

IEEE: 2013 and Beyond

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Strategic Discussions

▣ Old model:

- **Develop a document**
- **Put it on the shelf**
- **Repeat**

▣ New model:

- **Scenarios**
- **Set Strategic Direction**
- **Opportunistic Experiments**

Trends that change our strategy:

- ▣ OA changing from threat to reality...
- ▣ Education: the virtual classroom ?
- ▣ Social media and dynamic social networks will disrupt membership model
- ▣ Impact of the Cloud (big data) on content distribution
- ▣ Companies like *Factual*, *Northern Lights* redefining the business of data mining and knowledge
- ▣ Standards development migrating from politically-driven to global business/technology-driven.

What are the implications?

...can also change our approaches to our current businesses

■ **The *knowledge business* – with 6 complementary & synergistic segments**

- **Standards**
- **Publications**
- **Conferences**
- **Education**
- **Membership**
- **Public Imperatives**

**How
should
IEEE
respond?**

Next steps

- ▣ **Define direction (goals) for future**
- ▣ **Take actions that move towards goals**
- ▣ **Follow/encourage other activities within IEEE that have strategic purpose/value**
- ▣ **Develop and refine approach for subsequent years**

QUESTIONS?

We need your help