



Members of the R8 SPC

- Margaretha Eriksson (Sweden) Chair
- Carl Debono (Malta)
- Habib Kammoun (Tunisia)
- Daniel Pasquet (France)
- Martin Bastiaans (Benelux)
- Director-Elect Candidates
 - Magdalena Salazar-Palma (Spain)
 - Elya Joffe (Israel)
 - Tariq Durrani (UK&RI) (invited member)

Strategy – definition

- ▶ A high level plan to achieve one or more goals under conditions of uncertainty
- ▶ A strategy describes how the ends (goals) will be achieved by the means (resources)
- ▶ Strategy involves setting goals, determining actions to achieve the goals, and mobilizing resources to execute the actions.

IEEE 2030 strategy –> R8 Strategy

R8 to align with overall IEEE Strategy

► IEEE 2030 strategy

1. Create a Nimble, Flexible, Forward-looking Organization
2. Foster Public Imperatives
3. Foster Diverse Technical Communities with Industry, Government, and Academia
4. Empower the Discovery, Development and Delivery of Cutting-edge Products and Services

IEEE 2030 strategy –> R8 Strategy

- ▶ R8 Strategic goals
 - Closer to Industry
 - Attract and support future members
 - Section Vitality
 - IEEE in Africa
 - Support from IEEE Office in Vienna, Austria

R8 Strategy 2017+

We extend the Region 8 strategy of 2016 to 2017 +

► Getting Closer to Industry

– Build on 2016 results:

- Survey with Senior members
- Industry Ambassadors in Sections
- Mentors from Industry
- Internships for students
- Smart Tech Workshops, Tunisian Forum for Industry Academia Partnership

R8 Strategy 2017+

We extend the Region 8 strategy of 2016 to 2017 +

- ▶ Attract and support future members
 - Regional SYP Congresses
 - Support SB and YP groups vitality
 - Volunteers from Industry & Academy
- ▶ Section Vitality
 - Alive and active Sections, branches, affinity groups
 - Run democratic Elections using vTools
 - Follow MGA rules and report in time
 - Sections Cooperating in conferences held in their Region
 - Follow up in Section Vitality Dashboard

New!

➤ IEEE in Africa

- Program roadmap by Africa Area Chair Gloria
- To grow from 6000 members, 9 sections, 6 subsections
- Participate in UNESCO Africa Engineers Week
- Activities in African Sections
- Attract and support future members
- Section Vitality – start, support and follow-up

➤ IEEE Vienna office and how R8 can utilize it

- Needs and expectations?
- Related costs?

Adapt R8 strategy in your section

Bring strategy to work in your Section!

- ▶ What to do in the Section?
 - Connect and work with “your” Industry
 - Retain members (Young Professionals and Members)
 - Attract and support future members (Students)
 - Follow up on Section Vitality – support, report
- ▶ You need a **goal, plan activities** and a **budget**
- ▶ Add target numbers to goal!

Adapt R8 strategy in your Section

Here and now – your Section's task:

- ▶ What are your strategic goals in the section?
- ▶ Aligned with R8 Strategic goals?
- ▶ What have you done in your Section?
Did it work out well?
- ▶ If not, what else to do? Try new ways!

(template to assist your work!)

2017 Challenge + 1% more members

Goal: Create 1% membership growth in R8

▶ = win **1** new member per 100 members

We have 69 000 members in R8

you can invite 1 new member, can't you?

Thank you from Region 8 SPC

