

R8 Strategic Planning

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IEEE Region 8 Meeting
Prague, Czechoslovakia
8-10 October 2010

Region 8 Strategic Planning Committee

- Jaafar Al Ibrahim
- Carl James Debono
- Margaretha Eriksson
- Terje Gjengedal
- Jean Gabriel Remy, Chair

Agenda

- **SWOT Analysis**
- **Definition of strategic planning**
- **Vision**
- **Mission**
- **Proposals**

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**

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**

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**

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**

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**

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**

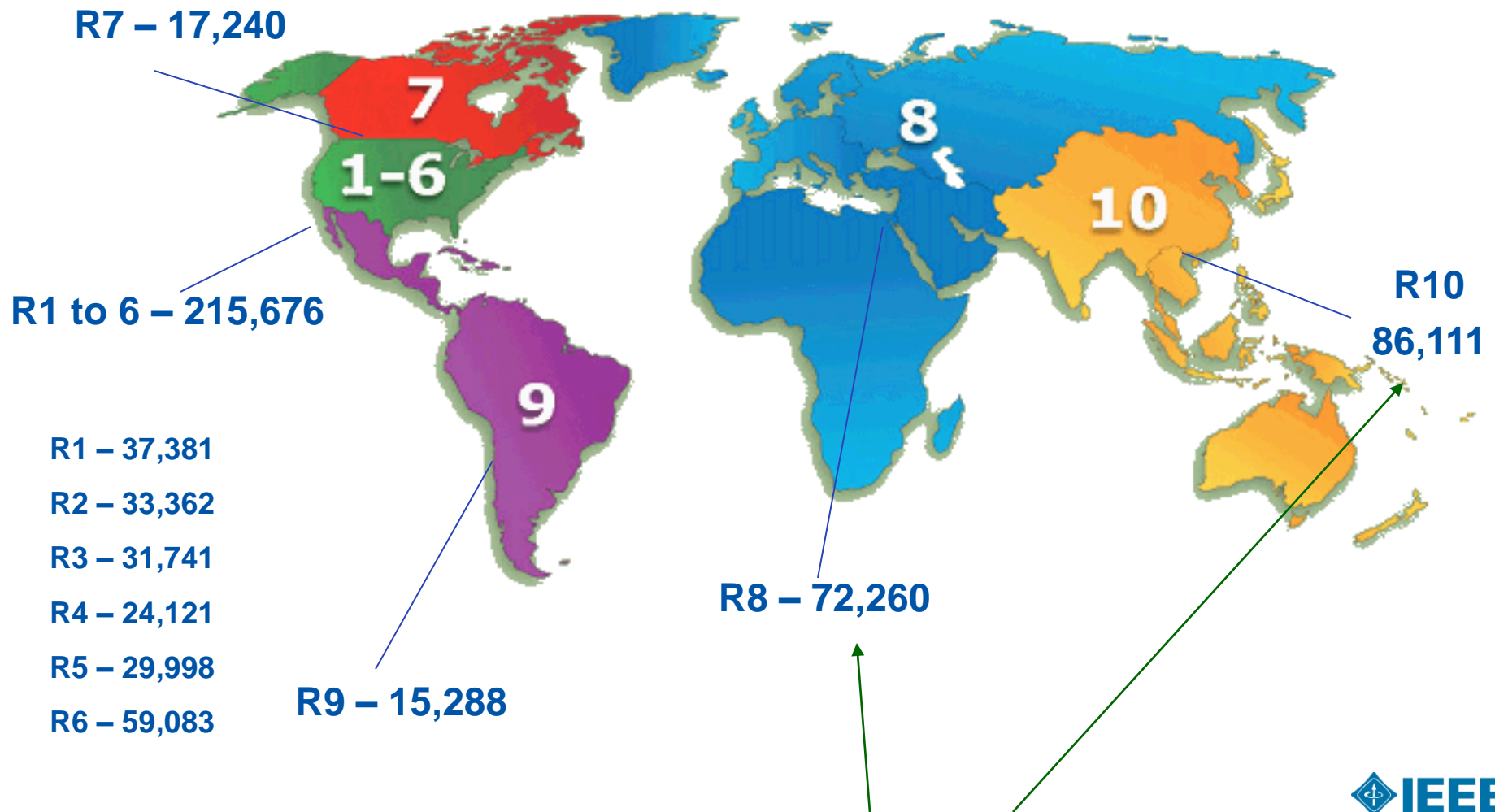
