

IEEE Strategy Map

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Mission

To foster technological innovation and excellence for the benefit of humanity

Core values

Vision

Be essential to the global technical community and to technical professionals everywhere, and be universally recognized for the contributions of technology and of technical professionals in improving global conditions

Strategic Themes
3-5 Year Goals

Profession

Public

Organization

A Industry and Practitioners

C Global Advocacy

E Members and Volunteers

B Education

D Image of IEEE and the Profession

F IEEE The Association

Enablers

E1 Finance

E2 People

E3 Knowledge

E4 Platforms

E5 Infrastructure



Be essential to the global technical community and to technical professionals everywhere, and be universally recognized for the contributions of technology and of technical professionals in improving global conditions.

Vivid Descriptions

- * The IEEE community and its technologies will positively impact global prosperity and quality of life.
- * Governments will increasingly seek IEEE's input as an unbiased source of technical information.
- * Industry will recognize and value IEEE thereby strongly supporting professionals' participation in IEEE.
- * Communities around the world will universally recognize and appreciate the profession and IEEE's role.
- * Technological literacy will prevail among all educated citizens.
- * IEEE members will have productive, distinguished, and rewarding careers. Increasing numbers of students will choose careers in IEEE fields of interest.
- * IEEE will be recognized as a global force in shaping education and curricula in IEEE fields of interest.
- * IEEE will be a center of excellence in technology information and a global force in intellectual property rights management.
- * IEEE members will universally find value in active engagement and involvement in the organization.
- **Engaged and relevant**

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What is the purpose of IEEE?

- To enable the interchange of reliable information in a community of technical professionals for the good of society
- To be a catalyst between creators and users of technical information
- To identify and facilitate creation, and disseminate trusted, reliable, innovative information for the benefit of the profession and humanity
- To serve society by fostering a community of authors and volunteers that produces an archive of trusted technology and engineering information
- To facilitate the exchange of technical knowledge for the profession

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Core Values

IEEE believes in:

- Service to humanity: leveraging technology and engineering to benefit human welfare; promoting public awareness and understanding of the engineering profession.
- Global focus: supporting and embracing the global nature of and need for technical work and engineering solutions.
- Trust and respect: promoting a culture where contributions at all levels are valued; encouraging member driven, volunteer-led, knowledge-based projects; building effective volunteer/staff partnerships.
- Growth and nurturing of the profession: encouraging education as a fundamental activity of engineers, scientists, and technologists at all levels and at all times; ensuring a pipeline of students to preserve the profession.
- Collaboration and community building: cultivating active, vibrant, and honest exchange among cross-disciplinary and interdisciplinary global communities of technical professionals.
- Professionalism: creating a world in which engineers and scientists are respected for their exemplary ethical behavior and volunteerism.
- Intellectual activity: forward-thinking; nurturing new and existing science and technology.
- Peer-reviewed: using unbiased information to enhance the quality of life for all people.

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Strategic Theme A: Industry professionals and their employers will value IEEE as a major resource to achieve success.

- Increase IEEE's focus on industry-relevant products and services. (Number of customers and revenue generated, measures of companies buying IEEE products and services)
- Increase IEEE's role in improving the skills of industry professionals. (acceptance of IEEE certification programs, acceptance and usage of IEEE educational products, support employee participation in IEEE conferences and workshops)
- Increase industry executives' perceived value of IEEE to their corporations' success. (surveys with perception metrics of corporate executives, number of corporations accepting appointments for IEEE corporate outreach)
- Improve the identification of and increase IEEE activities in new and emerging technologies where innovation is occurring. (Number of new project proposals in SA, citation of articles and patent applications, number of educational products in new technologies, new workshops)
- Increase the integration of IEEE content and information into the industry professional's workflow. (Number of companies that claim standards-compliance, third party certification to IEEE standards, other workflow-related activities, number of employees that have Xplore on their desks, etc.)
- Increase employer support for individual IEEE membership, participation, and (Number of companies that fund individual memberships , number of companies that encourage IEEE participation as authors, reviewers, program committee members,

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Strategic Theme B: Improve the professional competencies of students and professionals through education.

