2010 R8 Strategic Planning
by Jean Gabriel Remy, R8 Past Director

2010 Region 8 Strategic Planning Committee
- Jaafar Al Ibrahim
- Carl James Debono
- Margaretha Eriksson
- Terje Gjengedal
- Jean Gabriel Remy, Chair

1. SWOT Analysis
- A scan of the internal and external environment is an important part of the strategic planning process
- Environmental factors internal to the organization usually can be classified as Strengths or Weaknesses, and those external to it can be classified as Opportunities or Threats
- The SWOT analysis provides information that is helpful in matching the resources and capabilities to the competitive environment in which the organization operates
- As such, it is instrumental in strategy formulation and selection

2. Strengths
- 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

3. Weaknesses
- 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

4. Opportunities
- 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

5. Threats
- Other institutions, commercial activities (IET)
- Decreased industry support
- Economic crisis
- Some sections see insufficient volunteer time to realize their objectives
- Some section have not a sufficient number of members

6. Why Strategic Planning?
- Strategic Planning determines
  - where an organization is going over the next few years,
  - how it is going to get there,
  - and how it will know if it got there or not
7. **Benefit of Strategic Planning**
   - Defines the purpose of the organization and builds consensus on what the organization should accomplish in the future
   - Establishes realistic goals and objectives consistent with purpose and vision
   - Ensures the most effective use of the organization’s resources by focusing on the key priorities
   - Focuses the work of all functional units on common vision and goals
   - Provides a base to measure progress

8. **Vision for Region 8 (1)**
   - Region 8 has the largest area and the highest number of countries. Only a minority of countries are currently represented in the region 8 Committee
   - Try to get a maximum representation of all EE engineers in Region 8:
     - Compete with IET in Africa
     - Develop IEEE in Central Asia
       - Azerbaijan
       - Uzbekistan
       - Kazakhstan
     - Increase IEEE presence and visibility in Europe

9. **Vision for Region 8 (2)**
   - Region 8 Committee should evolve from the present 2 meetings formula to a single Region 8 ExCom meeting per year
   - Benefits:
     - Financially relevant
     - Suitable for a bigger size meeting
     - No need for a very large hall
   - Timely communication is a key item for success
   - Have a push mode for the electronic newsletter
   - Include an optional « national » page in the electronic version
   - For the long term vision, question the effectiveness of the paper version of Region 8 Newsletter

10. **Vision for Region 8 Environmental issues**
    - Especially energy and water
    - Make a joint action industry/academia
    - Included in the energy initiative (Energycon 2010 and further)
    - Create publicity for this initiative in our community

11. **Enhance collaboration between adjacent sections**
    - Some big sections in Region 8 have more experience than newly established neighbouring sections or potential new sections
    - Taking advantage of the experience of the Baltic area other groups of sections could collaborate to reach a collective better efficiency
    - Collaboration may include:
      - Management of the section and reports to headquarters
      - Organisation of conferences
      - Chapters’ animation
    - Enhance collaboration between adjacent sections

    **Possible groups of sections:**
    - Northern and Eastern countries in Region 8
    - Balkan countries
    - Middle East countries
    - Western Europe and Northern Africa
    - Sub-Saharan Africa

    **As for the Baltic area, these groups may work on an informal process:**
    - One very active section may take the task to develop membership in one or a few neighbouring countries, where IEEE is not developed
    - This must be planned and reported