



Who are we?



Why are we here?



The Vision of the R8 Committee

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



The Mission of the R8 Committee

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 realise 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
- ▶ Promote the transnational nature of IEEE within the Region and the Institute

What does the R8 Committee do?

- ▶ Conducts two annual meetings of the Region leadership
 - Used for coordination of business and TRAINING
- ▶ Supports the activities of the local OUs
- ▶ Coordinates meetings for technical and professional purposes throughout the Region
 - Including student and young professional events
- ▶ Coordinates activities between R8 entities and OUs from outside the Region
- ▶ Engages in member development

A few questions

- ▶ How well do we know our members?
- ▶ What can we do to increase member satisfaction?
- ▶ What can we do to increase member/volunteer engagement?
- ▶ What can we do to increase the visibility of IEEE OUs (Sections)?

Strengths

- ▶ Strong and dedicated volunteer corps
- ▶ Volunteer leadership development and succession planning
- ▶ A large number of active and vibrant OUs
- ▶ 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

Weaknesses

- ▶ The size of the Region is incongruous with the resources available for its administration
- ▶ IEEE market share in key areas is low
- ▶ 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

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
 - Area-specific activities and creative solutions
- ▶ Conference activities in R8
 - Towards IEEE-owned conferences and surplus generating conferences
- ▶ Accreditation opportunities (e.g., Gulf area)

Threats

- ▶ Loss of members to aggressive recruiting by other local and global associations
- ▶ Expanded activities of commercial publishers and conference providers in IEEE fields of interest in the Region
- ▶ Perception of IEEE as "US-centric"

2011 Primary Challenges

- ▶ At the beginning of 2011, we identified three primary challenges
 - Africa
 - Cooperation with European agencies
 - Conferences
- ▶ Resulting processes
 - IEEE Ad Hoc Committee on Activities in Africa
 - IEEE Ad Hoc Committee on Activities in Europe
 - Region 8 Conference policy/activities

Input sources for new challenges

- ▶ IEEE Region 8 Workshops
- ▶ IEEE Section Reports (current and past)
- ▶ IEEE Region 8 SPSC brainstorming sessions
- ▶ IEEE (BoD), IEEE MGA, other IEEE OUs
- ▶ IEEE Region 8 Volunteer Survey (Madrid)

2013 Primary Challenges (proposal)

▶ **Go to industry!**

- Making IEEE a professional home for people in industry
- Make IEEE more attractive for industry professionals (local benefits)
- Consider “corporate membership” models

▶ **Increase IEEE’s footprint!**

- Increase IEEE visibility (technologists, public and media)
- Raise awareness about IEEE among non-government and government organisations active in technology

▶ **Think education!**

- Pre-university and lifelong education
- Accreditation? Certification? ...
- Soft skills? Merging professional activities and educational activities

Recurring operational issues

- ▶ Communication
 - Region 8 <> Sections
 - Staff <> Sections
 - Sections <> Sections
- ▶ Volunteer workload and satisfaction
 - Random examples include NetSuite, Section registration and VAT
 - (De)motivation, awards
- ▶ Volunteer greenhouse
 - Identified the need for education and leadership development
 - Leadership rejuvenation (challenging sections)

IEEE Priorities

IEEE Priorities



Leverage IEEE's technology-related insight to provide governments, NGOs, and other organizations with innovative, practical recommendations to address public policy issues.



Ensure we are in front of disruptions (technology, social, etc.) affecting our operations.



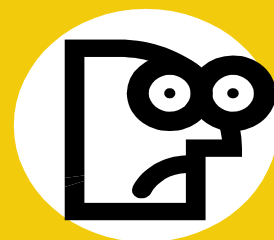
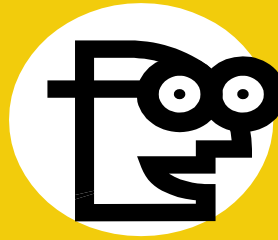
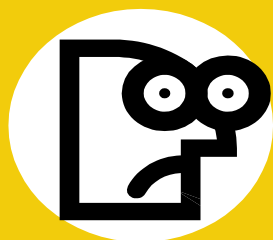
Expand nimble, flexible, disband-able IEEE communities allowing individuals from all around the world to share, collaborate, network, debate and engage with one another.



Provide an agile forum for discussion, development and implementation of emerging technologies.

Endorsed by IEEE Board of Directors 17 February 2013

Questions/Feedback



It's QUESTION TIME !!

R8 Strategic Planning Subcommittee



Engaged approach



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