

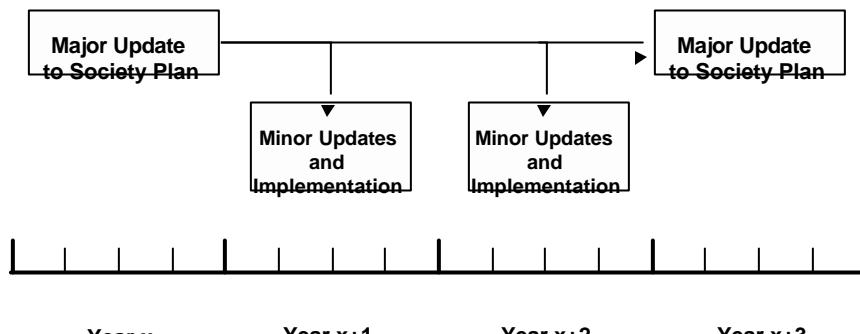
JanPlan 2000: Strategic Planning

*Benjamin Wah and John Keaton
7-8 January 2000
Amelia Island, Florida USA*

®

CS Planning

Three-year Cycle



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Strategic Plans and Themes

- *Sp-1*
 - Shriver, 1991
 - Boards and the society's operating units
- *Sp-2*
 - Hoelzeman, 1994
 - Service to members, the profession and the public
- *Sp-3*
 - Carver, 1997
 - Volunteers, society visibility, products and services
- *Sp-4*
 - Wah, 2000
 - To be determined

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Interim-Year Activities

- Minor updates and implementing the plan
- Track our progress against the SP
- Encourage planning by boards
- Member surveys and profiles
- Environmental scan
- Balanced scorecard
- Benchmarking
- Develop product plans
- Scenario building exercises

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Overview of SP-3 Activities

- Get volunteer, ExCom and BoG input on issues
- Identify major planning issues
- Form task forces around the issues
 - Face-to-face meetings at BoG meetings weeks
 - E-mail discussions between meetings
- Task force reports delivered in May/June
 - Reports included collections of objectives, strategies, ideas and thoughts

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Planning Activities

(cont'd)

- Planning committee starts work in June
 - Linking goals, objectives, strategies and ideas
 - Setting priorities based on the input received
- Draft plan produced over summer months
- Draft plan given to the BoG and task forces in September for comment
- Final draft presented for BoG approval at the November meeting
- Final plan delivered at first BoG meeting the following year

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Staying Ahead of the State-of-the-Art

with the World's Computer Society



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IEEE Computer Society

Vision Statement

...the leading provider of technical information and services to the world's computing professionals.

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Major Objective of SP-3



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Other Top SP-3 Objectives

- Increase the number of volunteers
- Broaden membership, provide more products and services
- Expand the awareness of society activities
- Expand life-long learning opportunities
- Address the needs of members wanting practical and applied information

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Other Top SP-3 Objectives

- Lead ... in computer science and engineering education curricula ... focus on software engineering and information systems curricula and education
- Expand membership to reflect the global structure of the profession
- Increase interactions with students
- Technical integration of programs and services

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Feedback From Planning Committees

- The process is important
- Widespread participation is important
- It helps change the organization
- However,
 - Our goals are the same as in 1991
 - We don't look forward beyond 2-3 years
 - Have too many objectives and
 - No metrics/measurements of success

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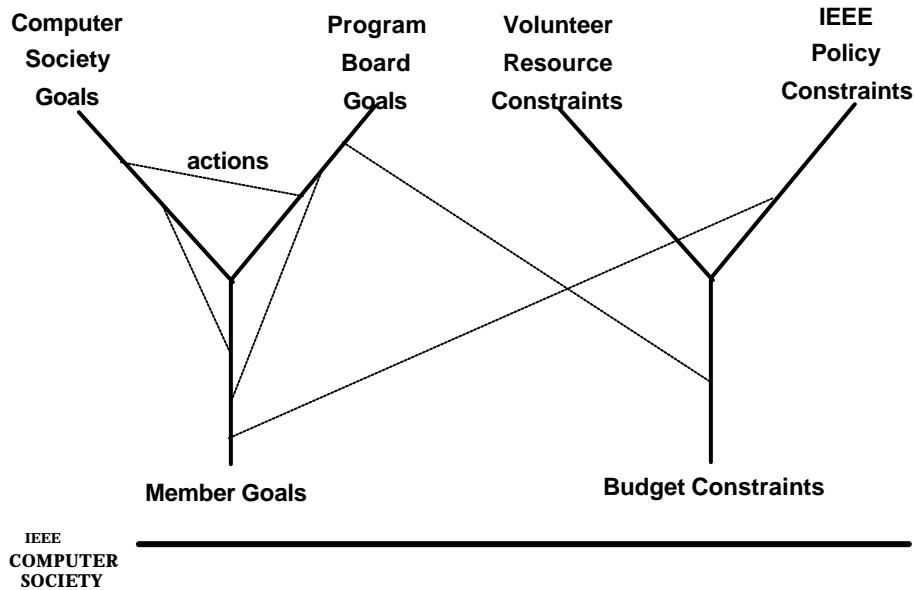
Other Feedback

