

Proposed Strategic Assessment Framework

This is an internal tool used by Association staff and its International Affairs Committee to assess current and proposed international activities.

Criteria	Description	Key Indicators for Success
Description of the Engagement:		
	<i>What are current association activities in the region?</i>	
	<i>What is the purpose and scope of the existing engagement in the country? (i.e.. What is the association trying to accomplish?)</i>	
	<i>If this is a new country, what is the purpose and scope of the proposed engagement in the country?</i>	
	<i>What is the purpose of the current activity in the country? How do these activities help to achieve the association's international goals and the goals for that country?</i>	
	<i>If it is a new activity within a country that association is already engaging in, how does it fit the goals for that country?</i>	
	<i>Who is proposing the activity and with whom would the association partner?</i>	
Synergy with Association Mission and Priorities:		
	<i>Are there mutual benefits to both organizations? Does this initiative support the association's mission and goals, strengthen association's reputation? How does the initiative align with the association's international mission?</i>	Further association's mission and goals.
	<i>Is this initiative critical to the association? Is this initiative related to a current priority of the association?</i>	Further current and other priorities within association
Member Benefit and Reach:		
	<i>Will the association increase membership as a result of this engagement/activity? Will the association members be able to contribute and/or benefit professionally? How will this opportunity benefit US members? International members?</i>	Increase international membership Program and product revenue
	<i>How many U.S. and international members will benefit? How will this impact member satisfaction?</i>	Number of member involvement Member satisfaction
Knowledge Exchange:		
	<i>Is there an opportunity to exchange safety information and knowledge?</i>	Program attendance Program attendee satisfaction
	<i>Is there an opportunity for international professionals to participate in association - sponsored educational products or programs?</i>	International professional participation at association sponsored events or product usage
	<i>Does this country/organization offer the best in terms of professionalism and practice of occupational and environmental hygiene?</i>	Opportunities for member involvement/benefit Type of partner involvement
Collaboration: (This section should focus on both the association's expectations and partner expectations)		
	<i>Is there the ability to collaborate with other organizations?</i>	Type of partner involved (nationally recognized)
	<i>Will the association benefit from the relationships that come from this arrangement?</i>	Program or product revenue In-country member growth Member satisfaction
Resource Investment:		
	<i>How much staff resource is required? How much member resource? What is the level of difficulty?</i>	
	<i>What are the costs to participate? Is there more to gain than invest for the association?</i>	Increase in membership, and product/program sales
	<i>Are there opportunities to sell more association products, programs or services?</i>	Brand awareness Increase usage of particular program or product
Internal Structure:		

	<i>Is there adequate in-country infrastructure in place to support a relationship?</i>	Existence of a national society, financial stability, technology capacity, etc.
	<i>Are there sufficient staff and financial resources in place to support the opportunity?</i>	
Recommendation:		
	<i>How are specific activities forwarding the engagement with the country?</i> <i>What are the obstacles or challenges?</i> <i>What lessons have been learned from prior involvement with this country?</i> <i>What is the recommendation of the Assessment team?</i>	

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