A Primer on ISA's Strategic Goals

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Throughout 2014 and 2015, the leadership of the ISA has been hard at work developing a set of strategic goals for our society to focus on for the next few years. Thanks to the leadership of Dr. Peggie Koon (2014 society president) and Rick Roop (2015 society president), and countless volunteer and staff hours, the ISA has developed a set of five strategic goals.

The goals are, in no particular order: *Big Data, Content, Coolest Delivery, IACS Cybersecurity* and *Career Advocacy.*

Big Data – The world generates in excess of 2.5 billion gigabytes of data every day, 80 percent of which is considered "unstructured," meaning everything from images, video and audio to social media is available in cyberspace, but who manages it? ISA is committed to operate as a market-driven organization, using internal and external data to better understand trends, improve decision-making, and better align products and services with market dynamics and demands.

Content – ISA will consistently deliver relevant content to target audiences at the right time, across all marketing channels, and in a manner in which it was intended. Automation professionals and the industries and communities they serve can rely on ISA for essential information tailored to their needs and interests.

Coolest Delivery – ISA will develop communication channels that deliver our content easily, in an engaging, informative, and forward-thinking way that appeals to multiple generations of automation professionals. A great example is our recently introduced InTech Plus mobile device, an interactive and easy-to-use tool that enables automation professionals to rapidly access, scan, and digest a diverse range of technical and educational content.

IACS Cybersecurity – ISA will enhance its worldwide reputation as a leader in the development of industrial cybersecurity standards, training, certificate programs and educational resources. The ISA99/IEC 62443 series of IACS standards are integral components of the federal government's plans to combat cyberattack because they're designed to prevent and offset potentially devastating cyber damage. The National Institute of Technology (NIST) and the Department of Homeland Security (DHS) support ISA as a global authority on industrial cybersecurity.

Career Advocacy – ISA will develop programs, products, and services that enhance the awareness and proficiency of automation professionals. We will use a cradle-to-grave approach, promoting automation careers to children and students; providing early career education for young professionals; offering leadership and management skills for mid-career individuals; and providing programs to mentor others and give back to the profession for our retirees and late-career professionals.