Strategic Planning Committee (SPC) Report

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2011-2012 R8 Strategic Planning Subcommittee Members

- **Józef Modelski (Poland) - Chair**

- **Pilar Molina Gaudo (Spain)**

- **Tony Davies (UKRI)**

- **Hafidh AlSamarrai (Saudi Arabia West)**

Vision and Mission of Region 8

- Ensure that Region 8 is an effectively organized, dynamic and influential entity, recognized as a leading and esteemed part of a truly transnational IEEE, with IEEE benefits equally available to all members

- To serve the needs of the members of the Institute, the profession and society at large, by enhancing and supporting the IEEE's Organizational Units and their activities within Region 8

Key steps to realize the Mission

➢ Provide a platform for coordination, motivation and interaction among R8 units

➢ Provide a link between the Region and other IEEE organizational units

➢ Work to achieve smooth and effective operations in different countries

➢ Recognizing cultural differences, and effectively cooperating with national societies and other organizations

➢ Expand IEEE presence and activities to new areas (geographic locations) in R8

➢ Promote the transnational nature of IEEE within the Region and the Institute

R8 Primary Challenges in 2011-2012

(1) Africa

- To gather information on the potential IEEE community - First in Southern and Eastern Africa

- Development of activities, with a focus on university programs

- Addressing power and energy infrastructure issues

- Addressing education issues in the areas of pre-university education, university-level education and accreditation

(2) Cooperation will European agencies

- To understand current Standards and Education initiatives in the Region, and how the Region, through its activities, could potentially support them

- The development of contacts and pilot projects with local associations and related organizations

(3) Conferences

- To gather information on the overall state of affairs of IEEE conferences in R8

- A review of Region's track record and performance with conferences

- Development of a long-term conference strategy for the Region

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R8 Primary Challenges in 2011-2012

We need open and timely communication,
consensus building,
quick response
to new technology opportunities,
imaginative problem solving
and efficient use of resources - building
an IEEE that satisfies present needs
but has a bold vision for the future.

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STRATEGIC PLANNING WORKSHOP

- 27 March 2009, London (*in conjunction with the R8 Committee Meeting*)
- Attendees: 31 volunteers and 5 invited guests

Topical groups

(1) **R8 SWOT analysis** - leading by Pilar Molina

(2) **Future Region structure and R8 Committee meetings**
   - leading by Roger Pollard

(3) **Cooperation with industry (building of more effective model)**
   - leading by Ghaleb Dandan □

(4) **Cooperation with national and regional Associations and Organizations** - leading by Tony Davies

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Recommendations / Comments

from the topical group (1)

R8 SWOT analysis

❑ new survey has been formulated and distributed to R8 Committee members

❑ deadline for reply – 15 September

❑ final summary will be distributed by 1 October

Recommendations / Comments
from the topical group (2)
Future Region structure and R8 Committee meetings
Underlying principle – "If it isn't broken, don't fix it!"

A. Structure of Region 8

➢ **Need a good reason to change it**
➢ **Diversity of Region 8 is one of its great strengths**

Issues for further consideration
o **There is a need to engage with the European Commission on behalf of our EU members in the Region to influence policy on regulation, education, etc.**
o **It may be more influential for IEEE as a transnational entity to talk to the EC than multiple national societies.**
o **This is not a reason to sub-divide the Region, but we should create a mechanism, taking advantage of the new office in Brussels, to represent our EU members to the EC.**
o **Encouraging paired Sections**
o **Well-established Sections partnering with newer Sections.**
o **Investigate unifying some very small sections**
o **Could undertake more activities**
o **Viability of Chapters**

B. Region 8 Committee

At present the Committee is large and meets face-to-face twice per year.

Pro: The face-to-face meetings build community and allow members to share their experiences. Because a large proportion of the committee changes annually, members benefit from two meetings per year

Con: Increase in cost if the number of Sections increases
Challenge to find suitable venues for larger meetings

Conclusion
The group supported the proposal that the Region 8 Committee meetings should continue as at present while the Region can afford it.

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Recommendations / Comments

from the topical group (3)

Cooperation with industry

The following areas were identified as key items to be addressed to strengthen such relationship between IEEE R8 and the Industry:

- Define Benefits gained by Industry in establishing relationship with IEEE (Quantify the benefits in $ value). Some examples include:

    - Continuing Education for industry professionals

    - Leadership /Soft skills Development

    - Research and Development support

- Find ways to reach to the industry (In Road to the Industry). In other words what should we do to be accepted by the industry (and not to be considered as a threat to such industries)

- Provide Complete IEEE focused packages to various industry sectors.

- Enhance IEEE Image within the industry as well as IEEE members image

- Improve communications and networking with the industry at all levels

- Involve Industry with major IEEE Activities and Initiatives

Note: It was indicated in the workshop that responsibilities for all actions need to be identified and monitored periodically.

Recommendations / Comments
from the topical group (4)

▪ Cooperation with national and regional Associations and Organizations

A. National Societies

National Societies covering the fields of interest of IEEE are very diverse in many respects (multiplicity of Societies; some are very week, but some have legal status with authority to confer registration-status on approved members of the engineering profession; some are formally linked to national governments, but the others are independent, etc)

As an example of the multiplicity of societies that can exist in one country which are of potential interest to IEEE, can be even such small country like Estonia (new IEEE Section): *Association for Electrical Power Engineering Estonia, Estonian Electronics Society, Estonian Society for Biomedical Engineering and Medical Physics, Põlva Association of Engineers, Estonian Systems Engineering Society.*

The relationship between IEEE and each of the National Societies may be one of cooperation or one of competition. In many countries (mostly European) IEEE has signed MoU's with leading National associations and has established effective cooperation. There are a number of examples in Region 8 of excellent relationships with National Societies in countries with very big and old Sections, e.g. *the Royal Academy of Engineering Societies* in Sweden or IEEE Germany Section and *VDE* have shared office and secretarial resources for many years.

Suggestions:
- IEEE Region 8 should encourage cooperation rather than competition with local National Societies
- IEEE Region 8 has the collective expertise to advise IEEE volunteers in other Regions and IEEE staff about a sensible approach and the avoidance of bad impressions being created by its some transnational initiatives
- IEEE Region 8 should work with IEEE Societies to discourage them from holding major events in parts of Region 8 without first making contacts with the local Section, Chapter and, where appropriate, National Society.

B. Regional Societies and Organizations

There are many regional organizations in different areas of our Region (Europe, Africa and Middle East), but associations of a technical nature dominate in Europe, for example: European Microwave Association (EuMA) and European Association on Antennas and Propagation(EurAAP) with individual membership (over 1000 members); Fédération Européenne d'Associations Nationales d'Ingénieurs (FEANI) - an association of engineering societies with member countries (over 30). Some of them have structure similar like IEEE, some are quite different.

Suggestions:
- IEEE R8 should investigate charitable foundations and European Commission schemes to ascertain whether any are appropriate for cooperation.
- IEEE R8 should support cooperation between such organizations like *EuMA* or *EurAAP* and relevant technical Societies (eg. MTT-S, AP-S).
- IEEE R8 should strongly support cooperation between IEEE SA and relevant EU Committees

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Recommendations / Comments
from R8 Committee

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R8 Committee Meeting, San Francisco, 17-18 August, 2011 Prof. Jozef Modelski

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THANK YOU !

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