

# **Strategic Planning**

**Chair: Ben Wah**

**Vice-chair: Ron Waxman**

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## **Sub areas**

### **1. Value proposition (Chair: Yervant Zorian)**

- a. Classes of customers (IT professionals) and the value for each
- b. Member benefits
  - i. Digital library
  - ii. Document delivery
  - iii. Community
  - iv. Perceived versus real value
  - v. Career support
  - vi. Education/certification
  - vii. IEEE plans
- c. Supporting financial models on short list of proposals and implications on policy changes
- d. Elements of distinction
- e. Dissemination of information

### **2. Electronic future (Chair: George Cybenko)**

- a. Content synthesis—electronic journals
- b. Distance learning—video on demand
- c. Virtual library on computing
  - i. Tools (Autonomy, DOI, reference linking)
- d. Communities
  - i. Tools to facilitate their growth
  - ii. Software for conference supports
  - iii. Net conferences
- e. Supporting financial models on short list of proposals
- f. Market scope
- g. IEEE plans

### **3. Organizational nimbleness (Chair: Lowell Johnson)**

- a. Nimbleness guidelines

- b. Staff/volunteer development (nimble)
- c. Volunteer mentoring
- d. Project incubation across program boards
- e. Performance metrics/evaluation
  - i. Metrics by hierarchy and across boards
  - ii. Propagation of information by newsletter - internally
  - iii. Balanced score card
- f. Role in IT and emerging technologies
- g. Industry/customer partnership
- h. Product/vendor certification
- i. Professional certification
- j. Focus on graduates in the last decade

### **Common aspects of strategic plan**

1. Policy implications
2. Costs
3. Financial models
4. Boundaries
5. Ideas
6. Market scope
7. Relationships to other entities - IEEE and non-IEEE
8. Definition of terms
9. Strategy versus objectives
10. Vision

### **Schedule**

1. June 2000 - sub-committees have met and submitted initial list of ideas
2. August 2000 - write initial draft of SP-4
3. October 1, 2000 - distribute initial draft to full committee
4. November 2000 - get BOG approval