

IEEE Central Texas Section Strategic Plan

2018-2019

Mission, Objectives and Strategy

Mission:

Striving to make Central Texas Section RELEVANT to the members and community at large.

Objectives:

1. Chapter vitality: Min 3-5 meetings, relevant topics, increase attendance, audience satisfaction
2. Improve Communications and Training
3. Building communities of Interest: K-12, Student engagement, YP
4. CTS Initiatives: Collaboration with other consortiums/councils, special interest groups, industry, government and academia
5. Collaboration with other sections, regions, and societies

Strategy & Approach

1. Proactive Planning
2. Focused Execution
3. Creative Management & Control
4. *Adopt a business approach*

Opportunities & Actions:

1. How do we make CTS remain relevant and more appealing to the different stakeholder groups (members and community)?
2. How do we collaborate with other similarly focused / competing groups? (Q: Do we have such a list among the various chapters/groups?).

Action Item 1: CTS Leaders – Chapter chairs, officers, committee chairs

1. Focus on individual chapters – at least run 3-5 technical meetings per year, be relevant in terms of topic, increase attendance, feedback and survey to improve meetings
2. L31 is critical for chapter/CTS health and improving rebate (win for all)

Action Item 2: Communication and training

1. Move from once a year to quarterly and on-demand

Action Item 3: Building community of interest (K-12, student engagement / YP, etc)

1. Breakdown barriers and silos and increase collaboration and increase effectiveness
2. Example1: PACE works with ALL
3. Example2: Conference & Events work with ALL
4. Website/communication portal need input from ALL

Action Item 4: CTS Initiatives / activities & reaching out for brand building, membership development and contributing value, particularly in niche focus areas.

1. Education: e.g. ACUP: Education Committee (SxSW, School Boards, UT,...)
2. Technology: e.g. PAWR – 5G test Bed, Smart connected community
3. Health: e.g. Austin health Center, Dell Medical
4. Transportation: e.g. UT, Cap Metro
5. Skill Building: e.g. ATC, ACC

Action Item 5: Collaborate with academia, governments and industry

1. Students – new channel for community outreach (along with Robotics) – See Action Item #4
2. Potential dialog and collaboration with Smart city initiatives with CoA, San Antonio and San Marcos
3. Collaborate with select industry leaders and startups

IEEE Central Texas Section

Fawzi Behmann, Section Chair

January 27, 2018

Appendix – Strategy Implementation Channels

CTS Strategy - Implementation Channels

K-12 STEM

- Hands-on experience on products and projects
- Outreach Program to ACC and UT and others
- Collaboration & Outreach program in serving Austin community (Greentech, ACUP)
- Collaboration & Outreach program in serving San Antonio (UTSA, UTA,..)

Integration of CTS & Student Branches (need help from Past chairs: Garrett Polhamus, Joe Redfield)

- Establish clear statement and position
- Identify key players Student Branches and Chapters for Austin, San Antonio and San Marcus?
- Identify date & time for a meeting with student branches & chapter chairs within Q1

University Students Liaison – Larry Larson

- Tactical Plans and coordination of successful R5 Student Competition
- Collect ideas from student chapter leaders regarding a parallel program for Community reach out initiatives as was introduced by the Section chair
- Categorization of ideas and submitter

YP

- Overall objectives/initiatives for Austin, San Antonio and San Marco!
- Building of YP community with support for career guidance & educational, tips on technical skills, engineering/social networking events
- Collaboration with other consortiums for visibility and greater impact

Professional Engineering Activities – PACE

- Contributing activities (by)

- Career & Employment Activities (Consulting Net? And others)
- K-12 STEM Activities (Hema and others)
- Student Professional Activities (Larry + others)
- Young Professional Activities (Fabio and others)
- Government Activities (Mina and others)
- Please submit your request to PACE chair for Q1 by mid Feb
- Forms, Examples are on CTS website – PACE page

Awards

- Chapter Achievement
- Best Community Outreach
- Outstanding Services

Conferences and Events

- Strategy
 - Focused and line up CTS services for revenue generating events
 - Marketing support and collaborate with other key events
 - Generate awareness for other local (CTS) key events
- Among key Q1-Q2 Focused Activities
 - IEEE Week
 - GreenTech 2018 (April 4-6, Austin)
 - R5 Annual meeting (April 6-8)
 - NI Week Leadership Forum (July)
 - NI Week
- Guideline is provided in position job description

Communications

Electronic Communications/Webmaster/Analog/Mid month reminder – new committee to be formed

- Transform to **Communication Portal** (View, Push, Interactive)
- Functional areas: CTS News, Calendar of key events and meetings, Roster CTS Leadership (Officers, Committees/Coordinators and Chapter Chairs), Focused CTS Events (e.g. Community outreach), Social Media and Blog, Volunteers, Jobs, others.
- Pilot with Collabratec

Finance & Auditing

- Improve on Budget preparation cycle
- Quarterly review and actions
- Leverage reserve and technology & community opportunities

Policy & Procedures (PARP) – across CTS functions

It is the CTS mission, followed by Initiatives followed by Strategy (new) then followed by Policy & Procedures

- Revive the committee to complete outstanding business
- Potential input to PARP: Chair transition & training,
- All new input will come from CTS Strategy (new)
- Current PARP to be reconciled with CTS Strategy (new)

Conference/Event Report

- Chapter chair has to submit proposal (outline, budget, expected attendance in three different categories – students, governments, industry) to CTS chair and conference chair, a quarter (3 months) in advance
- Among key Activities
 - GreenTech 2018 (April 4-6, Austin)

- R5 Annual meeting
- Leadership Forum (July)
- NI Week
- TWS