

Strategic Planning Committee (SPC) Report*by Jozef Modelski*

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

Mission of Region 8

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, particularly in Africa
- Promote the transnational nature of IEEE within the Region and the Institute

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Future Region 8 structure

Issues for further consideration:

- 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.
 - It may be more influential for IEEE as a transnational entity to talk to the EC than multiple national societies.
 - 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.
- Encouraging paired Sections, e.g. well-established Sections partnering with newer Sections.
- Investigate unifying some very small sections (could undertake more activities, viability of Chapters)

Cooperation with industry

- Improve communications and networking with the industry at all levels
- Enhance IEEE Image within the industry as well as IEEE members image
- Provide Complete IEEE focused packages to various industry sectors.

Cooperation with national and regional Associations and Organizations

National Societies (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.

Regional Societies and Organizations (suggestions):

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

Region 8 Committee Meetings

Region 8 Committee should continue the face-to-face meetings twice per year, as at present (while the Region can afford it). 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.

Challenges:

- finding suitable venues for larger meetings
- increasing costs (if the number of Sections increases)

Other general remarks for the future (directions)

- Strengthening IEEE leadership through engagement of Society and Council Presidents (technical leaders) in Regional committees (as well as regional volunteers in the "global IEEE")
- Cooperation and synchronization of Region and the "global IEEE" activities (not only MGA, but also TAB, PSPB, EAB, IEEE-SA, etc) - providing more and better results
- R8 members being put forward for higher positions in IEEE, e.g. VPs etc
- Nomination of more colleagues from R8 to IEEE Medals and Awards.

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New survey - R8 SWOT analysis (leading by Hafidh AlSamarrai and Pilar Molina)

42 persons gave their answers in pilot survey – few comments how they assess R8

- **Performance of R8:** medium to good (mean 3,34)
 - rather good (mean 3,8) - Diversity of membership, R8 OpCom, Section Chairs, Student Activities (and SBC)
 - poor (mean < 3) - Cooperation among Sections, Relations with industry, Membership fees compared to the products/service received from R8, the geographical distribution of services/activities in sections/countries, Professional Activities
- **Importance of R8** (mean 3,91)
 - what is most important (mean >4,1): Volunteers, Members Growth in R8, Diversity of membership, Student Activities, General services offered to Members, R8 Committee appointed members and subcommittees, R8 Website
 - and a little bit less important (mean 3,6): Membership fees compared to the products/service you receive from R8, Coordination Meetings, Surplus generating activities
- **Importance to R8** (mean 3,5)
 - mean > 3,8: National Engineering Societies, Educational institutions, Internet, the relationship with IEEE members locally, Industry and corporations
 - mean < 3,1: US, Asian and African Economy, the relationship among family and friends, Political parties