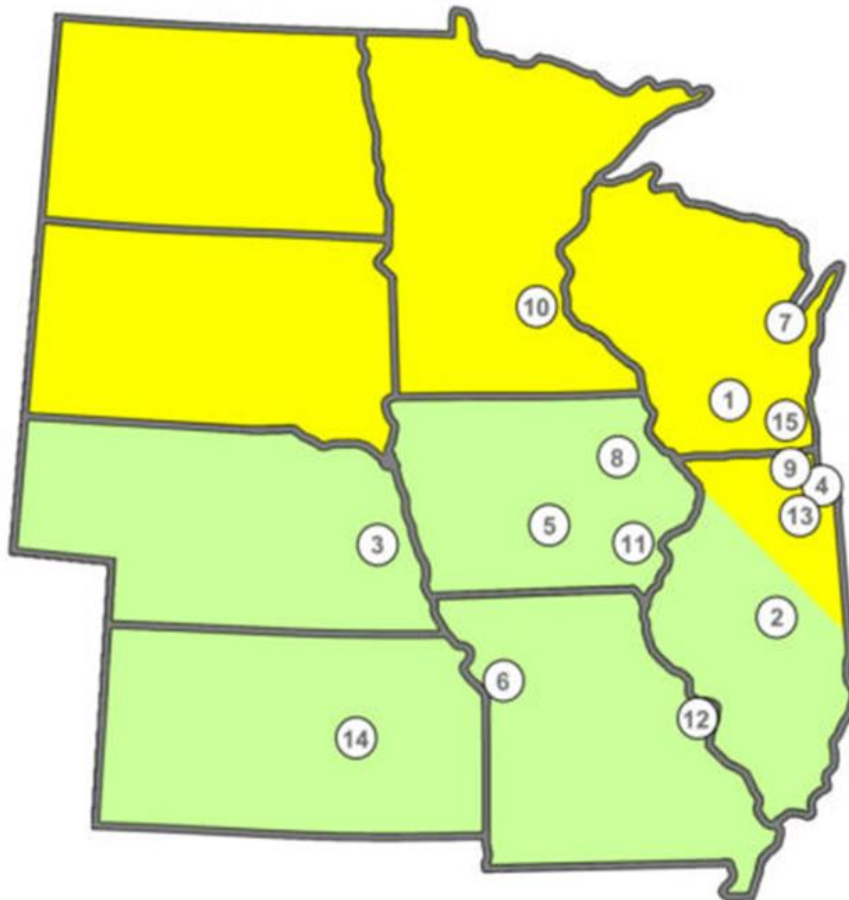


# Updated Region V Area Map

Jul 05, 2017



Eric Hallerud  
Region V - RVP



- 1 Badgerland
- 2 Central Illinois
- 3 Great Plains
- 4 Greater Chicago
- 5 Hawkeye
- 6 Heart of America
- 7 Nicolet
- 8 Northeast Iowa
- 9 Northeastern Illinois
- 10 Northwest Chapter
- 11 Quad Cities
- 12 St. Louis
- 13 Three Rivers
- 14 Wichita
- 15 Wisconsin

# Member Communities

## Practice Specialties

- Academics
- Construction
- Consultants
- Engineering
- Environmental
- Ergonomics
- Fire Protection
- Healthcare
- Industrial Hygiene
- International
- Management
- Manufacturing
- Military (branch)
- Oil, Gas, Mining & Mineral Resources
- Public Sector
- Risk Management/Insurance
- Training & Communications
- Transportation
- Utilities

# Member Communities

## Common Interest Groups

**Blacks in Safety Excellence (BISE):** Advances all people of color in the OSH profession through professional development, networking, collaboration and education.

**Women in Safety Excellence (WISE):** Addresses issues specific to women OSH professionals — helping tackle the specific workplace and industry challenges that women face, in order to advance their careers and gain leadership positions within the OSH profession.

**Hispanic Safety Professionals:** Advances Hispanics and Latinos in the OSH profession through professional development, networking and collaboration.

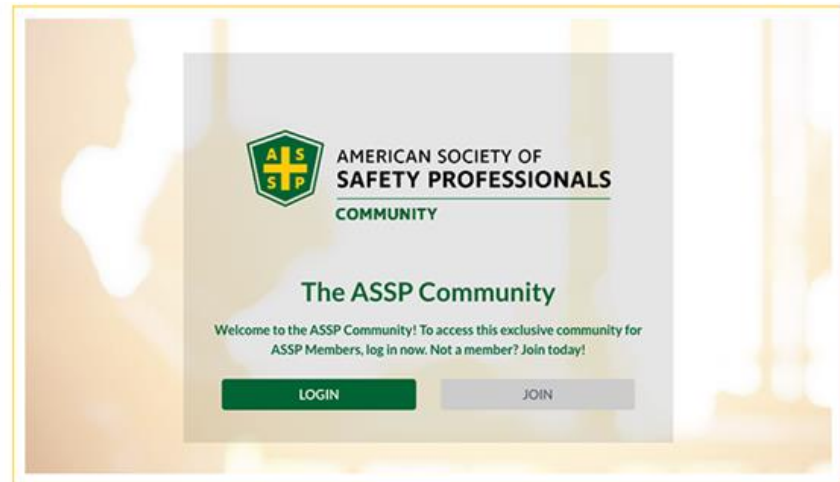
**Emerging Professionals in Occupational Safety and Health:** Identifies, develops and connects young leaders who possess a passion to expand their knowledge and promote the OSH profession to sustain ASSP and advance the industry as a whole.

