



## Success Highlights from the 2015-16 NFPA Strategy Agenda

Each year, the NFPA Board of Directors, with the support of its President/CEO and his staff, sets a strategy agenda that includes specific objectives and program goals intended to advance key areas of strategic priority. Success highlights from the fiscal year just completed include:

**Effective Forum:** NFPA provides an effective forum for fluid power suppliers, manufacturers and distributors to advance their collective interests.

- **Balanced Growth:** Membership grew from 189 to 193 manufacturers and from 47 to 50 distributors.
- **Member Participation:** As measured by our participation scoring system, participation by manufacturers in association activities grew from an average of 3.3 to 3.5, and participation by distributors grew from an average of 2.7 to 2.9.
- **Leadership Engagement:** Twenty-eight percent of NFPA member companies are actively engaged on at least one of our leadership committees.
- **Networking:** The number of companies sending representatives to the Annual Conference grew from 112 to 117, and the number of people attending our Regional Meetings increased from 115 to 217. In addition, a new online community was launched to facilitate the engagement of people in our standards development committees.

**Industry Statistics:** NFPA provides its members with timely and accurate industry statistics that support improved decision-making.

- **Market Information:** Several improvement objectives were met within our portfolio of market information programs, including increasing the average participation in our new State of the Fluid Power Industry Survey for Distributors, the redesign and launch of an updated Statistical Toolkit, and on-going promotion and growth in the number of participants in Confidential Shipment Statistics.
- **Statistics Satisfaction:** According to our latest membership satisfaction survey, overall satisfaction with our market information programs grew from 4.06 to 4.07 on a 5-point scale.
- **Statistics Participation:** Average monthly participation in Confidential Shipment Statistics grew from 78 to 80 member companies, average monthly participation in the State of the Fluid Power Industry Survey for Manufacturers grew from 59 to 70 member companies, and average monthly participation in the State of the Fluid Power Industry Survey for Distributors grew from 0 to 19 member companies.
- **Statistics Conferences:** Attendance at the Industry and Economic Outlook Conference grew from 317 to 322 people, and the average number of people connecting for our Economic Outlook Webinars grew from 182 to 222.



**Middle and High School Students:** NFPA fosters awareness and involvement of middle and high school students, helping them understand fluid power's potential as a technology and choose fluid power as a career path.

- Middle School Awareness: We launched a new Fluid Power Challenge website and online community to broaden the reach of our primary outreach program to middle school students, their teachers, and their parents.
- Middle School Involvement: The number of Fluid Power Challenge Events grew from 14 to 19, introducing fluid power technology and careers to more than 1,625 middle school students. In addition, the number of middle schools using the Fluid Power Challenge as part of their in-classroom curriculum grew from 28 to 40, impacting another 2,673 students.
- High School Awareness: The number of Student Career Connection programs grew from 3 to 6, providing fluid power company tours and career information to more than 255 high school students. In addition, we explored and facilitated the involvement of multiple NFPA members in activities associated with National Manufacturing Day.
- High School Involvement: We researched and designed the new Fluid Power "Robotics" Challenge—a scholarship program that will reward and recognize high school students using fluid power in the design of their FIRST robots. Program will launch with the 2016-17 school year.

**Technically Trained People:** NFPA helps increase the number of technically trained people capable of integrating and applying fluid power, and connects them to careers in the fluid power industry.

- Increasing Certifications: Final, year-end data has not yet been received from IFPS, but nearly 2,000 people have taken fluid power certification exams this year, with more than 800 receiving a passing grade. These numbers are on pace to maintain parity with last year's counts.
- Tech School Education: We established a new system for tracking and engaging instructors and other potential partners at 2-year technical colleges. Among the 51 schools in our database, we have verified the teaching of fluid power to more than 1,400 students at 26 of these schools.
- Tech School Connections: Plans were put in place to launch a new Fluid Power Careers Portal to better connect our members to the students being taught fluid power in 2-year technical colleges. We expect the portal to be up and running by December 2016.

**Universities:** NFPA supports universities in the development of fundamental fluid power knowledge and connects our industry to an increasing number of scientific and engineering leaders in our field.

- University Education: We established a new system for tracking and engaging instructors and other potential partners at 4-year universities. Among the 52 schools in our database, we have verified the teaching of fluid power to more than 2,600 students at 18 of these schools.



- University Connections: The number of industry members participating in our various university connection programs is increasing across the board. Participation in the Fluid Power Scholars program grew from 10 to 13 companies; participation in the Fluid Power Innovation and Research Conference grew from 89 to 103 people; participation in the CCEFP student webcasts grew from an average of 42 to 48 people; and participation in summits of the Industry Engagement Committee grew from an average of 52 to 57 people.
- Government Grants: Working together, NFPA and CCEFP were able to secure \$2.3 million in government funding this year for fluid power research and education—\$1.8 million from the last year of NSF funding for the CCEFP, and \$500,000 in other project areas. Our “swim lane” activities focused on future funding opportunities continue to advance, with the greatest potential currently in the area of hydraulics research for off-highway vehicles.
- Industry Donations: We exceeded our fundraising goal for the year with the help of 155 donors contributing more than \$932,000 to support our fluid power outreach, education and research activities.

**Increase Use:** NFPA helps machine and equipment builders understand innovative uses and unique strengths of fluid power and increase its use in their products.

- Standards Sales: Through our various standards resellers, we were able to verify the sale of 146 individual standards documents to OEMs in 2015 that can be used to ease their use of fluid power in their systems and applications.
- Messages Received: Messages about the unique strengths of fluid power were delivered to machine/equipment builders through a variety of different mechanisms. Based on an analysis of new lead retrieval data, we were able to document 4,890 C-level and 1,426 engineer attendees visiting IFPE booths in 2014. Similarly, 246 fluid power users were discovered in the lead retrieval data provided by exhibitors at the 2014 IFPE Fluid Power Zone at IMTS. NFPA had 89 meaningful interactions with potential fluid power users at a Future of Pneumatics booth at the 2015 PACK-EXPO show. Our new Fluid Power Tech Blog began delivering educational posts to an audience of 661 potential users.
- Accessing Information: Promotion of the NFPA member directory and product locator was included in many of the messages described above. On average, we saw 200 unique visits to the member directory and 50 unique visits to the product locator each week.