

# 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