**Initial R8 SWOT analysis**

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|  | TEAM A | TEAM B |
| **S** | * **Strong and dedicated volunteer corps** * **Volunteer leadership development and succession planning** * **A large number of active and vibrant organizational units** * **Diversity of Members and Sections** * **Tradition of exchange of ideas and best practices** * **Established infrastructure for Region’s activities, including conducting conferences, workshops, and student activities** * **World class universities** | * **Region 8 is 2nd to Region 10 considering the total number of members and 2nd to Region 6 for the number of members above Graduate Student grade** * **Membership growing** * **Diverse membership** * **Currently 56 sections (2nd after Region 10)** * **Supported by IEEE brand** * **Active region in industry and academy** |
| **W** | * **The size of the Region is incongruous with the resources available for its administration** * **IEEE market share in key areas is low** * **There are significant areas within the Region where IEEE visibility is very low** * **The disparity between different Sections in the Region does not support some “one size fits all” practices of IEEE** * **The operations of the Region are not optimized to take advantage of available cooperation and funding opportunities** | * **Membership imbalance** * **Not many volunteers in some areas** * **Geographically too wide with many sections** * **High travel cost** * **Excessive diversity** * **Some countries suffer internet unavailability** * **Includes developing areas** * **Includes politically unstable areas** |
| **O** | * **Cooperation with local associations, governmental/intergovernmental organizations, and educational institutions** * **Cooperation with EU institutions, especially in the areas of Standards, Education and Accreditation** * **Member recruiting drives** * **Development of new IEEE OUs**   + **This activity would require area-specific activities and creative solutions; traditional methods are unlikely to bring progress** * **Redesign of conference activity in R8**   + **Toward IEEE-owned conferences and surplus generating conferences for R8** * **Accreditation opportunities (e.g.,GCC)** | * **Possibilities to develop more new programs** * **Easy access to cross-discipline** * **Increased opportunities in continuing education** * **More collaboration with non-IEEE organisations** * **Increase IEEE visibility in all countries of Region 8** * **Know better what our members want from IEEE** |
| **T** | * **Loss of members to aggressive recruiting by other local and global associations** * **Online and other electronic social networks may challenge IEEE appeal to potential members** * **Expanded activities of commercial publishers and conference providers in IEEE Fields of Interest in the Region** * **Perception of IEEE as "US-centric"** | * **Other institutions, commercial activities (IET)** * **Decreased industry support** * **Economic crisis** * **Some sections see unsufficient volunteer time to realize their objectives** * **Some section have not a sufficient number of members** |