

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