

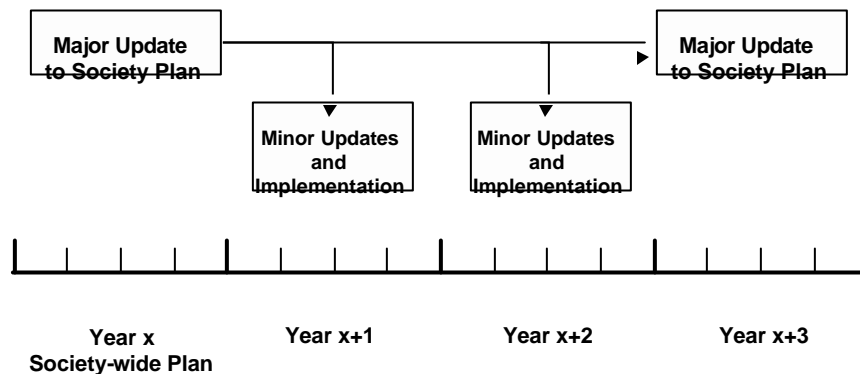
JanPlan 2000: Strategic Planning

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

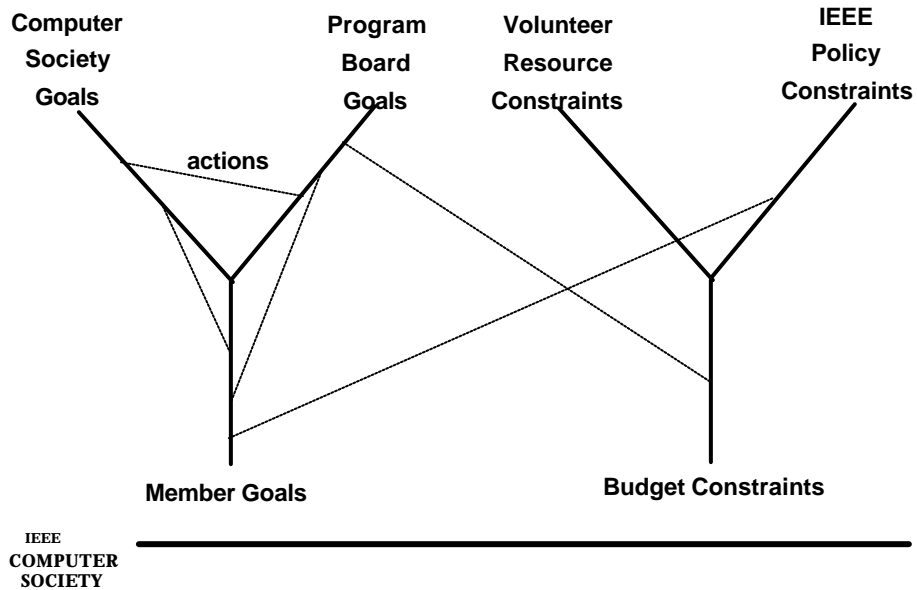
- Need more “bottom up” input from volunteers and staff
- Need linkages to board-level plans
- Make the document shorter
- Define the terms used in the plan
- Map plans to budget and resource allocation
- Set priorities annually and have more reporting on progress against the plan

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Strategic Planning in 2000

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

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Source: CS Member Surveys

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**

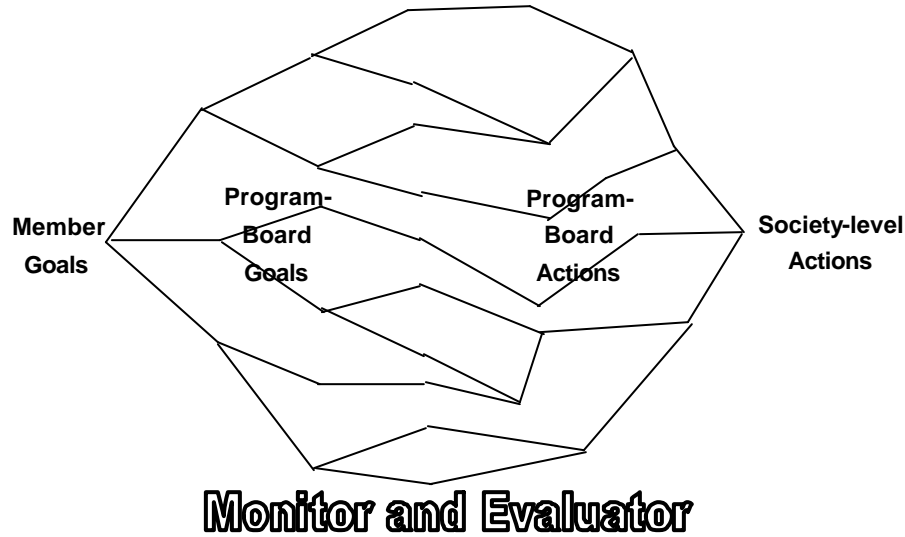
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Program-Board Goals



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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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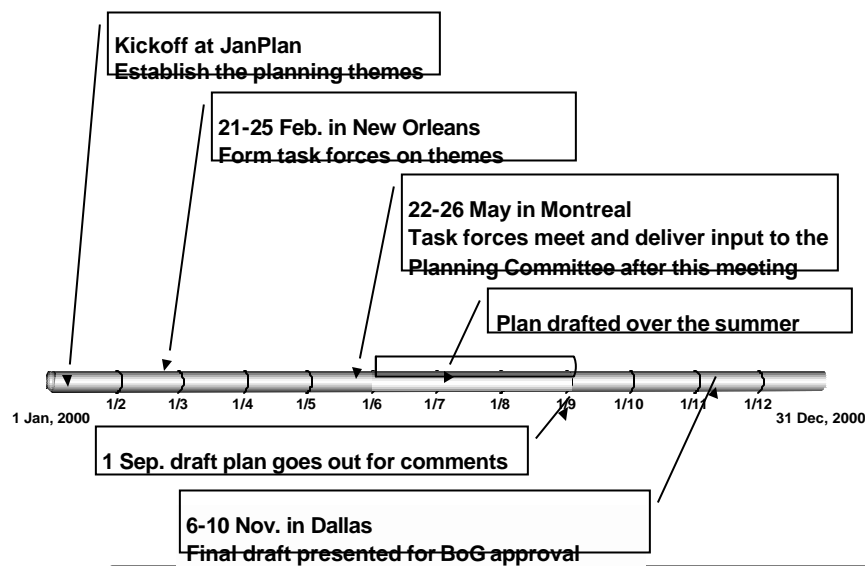
Source: 1999 Jan Plan Survey

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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