IEEE Education Society

Strategic Plan - Objectives and Strategies

June 2015

Objective 1. To enhance the Society's publications

Implementation Strategies:

- Governance structure: review and evaluate the current committee structure
- Open Access: evaluate the impact and make recommendations
- Explore the creation of new publications
- Increase the quality of publications
- Develop a Publications site as a unique point of access that is separate from Xplore
- Revive The Interface
- Develop and incorporate IEEE DataViz
- Develop policy of open data for the society

Objective 2. To develop the Society's conferences into premier, international conferences

Implementation Strategies:

- Increase the revenue stream from conference proceedings
    a. Continue to nurture and develop our new conferences EDUCON and TALE so that they grow in quality, audience and registered attendees. This will increase the impact factor of the conferences and enhance their download factor.
    b. Monitor and assess the relationships we have with Technically Co-sponsored conferences to evaluate how the new TAB policies of TCS sponsorship have affected the Society.
- Promote FIE in Regions 1-7 as a premier financially co-sponsored conference
- Promote EDUCON in Region 8 a premier financially co-sponsored conference
- Promote TALE in Region 10 a premier financially co-sponsored conference
- Investigate premier financially co-sponsored conferences in Region 9
- Investigate expansion of workshop offerings
- Investigate additional technical co-sponsorships
- Enhance visibility of our conferences

Objective 3. To provide new professional development opportunities for members
Implementation Strategies:
- Undertake a SWOT analysis to determine prospects for new programs
- Explore the needs of Members, Organizational units of EdSoc (chapters, student branches, individual members), other IEEE organizational units (EAB and URC, MGA, TAB)
- Explore alignment with EAB initiatives
- Explore opportunities to engage new faculty, mid-career faculty, practicing engineers, other societies and IEEE units

Objective 4. To evaluate and improve the effectiveness of the governance structure of the Society
Implementation Strategies:
- Develop a Policies & Procedures manual
- Evaluate effectiveness of new governance structure
- Evaluate effectiveness of new elections process
- Increase the revenue stream from conference and journal publications

Objective 5. Membership development
Implementation Strategies:
- Improve the Society's website for member communications
- Define the value proposition for membership
- Explore reaching out to STEM educators
- Develop policy of member data.