# Member Communities

## The latest - Online Community

### Benefits of the ASSP Community

- Connect and network with a vibrant community of 38,000 OSH professionals
- Gain exclusive access to member-only conversations sharing expert knowledge and best practices that can help you solve a workplace challenge
- Establish yourself as a thought-leader within the OSH profession by sharing content and participating in group discussions
- Become more involved in ASSP and connect with volunteer opportunities to grow your leadership skills



# What's Happening in Member Communities?

- Membership has reached new levels!
  - Still plenty of growth opportunities
- Volunteer leadership growth opportunities
- 2019 Elections – Now Open
  - Vote before 3/31

# Community – Strategic Goals

***Goal 1: Build meaningful member engagement through community by establishing definitions for what it means to be an engaged member and develop plans to grow highly engaged segments.***

- Develop a clear definition of member engagement.
- Implement mechanisms to measure and analyze the defined engagement behaviors.
- Establish growth targets and plans for segments of engaged members.

***Goal 2: Increase the collective expertise of the ASSP community by growing the ASSP membership.***

- Develop and execute a growth and engagement plan for young and emerging OSH professionals.
- Develop a member value proposition to engage at the corporate level.
- Increase the number of paid ASSP members to support diversification of revenue sources.

***Goal 3: Sustain a vibrant community of OSH professionals by increasing the retention of ASSP members.***

- Establish a consistent measurement of member satisfaction.
- Establish a consistent measurement of why members leave and develop targets and plans to reengage members who left for reasons, within our control.

## Key Strategic Pillars

- Member Communities
- **Education**
- Standards
- Value of the Profession

# Education

ASSP is the preferred source for education among safety professionals, providing valuable training, networking, knowledge, skills and continuing education.



# What's Happening in Education?

- Safety 2018 Attendance and Exposition Were Largest Ever
- New ASSP App Brings Virtual Reality to Fall Protection Training
  - Available at the ASSP Online store
- Safety 2019 this June in New Orleans
- Strategic goals
  - Expand the number of online courses delivered by ASSP.
  - Increase the number of formal training courses and experiential learning opportunities ASSP delivers to the OSH community.
  - Increase formal in-person learning opportunities delivered at clients' worksites.



## Safety 2019 Professional Development Conference & Exposition.

Sunday, June 9 thru Wednesday, June 12 | Ernest N. Morial New Orleans Convention Center | New Orleans, LA

# Education – Certificate Programs



Certificate programs are designed so professionals can take a series of courses related to certain occupational safety and health (OSH) topics or concepts, and become experts.

- [Certificate in Safety Management](#)
- [Executive Program in Safety Management](#)
- [Global Safety Management Certificate Program](#)
- [ISO 45001 Certificate Program](#)
- [Managed Fall Protection Certificate Program](#)
- [Risk Assessment Certificate Program](#)

# Education – Strategic Goals

## ***Goal 1: Grow and diversify professional development revenue sources.***

- Expand the number of online courses delivered by ASSP.
- Increase the number of formal training courses and experiential learning opportunities ASSP delivers to the OSH community.
- Increase formal in-person learning opportunities delivered at clients' worksites.

## ***Goal 2: Improve the OSH professionals knowledge, skills and abilities by increasing the number of OSH professionals who have earned an ASSP certificate.***

- Increase the number of certificate programs offered to the OSH community.
- Expand the number of learning mediums that ASSP employs to include at least face-to-face, virtual and asynchronous options.

## ***Goal 3: Sustain ASSP's longstanding reputation as the preferred source for education among safety professionals by growing the learning experiences available to OSH professionals.***

- Enhance existing formal learning programs by adding blended learning solutions.
- Deliver certification preparation workshops in face-to-face, virtual and asynchronous learning mediums.
- Grow informal just-in-time learning resources available to the OSH profession.

## Key Strategic Pillars

- Member Communities
- Education
- **Standards**
- Value of the Profession

# Standards

ASSP is a leader in the evolution of voluntary occupational safety and health standards that reflect recognized best practices, both in the United States and internationally.

# What's Happening in Standards?

- ASSP is an ANSI accredited standards developing organization
- ASSP Publishes First U.S. Standard for Construction and Demolition of Wind Turbines Best Practices Sharing
- ASSP Asks OSHA to Recognize ANSI/ASSP Standards for Cranes and Derricks in Construction

# Standards – Strategic Goals

***Goal 1: Build a robust, balanced line of business to reflect the full life cycle of OSH standards that affect members and the profession.***

- Increase ASSP resources by growing standards revenue.
- Publish a standard or technical report addressing the leading causes of occupational fatalities.
- Publish an implementation guide to address each of the top-five selling ANSI/ASSP standards.

