

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"**