

STRATEGIC ACTION COMMITTEE  
MIDYEAR REPORT  
FEBRUARY 22-23, 2003

AWCI needs to seriously begin work on its image, both within the organization and in the eyes of the public in general. It is only when we strive to reach the highest degree of education and training that we can pride in our work and gain the respect of the industry that we seek to serve. Therefore the Strategic Action Committee recommends the following to the Board of Directors:

I. Develop a detailed website to attract the attention of the general public, attract potential new membership, and provide relevant benefit to existing membership, while making certification even more desirable.

A: Public access pages with a membership and referral directory (already available with present site).

"Teaser" excerpts from current issue of Horological Times.

Links to member web pages, industry sites, and related areas of Interest.

Membership application form with charge card payment capability.

B: Password restricted areas for the membership only, with a further password restricted area available only to certified members. This area could be "Powerpoint" presentations of technical data. This data could be made available to the uncertified membership, for a per use cost to be determined by the technical committee, payable by credit card facility mentioned in item I. This makes for a rather complicated website, but would provide further Incentive for becoming certified.

II: The Certification procedure needs to be re-aligned to be more strictly monitored. Industry advisers have informed us that our certification test is more than adequate, but the testing procedure is considered too lax, or loosely administrated. Given the geographic consideration involved in administering the tests, we recommend that testing stations be established at various locations across the country, preferably at REC schools and/or at industry service centers. Testing dates must be established at least 9 to 12 months in advance, published prominently in the Horological Times, with reservations required no later than 30 days prior to test dates published. Paid in advance. Test proctors will be drawn ONLY from AWCI Certified membership, and Industry Advisors, and will no longer be the choice those taking the test.

American Watchmakers-Clockmakers Institute  
701 Enterprise Drive Harrison, OH 45030-1696  
Toll Free 1-866-367-2924 Phone (513) 367-9800 Fax (513) 367-1414  
E-mail: awi@awi-net.org Web Site: www.awi-net.org

Sweeping changes in policy such as this one are never easily accomplished., but in this instance we see no "easy" solution. In order to be perceived as competent and gain credibility from industry, we must take this giant step.

III: Organization image and its effect on fund raising.

We strongly recommend the hiring of a professional representative/fundraiser to attend industry related functions, conventions, trade shows, and job fairs. This individual would handle public relations concerns and fundraising responsibilities. Preparation of a recruitment program and presentation for exhibition at job fairs and "career days" would also be the responsibility of this position. This person, with the assistance of member volunteers should take part in career days and job fairs when requested by high schools or other related organizations.

Upon approval of these recommendations, a moratorium needs to be declared on new certification applications, pending the installation of the new procedures. Certifications already in process should be allowed to finish, but in order to avert the perceived notion of 'grandfathering in' new certifications under a less stringent regimen, no new testing applications should be approved.

We have no promises of co-operation guaranteed from any industry entity, but by instituting these policies we will strengthen our credibility with any industry or professional standards organization. Certification of membership under these new guidelines will boost the overall image of our organization and will draw the attention of industry, especially if they are involved in the process.

Respectfully submitted to the board of directors of the American Watchmakers-Clockmakers Institute.

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Strategic Planning Committee  
Tony Voight, Committee Chairman  
Doug Thompson, Joseph Schrader