- Expand and promote IEEE's continuing education products. (Number of, revenue generated from, and acceptance of continuing education product offerings, including technical workshops, distinguished lecturer programs, tutorials, *Potentials magazine*.)
- Promote technical literacy, at the pre-university level, to prepare future generations of technical professionals. (number of pre-university teachers, IEEE volunteers and students involved in Teachers in Service Program (TISP), usage of try engineering, participation in regional activities – future cities, pre-college competitions , robotics, national engineers week, etc)
- Expand IEEE's individual professional certification programs. (acceptance and usage, number of individuals certified, number of job postings on monster that call for IEEE sponsored certifications)
- Expand IEEE's activities as a facilitator of industry and academic collaboration. (number of successful hosted collaborative events with useful outcomes, needs further analysis, number of corporate internships, industry mentoring and support for student branches collaborations with industry, career fairs)
- Expand IEEE's role in developing model curricula with an emphasis in new areas. (number of new model curricula developed and accepted)
- Expand IEEE's involvement in developing accreditation bodies around the world. (number of countries developing accreditation bodies with IEEE support and involvement)

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Strategic Theme C: Increasingly be valued by the global community as a catalyst for a balanced dialogue on technology-related issues.

- Improve IEEE's capacity to address global issues. (number of identified issues with whitepapers and/or action plans, grassroots activity/involvement, successful outcomes in terms of IEEE participation)
- Expand IEEE participation in dialogue and action on global issues. (IEEE experts invited to testify at congressional and international government forums, IEEE experts invited to global National Public Radio and Public Broadcasting Service media Science Friday events)
- Increase global perception of IEEE as a facilitator for solutions in technology-related areas. (governments that solicit IEEE opinions before policy decisions)
- Increase collaboration with other professional societies on issues of common interest. (number of collaboration projects)

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Strategic Theme D: The public will increasingly value the role of IEEE and technical professionals in enhancing the quality of life and the environment.

- Increase public perception of IEEE as a contributor to the enhancement in the quality of life and the environment. (public perception study – survey pre- and post- campaign, number of impressions, number of opinion/editorial postings, other metrics as developed, measure how we inform and get the word out about our accomplishments in Goal C)
- Increase IEEE’s understanding of potential audiences and issues. (audiences identified, programs initiated and results measured—results will depend upon available resources)
- Improve public understanding of the value of technical professionals. (public perception, general media, positive engineering, technology, computing (ETC) impact stories, number of references to IEEE)
- Improve internal understanding of the value of IEEE public visibility and brand image. (perception metrics; strategies related to understanding and managing diverse/multiple IEEE brands, e.g., branded biotechnology or branded wireless technology products, how many brands does IEEE have?)

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Strategic Theme E: Members will increasingly find value and enjoyment through their involvement in the organization

- Increase the perceived value of IEEE programs and services. (perception metrics in program areas)
- Enhance member engagement. (perception/feedback mechanisms, web hits and usage or participation in programs such as societies, sections, chapters, and education products)
- Increase local participation. (section and chapter participation).
- Improve IEEE volunteer and leadership training at all levels. (frequency and impact metrics).
- Improve collaboration between IEEE staff and volunteers. (frequency, usage, number of postings to communities at the project level, staff identified on particular projects, perceptual surveys of staff and volunteers, recognition of staff by volunteers)
- Improve volunteer and staff understanding of IEEE membership interests. (data collected about member – 360 view, feedback mechanisms related to product and service usage).

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Strategic Theme F: Operate as a model global association, with aligned purpose, energy, and infrastructure that facilitates the development and execution of coordinated strategy.

- Improve communication among IEEE volunteers, members and staff and strengthen linkages among IEEE entities. (perception metrics; number of collaborations and organizational improvement initiatives)
- Improve IEEE organizational processes and accountability. (perception metrics, strategy—completed and published enterprise architectural model)
- Build shared organizational commitment to IEEE strategy. (OU's with linkage of their strategic plans to IEEE plan; metrics and actions; number of collaborations around strategic plan priorities)
- Improve understanding of roles and responsibilities across the IEEE. (perceptual measure among various audiences).
- Improve member satisfaction with business and operating processes. (perception metrics, ease of completing interactions, member ease of finding IEEE products and services, metrics on “easy to do business with” such as reducing the number of steps to complete a transaction and reducing the number of clicks to find information on IEEE website)
- Increase understanding and capacity to do business globally (define IEEE's global intent, improved use of regions and increase engagement of regions, expanded global operations capacity, global access to member and customer services and IEEE products and services).

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