



# Adjusting the approach – some Sweden Section examples

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Mats Edvinsson, Chair IEEE Sweden Section

# Changes in IEEE – Swedish lessons

## ► Summary

– Sweden needed to do something,  
“break the vicious circle”

– Enable opportunities, make space for the future,  
x – border cooperation, link plans to budget

– Today some implemented,  
other items still in making

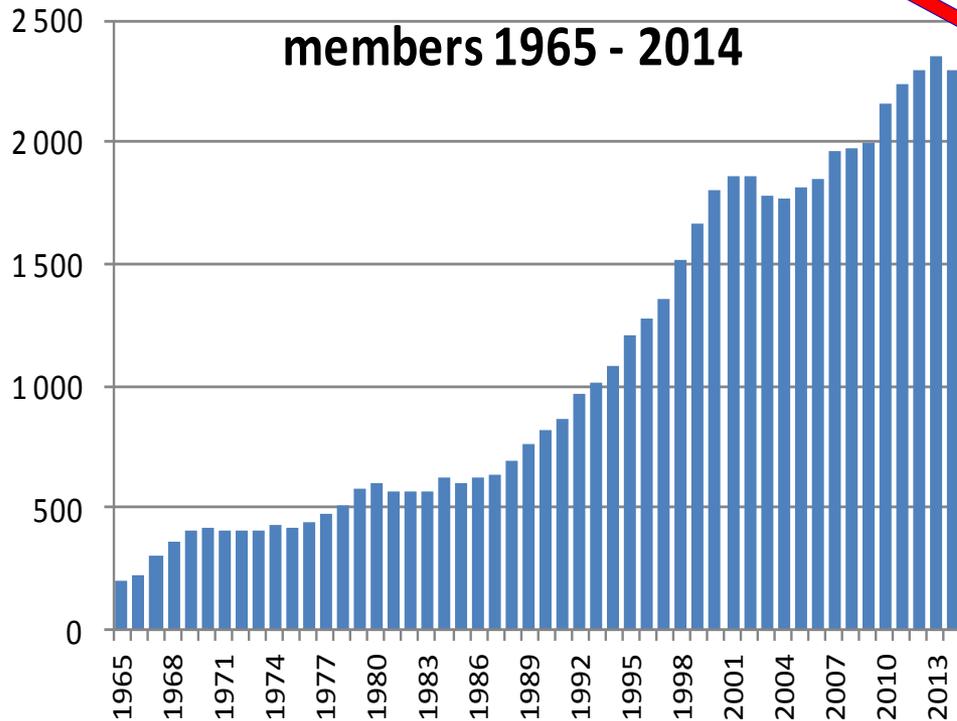
# Change needed – Swedish lessons

- ▶ Some observations around 2013 ...
  - Cooperation, section & chapters areas for improvement
  - Procedures, economy etc differ from “industry standard”  
More often ad hoc & piecewise, than plan forward
  - Visibility perceived as low
  - Improve focus on future generation & industry
  - Members peaking
  
- ▶ ... called for some changes ...

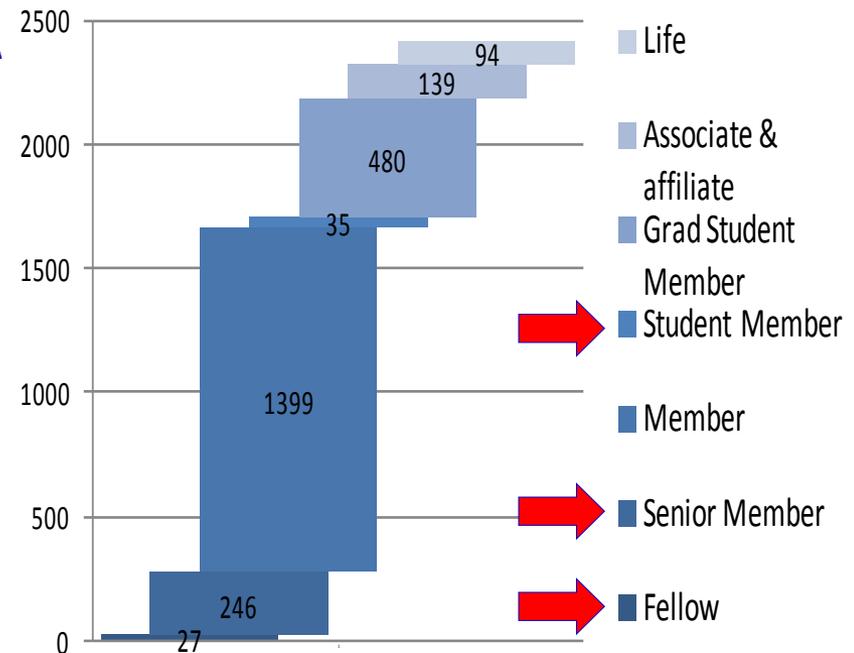
# Illustration – Sweden Member dev't & structure

➤ Areas to address ...

IEEE Sweden Section members 1965 - 2014



Sweden Section members, Dec 2014



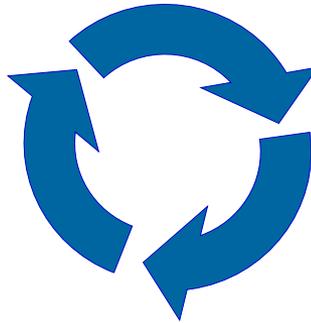
# Aim for a “Re-generating circle” – illustrative

## Activity

- High activity level & visibility
- Activities engaging the professionals; relevant, high profile ...
- Continuous, in parallel / coordinated

## Economy

- Stronger financials via multiple funding;
  - IEEE (members, activities ...)
  - Sponsoring ...
- Increasing “opportunity space”
- Enthusiastic mindset
- ...