Benefit of Strategic Planning

- **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**

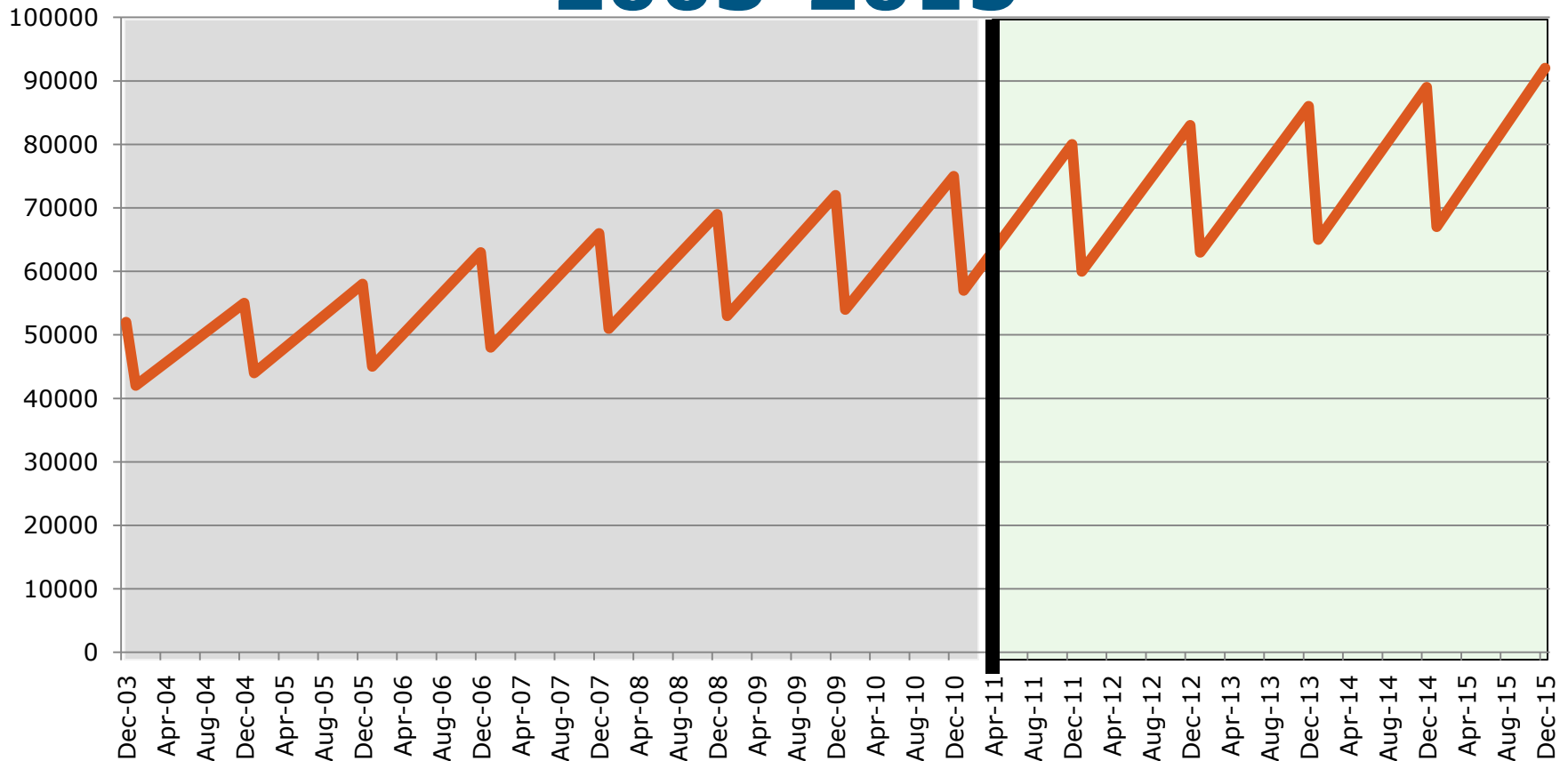
Vision for Region 8

- **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**

IEEE Membership (End 2009)



Region 8 Membership Projection 2003-2015



R8 Annual Gathering

- **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**

R8 Newsletter

- **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**

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**

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 (cont...)

Possible groups of sections:

- Northern and Eastern countries in Region 8
- Balkan countries
- Middle East countries
- Western Europe and Northern Africa
- Sub-saharian 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

Thank you!