***Goal 2: Streamline processes within each stage of developing voluntary consensus OSH standards and technical reports.***

- Accelerate the timeline for standards development.
- Implement an enhanced tracking system to ensure continuous improvement of all processes in the development of OSH standards.
- Increase participation from business and industry on committees to enhance the consensus process.

***Goal 3: Collaborate and cooperate with private and public-sector stakeholders to move ASSP standards forward to serve a diverse range of OSH professionals and associated audiences.***

- Implement data-gathering tools to track member and stakeholder use and recognition of standards.
- Increase adoption of OSH standards on a national and global level in the private and public sector.
- Increase total member and stakeholder participation with full standards committees and subgroups.



## Key Strategic Pillars

- Member Communities
- Education
- Standards
- **Value of the Profession**

# Value of the Profession (Advocacy)

ASSP strives to uphold and elevate the value of the safety and health profession through innovation, thought leadership, and objective, unbiased, science-based approaches to safety and health practices.

# What's Happening in Advocacy?

- New Academic and Research Council to Advance Safety and Health Profession
- Communicating the Value of the Safety Profession

# Value of the Profession – Key Areas

**Evidence Based Practices** – Continue to make the case that research and evidence drive and support practical, risk-based solutions

**Communication** – Improve our ability to collaborate and communicate with stakeholders

**Risk Management** – Continue to support the need for proactive risk management and developing risk related skills

**Business and Leadership** – OSH professionals must be viewed as corporate partners who can develop and articulate the business case for protecting our employees and company assets.

# Value of Profession – Strategic Goals

## ***Goal 1: Increase the number of ASSP members who hold OSH-related accredited professional designations.***

- Define and promote professional capability/competency standards within the OSH community and among employers.
- Expand the number of accredited college and university OSH programs.
- Increase the number of students graduating from ABET-accredited/model-learning-outcome-adopted academic programs.

## ***Goal 2: Establish the OSH profession and its members as a source of competitive advantage.***

- Educate OSH professional and the business community on the importance of risk assessment and corporate social responsibility and OSH professionals' capabilities to support these key business objectives.
- Identify and support research to identify evidence-based ideas, innovations and solutions that further validate the value of the OSH profession and OSH professionals.

## ***Goal 3: Influence, engage and educate government, business and other key stakeholders on issues important to the OSH profession and the key role of OSH professionals in addressing those issues.***

- Promote integration of OSH metrics into corporate sustainability and annual reports to better connect human capital issues to business outcomes.
- Use alliances to advance major issues concerning the OSH profession.

# Initiatives – Total Worker Health

## ASSP & TWH

TWH is a next-generation approach to injury and illness prevention.

Council on Professional Affairs has formed a task force to further explore the NIOSH Total Worker Health Initiative, and its implications to and opportunities for our profession.

Draft a position on TWH and draft an action plan, including practical tools for safety professionals



## **About Us**

Officially launched in June 2011, CSHS is a 501(c)3 nonprofit organization committed to advancing the safety, health and sustainability of the global workplace.

## **Vision Statement**

For all organizations to recognize and act on the value of occupational safety, health and well-being as part of their sustainable business practices.

## **Goals**

To provide a strong voice and comprehensive leadership for safety and health in shaping sustainability policies.

To educate the business community on the importance of safety and health as part of good corporate governance and corporate social responsibility/sustainability.

To provide new insights into the measurement, management, and impact of safety and health sustainability.

To be a recognized thought leader for sustainability and corporate social responsibility

# Risk Assessment Institute

[www.ohsrisk.org](http://www.ohsrisk.org)

- Launched by ASSP in 2013

- **VISION**

Through our Risk Assessment Institute we aim to facilitate OSH risk assessment's inclusion into the organizational risk process, allowing businesses to be proactive in prioritizing and mitigating risk in advance of injuries or catastrophes.

By understanding and implementing risk-based approaches to safety management, injury/illness prevention and employee well-being, OSH professionals help their organizations improve overall performance and position themselves as high-profile contributors who help organizations achieve their goals.

- **GOALS**

- Educate executives, the business community and OSH professionals
- Improve risk-related training and education for OSH professionals.
- Provide a platform for the OSH community
- Provide a center of excellence for risk-related information and tools



# Free Risk Assessment Video Series

*ASSP Home > Education > Free Learning Resources*

[Introduction to Risk Assessment](#)

[Getting Started With Your Risk Assessment](#)

[Benefits of Risk Assessment](#)

[Six Alternatives To Risk Treatment](#)

[Performing the Risk Evaluation](#)

[Triggers For Risk Assessment](#)

[Choosing a Risk Matrix and Risk Factors](#)

[Understanding Risk Assessment Tools and Resources: Strengths and Limitations](#)



# Final Thoughts

- Secure the full value of your membership
  - There's lots more than the just the magazine and a certificate
- Get involved in communities
  - Local chapter
  - Practice specialties
  - Common interest group
- Consider volunteer leadership
  - Benefits both you and the organization



**Have a great  
conference!**