## Members

- IEEE = “Value to members”
- Significant share of active members
- Proactive member management; generic, events, peers, screening, communication ...
- Increasing total, drop-outs decline, retention increase

## Inputs

- Proactive sponsoring; academia, industry, events ....
- Significant contribution from active members; content, fiscal (e g event fees), ....
- ...



# Illustration – Chair workshop Oct 2014

## Topics for chapters, WiE, SB, YP in Sweden

### Ambitions & plans yr 2015 – 2017

- Chapters
  - Sweden Section
  - YP, Student Branches & WIE
  - IEEE R8 & global
- ▶ Activities
- Conferences – e g every 3 yr
  - Tech & professional meetings etc
  - Distinguished Lectures, etc
  - Industrial cooperation etc
  - Other
- ▶ Membership development
- “Building for the future” SB YP WIE
  - Address high turnover
  - Address inflow of S YP to chapters
- ▶ Initiatives, x-silos
- x-Chapter / Affiliates / External
  - x-territory, e g pan-Nordic
  - Other

### Basis for budget yr 2015 & outlooks 2016 – 2017

- ▶ IEEE “rebate”, based on
- Activities in Sweden
  - Membership development
- ▶ Other funding
- Sponsors, conf fees, in kind etc
- ▶ Priorities, cross-support, “invest” (2 new Chapters, SB YP WIE etc)
- ▶ Reporting & follow-up
- Chapter, SB YP SIE, Section
  - Commitment
- ▶ Other, t b d

# Example – Stimulate cooperation & Linking plans to budgets

## Q4 = Prepare plan & share

- ▶ Chapters SB YP WiE & Section draft plans & budget proposal
  - FY 1 = detailed proposal & plan
  - FY 2 & 3 = drafts, ambitions, ideas
- ▶ Share draft plans FY 1, 2 & 3
  - Inspiration & cooperation (Nordic)
- ▶ Finalization budget FY 1
  - Allocation, “investment” ...
  - Reserves future FY 2, 3 ...

## Execution FY 1

- ▶ Update – actions, plans ...
  - Current FY 1
  - Future FY 2, 3, ...
- ▶ Follow up – actions, finance
  - Reporting, accounting ...
- ▶ Communicate, e g NL (web)
  - Members, external ...

Timeline



Prepare

Plans &  
budget

Draft - plans /  
ambitions / ideas

- ▶ Principles
  - Section consolidates IEEE Sweden in external reporting
  - Internal bank (since 2016) = “virtual bank account” by Chapter

# Sweden activities & plans

## – some illustrations

- ▶ **Vitalize & increase activity level**, e g
  - Visibility, transparency, forward focus & efficiency, procedures
    - E g recover Rebates, invest in “next generation” => YP award 2016
  - Members; e g direct mail, newsletter 2014q2 (web t b improved)
  - Across chapter YP SB WiE & section;
    - Annual chair workshop, joint plan & budget process ...
    - Joint external events, e g WiE & Photonics chapter ...
    - New cooperation, e g “industry”-chapter & “academic”-chapter
  - External cooperation; industry, associations & entities
    - E g chapters & industry associations; WiE & corporates ...
    - Hot topics, opportunistic events; e g Sweden 50yr; entrepreneurship, industry requirements, M Levitt tour ...
  
- ▶ **Increase international engagements**, e g
  - First pan-Nordic SYP Stockholm Nov 2015, pan-Nordic chapter event sharing, (more to come ...)
  - Formation of pan-Nordic chapter, e g CPMT
  - Promote & provide key tech experts to R8, e g EUROCON 2015
  - R8 leadership, meeting 2017q1 in Stockholm

# Thank you

- ▶ Mats Edvinsson
- ▶ Chair IEEE Sweden Section
- ▶ [mje@ieee.org](mailto:mje@ieee.org)
- ▶ +46 761 703 706

# Back-up

# IEEE Sweden Chapters

	Chapter	Year
MTT/AP	Microwave Theory & Technology / Antenna & Propagation	1984
VT/COM/IT	Vehicular Technology / Communication / Information Technology	1985
PE/PEL	Power & Energy / Power Electronics	1990
EMC	ElectroMagnetic Compatibility	1990
ED	Electronic Device	1995
CPMT	Components, Packaging & Manufacturing Technology	1996
MAG	Magnetics	1997
E	Education	1998
SP	Signal Processing	2001
C	Computer and Software Engineering	2002
SSC/CAS	Solid State Circuits / Circuits & Systems	2003
EMB	Engineering in Medicine & Biology	2006
IA	Industry Applications	2008
SIT	Social Implications of Technology	2011
RA	Robotics & Automation	2013
P	Photonics	2013

# Avoid a vicious circle – illustration

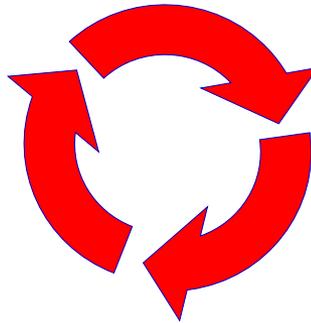


## Activity

- Low activity level & visibility
- Topics less exciting / relevant to members' profession
- Infrequent, yearly at best

## Economy

- Tight financials & "opportunity space"
- Recession mindset
- Internal battles
- 



## Members

- "Why IEEE?"
- Passive members
- Re-active member management
- Decreasing total, drop-outs increase, low retention ...

## Inputs

- Insignificant sponsoring
- Low contribution from members; content, fiscal, ....
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