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# 2011 Strategic Plan



## Hampton Roads Area

# Vision & Mission

- Vision
  - Become the best source for Systems Engineering (SE) for Hampton Roads Area (HRA) by establishing Systems Engineering excellence as a chapter.
- Mission
  - The purpose of the Hampton Roads Area Chapter is to:  
  
Foster the definition, understanding, and practice of world class systems engineering in industry, academia, and government and the professional growth of chapter members in systems engineering.

# Driving Issues

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- Chapter is not reaching its potential
- Involvement appears to be limited to Southside and Peninsula,
- We should be expending to greater Hampton Roads area.

# Mission at International

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- Contribute to realization of INCOSE's vision 2020

# Values

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- Excellence
- Integrity
- Diversity
- Member Service
- Teamwork
- Professionalism

# Our Goals

1. Host conferences to promote systems engineering and expand the knowledge in the HRA.
2. Prepare systems engineers for certification. Provide venues for the certified members to earn education credits through attending chapter events. (required for re-certification)
3. Reach out to students and get more student involvement.
4. Increase member involvement
  - Increase participation in sponsored activities by 5% per year
  - Increase membership by 5%
5. Continue to support other organizations and other engineering activities in the area
6. Perform at Gold Level

# Strategies

1. Improve and personalize communications
  - Members
  - Potential Members
  - Companies, both CAB and other that would benefit from improved systems engineering
2. Reach out to the greater HRA to increase involvement.
3. Leverage core systems engineering expertise of members and INCOSE resources.
4. Follow the corporate INCOSE guidance for becoming an effective chapter

# Goal 1 – 2011

Host conferences to promote systems engineering and expand the knowledge in the HRA

## 1. Objective

- A. Organize seminar on “Decision Analysis” for Fall 2011
- B. Organize Monthly meetings and select speakers and subjects to serve local members areas of interest

## 2. Initiatives

- A. Develop Program Plans that includes the fall seminar
- B. Establish a organizing committee for the seminar
- C. Send advanced invitations to speakers

## 3. Metrics

- A. Milestones for planning of conference(s)

# Goal 2 – 2011

Prepare systems engineers for certification. Provide venues for the certified members to earn education credits through attending chapter events. (required for re-certification)

## 1. Objective

- A. Continue providing support for and announcement of CSEP tutorials
- B. Improve website to include more technical presentations.

## 2. Initiatives

- A. Assign and provide points for attending fall seminar
- B. Investigate about earning points for attending the dinner meetings
- C. Solicit papers from symposium authors to publish on website

## 3. Metrics

- A. Number of tracks and presentations in the seminar
- B. Number of presentations
- C. Number of attendees
- D. Number of symposium authors contacted/qtr
- E. Number of papers published/qtr

# Goal 3 – 2011

## Reach out to students and get more student involvement

### 1. Objective

- A. An increase in student enthusiasm and participation in chapter activities
- B. Focus on the areas that students can obtain better exposure to systems engineering practices and potential career opportunities.
- C. Join Career Fairs to get more recognition by students

### 2. Initiatives

- A. Establish local university support and have them advertise HRA chapter events to students.
- B. Select speakers and subjects that focuses on students area of interests
- C. Attend local schools events like career days, engineering days etc.

### 3. Metrics

- A. Number of students attendees
- B. Number of events that HRA attended

# Goal 4 – 2011

## Increase member involvement

- Increase participation in sponsored activities by 5% per year
- Increase membership by 5%

### 1. Objective

- A. Identify our student membership for their needs and ideas and organize events that focuses on those
- B. Increase student representation (articles, activities in the areas, etc.) in the HRA Newsletter
- C. Provide networking opportunities for students

### 2. Initiatives

- A. Conduct surveys to identify area of interest for different stakeholders
- B. Solicit student articles, papers to include in the newsletter

### 3. Metrics

- A. Number of student articles published in the newsletter
- B. Number of articles published in the newsletter that focus on student interest

# Goal 5 – 2011

Continue to support other organizations and other engineering activities in the area

## 1. Objective

- A. Continue supporting PEC
- B. Continue attending NASA career fair
- C. Organize at least one event with a local chapter of another professional organization

## 2. Initiatives

- A. Provide nominees for EOY and DEA awards
- B. Provide give an avenue that will attract student's attention at the fair
- C. Have our event calendar posted in PEC calendar

## 3. Metrics

- A. Number of events we support
- B. Number of joined meetings

# Goal 6 – 2011

## Perform at Gold Level

### 1. Objective

- A. Perform at Gold Level for 2011

### 2. Initiatives

- A. Follow the guidance from INCOSE to become a effective chapter
- B. Assign as responsibilities for developing plans
- C. Assign responsibilities to individuals for collecting evidence to their specific subject areas

### 3. Metrics

- A. Use Gold Level Metrics