IEEE Saint Louis Section Strategic Plan

3 to 5 Year Plan

January 1, 2016

# Mission

IEEE (Saint Louis Section) fosters technological innovation and excellence for the benefit of humanity.

# Vision

IEEE (Saint Louis Section) will be essential to the technical community and to technical professionals everywhere, and be universally recognized for the contributions of technology and of technical professionals in improving conditions.

# Core Values

**Trust:** being a trusted and unbiased source of technical information, and forums, for technical dialog and collaboration.

**Growth and nurturing:** encouraging education as a fundamental activity of engineers, scientists, and technologists at all levels and at all times; ensuring a pipeline of students to preserve the profession.

**Global community building:** cultivating active, vibrant, and honest exchange among cross-disciplinary and interdisciplinary global communities of technical professionals.

**Partnership:** promoting a culture of respect for the employee and volunteer, valuing contributions at all levels of the organization, investing in training and development to enhance capabilities, empowering individuals to make a positive difference, and building a membership organization based on a strong volunteer-staff partnership to serve the profession.

**Service to humanity:** leveraging science, technology, and engineering to benefit human welfare; promoting public awareness and understanding of the engineering profession.

**Integrity in action:** fostering a professional climate in which engineers and scientists continue to be respected for their exemplary ethical behavior and volunteerism.

# Goal 1

Expand and enable dynamic, nimble, flexible, and diverse communities to help individuals from around the area to share, collaborate, network, debate, and engage with one another.

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| Action Steps | Description | Evaluation Measure |
| 1.1 | Promote the IEEE Saint Louis Section brand and prestigious history through an improved marketing effort. | Survey the membership. |
| 1.2 | Develop membership recruitment effort to focus on student members and industry members. | 5% increase in membership in each category. |
| 1.3 | Expand internal Section leadership opportunities by increased recruitment for Committee and Task Force positions. | Active participation from each voting position of the Ex Comm. |
| 1.4 | Develop some best practices to help retain student membership: Engage more faculty into the branches, develop mentorship opportunities with regular members, and promote student branch operations using SLU SB and MS&T SB as examples. | Survey each student branch member. |
| 1.5 | Recognize and show case top achievements in the Section through an annual Winter Social/Award’s Ceremony. | Multiple award nominees for each category |

# Goal 2

Provide technically vital forums for the discussion, development, and dissemination of authoritative knowledge related to traditional technologies, while focusing more of our resources towards serving the professionals working on emerging and disruptive technologies.

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| Action Steps | Description | Evaluation Measure |
| 2.1 | Improve the participation of students at the Region competitions. | At least one Section student member in each R5 competition |
| 2.2 | Create more opportunities for members to participate in technical seminars, higher quality programs and plant tours that provide optional PDH credit for Professional Engineers. | 15 hours of PDH per year |

# Goal 3

Lead humanitarian efforts around the area to use technology to solve the area’s most challenging problems.

# Goal 4

Leverage IEEE’s technology-related insight to provide governments, NGOs and other organizations, and the public with innovative and practical recommendations to address public policy issues.

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| Action Steps | Description | Evaluation Measure |
| 4.1 | Promote Section involvement in government lobbying outreach through the PACE Congressional Visit Days and network with local elected officials. | Send Section Representative at CVD and ad hoc Fly-ins |

# Goal 5

Continue to be good stewards of Section funds.

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| Action Steps | Description | Evaluation Measure |
| 5.1 | Maintain a solid financial position with sufficient reserves in the long term savings account. | Reserves to be twice annual expenditures |
| 5.2 | Utilize member connections to Section corporations in order to raise funds for new and novel revenue streams and properly acknowledge their generosity. | 5% increase in corporate contributions |

IEEE Saint Louis Section

Strategic Planning Committee

November 14, 2015