

# Strategic Planning Committee (SPC) Report

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# **MOTTO**

**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.**

# **Vision and Mission of Region 8**

## **Vision**

**Ensure that Region 8 is an effectively organized, dynamic and influential entity, recognized as a leading and esteemed part of a truly transnational IEEE, with IEEE benefits equally available to all members**

## **Mission**

**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

# R8 Primary Challenges in 2012-2013

## (1) Africa (particularly Southern and Eastern)

- Addressing power and energy infrastructure issues
- Development of activities, with a focus on university programs
- Addressing education issues in the areas of pre-university education, university-level education and accreditation

## (2) IEEE Europe and cooperation with European agencies

- New IEEE Brussels Office and its role (expectations)
- To understand current Standards, Education and Accreditation initiatives in the Region, and how the Region, through its activities, could potentially support them
- The development of contacts and pilot projects with local associations and related organizations

## (3) Conferences

- To gather information on the overall state of affairs of IEEE conferences in R8 and development of a long-term conference strategy
- Change toward IEEE-owned conferences and surplus generating conferences for R8

# General remarks for the future (directions)

- ❑ **Strengthening cooperation with Industry** (building more effective model)
- ❑ **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
- ❑ **Strengthening IEEE leadership through engagement of Society Presidents (technical leaders) in Regional committees, as well as regional volunteers in the “global IEEE”**
  - R8 members being put forward for higher positions in IEEE, e.g. VPs, Committee Chairs etc.
  - Nomination of more individuals from R8 to the highest level IEEE Medals and Awards
- ❑ **Intensifying cooperation with key regional organizations**  
– e.g. European Union, African Union, Gulf Cooperation Council

# 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 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, GCC and others**
- **IEEE R8 should support cooperation between such organizations like EuMA or EurAAP and relevant technical Societies (eg. MTT-S, AP-S)**

# Structure of Region 8

Underlying principle – “If it isn’t broken, don’t fix it!”

- Need a good reason to change it
- Diversity of Region 8 is one of its great strengths

## Issues for further consideration

- IEEE Europe - it may be more influential for IEEE as a transnational entity to talk to the EC than multiple national societies
- 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.
- 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
- Well-established Sections partnering with newer Sections
- Investigate unifying some very small Sections
- Viability of Chapters

# Region 8 Committee

- **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)**

# Recommendations / Comments from R8 Committee

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# THANK YOU !

# **R8 SWOT analysis - Strengths**

- **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**

# **R8 SWOT analysis - Weaknesses**

- **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**

# R8 SWOT analysis - Opportunities

- **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, EU)**

# R8 SWOT analysis - Threats

- 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"