- Need more “bottom up” input from volunteers and staff
- Need linkages to board-level plans
- Make the document shorter
- Define the terms used in the plan
- Map plans to budget and resource allocation
- Set priorities annually and have more reporting on progress against the plan

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The Computer Society Y Charts



Member Goals

- **Staying on top of emerging technology/ keeping up with technology (obsolescence)**
- **Having current job skills**
- **Changing employment model**
- **Information overload**
- **Work ethics and professional standards**

Computer-Society Goals

- Leadership and visibility (long-range)
 - Electronic delivery (short-range)
 - Education/curricula (short-range)
 - Identity in IT (short-range)
 - Increased membership
 - Global society and alliances
 - AIP, ACM, etc.
 - Better IEEE relationship
 - Volunteer-staff partnership
 - Financial health
-

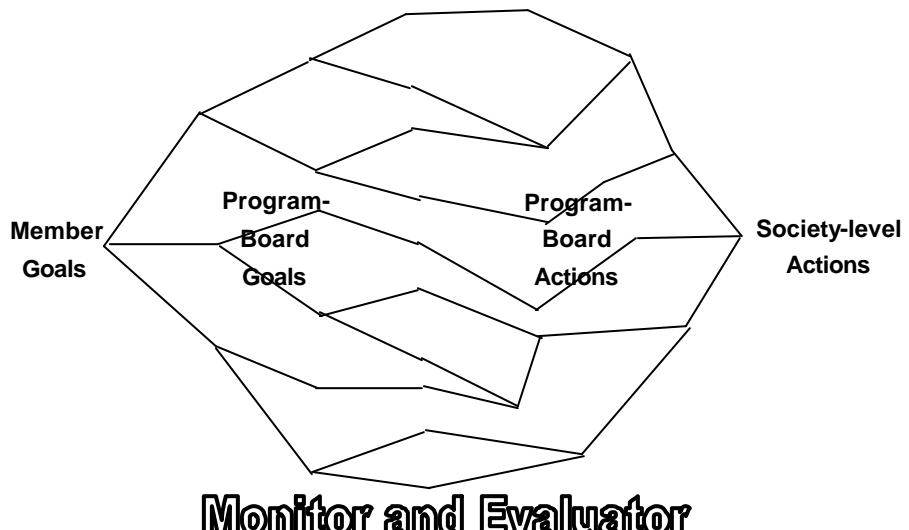
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Program-Board Goals



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Meeting in the Middle



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Some Society-Level Actions

- **Matching member goals and society – level actions**
 - Develop new markets to serve new members
 - Develop relevant products and services
 - Tailor products to diverse customer base
 - Minimize the time-to-market of society products and services
 - Migrate to electronic delivery
 - Form communities of common interests
 - Develop web-based distance learning

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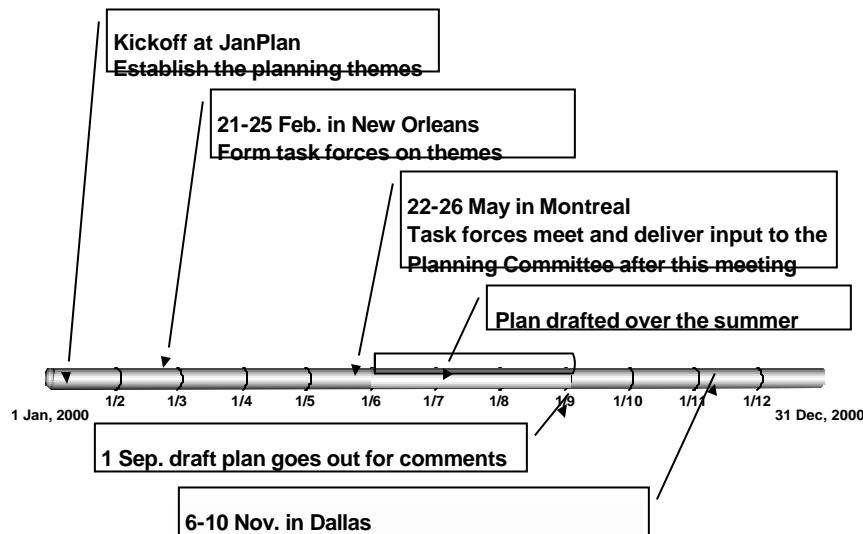
Source: 1999 Jan Plan Survey

Possible Themes for SP-4

- Hierarchical organization
- Member goals and value proposition
- E-future as one of the major society goals
 - Electronic publishing, personalization, e-tools, content, distance learning, etc.
- Integrating CS boards and activities
 - Specification of board-level goals and actions
 - Communication of board-level activities
- External relations/interactions
 - Examples: IEE, industry
- Continuous monitoring and feedback
 - Constraints and metrics

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Possible SP-4 Schedule in 2000



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What's Next?

- Need your help on:
 - Specifying goals, constraints, and actions of each program-board
 - Specifying society-level goals, constraints, and actions
 - Identifying some major issues, themes and topics for focusing our planning efforts
 - Defining evaluation metrics and mechanisms
- Break until 2:45PM

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Let's Get Back to Work

- Need your help on:
 - Specifying goals, constraints, and actions of each program-board
 - Specifying society-level goals, constraints, and actions
 - Identifying some major issues, themes and topics for focusing our planning efforts
 - Defining evaluation metrics and mechanisms

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