INCOSE-HRA SWOT Results: Action Plans RVTM V1.0	
Short-Term Action (STA)	Long-Term Action (LTA)
STA-1: Find a Systems Engineering (SE) Champion at NASA and Newport News Shipbuilding (NNS). [Responsibility: Bill Bishop and Tom Shaw] [Chad Peyton suggested Kevin Topp for the NNS SE Champion.]	LTA-1: Design and purchase new signs for use at Chapter meetings and for publicity at local companies.
STA-2: Identify companies in Hampton Roads that need/use SE and a Champion in each one. [Responsibility: Willie Donaldson]	LTA-2: Plan for BoD meetings in the BoD job descriptions.
STA-3: Bring a friend to a meeting. [Responsibility: All]	LTA-3: Create and implement a leadership succession plan.
STA-4: Announce Board of Directors (BoD) membership openings. [Responsibility: Dennis Perry]	LTA-4: Create a local vision for the Chapter that is derived from INCOSE Vision 2025. [Responsibility: BoD] **(Note 1)**
STA-5: Establish a Web working group. [Responsibility: Chad Peyton, Jeff Rowell, Tom Shaw, Duron Shearn, and Mary Stuczynski]	LTA-5: Find/develop a value proposition for SE. [Responsibility: BoD and interested members] **(Note 1)**
STA-6: Ask Becky Reed what companies in Hampton Roads need/employ Certified Systems Engineering Professionals (CSEPs.). [Responsibility: Bill Bishop]	LTA-6: Create a Career Development Tiger Team. **(Note 2 and Note 3)**
STA-7: Assist John Clark in updating the slides for his Webinar to match the new INSOSE SE Handbook. [Responsibility: interested members]	LTA-7: Design a new logo for the Chapter.

Notes
1) Establish the INCOSE-HRA vision and value proposition statement with work beginning in 2015 and completion by 2016 Officer Induction. Include INCOSE-HRA's value in career development. [Deadline: 30DEC15]
2) As a supporting effort to LTA-5, begin the framing of a career meeting/event within 2015 to discuss and then establish the meeting/event method from one of the following:
   a) Piggyback on an ODU/CNU career event(s) in spring 2016 to capitalize on captive student audience.
   b) Host a chapter dinner meeting with a focus on career development.
   c) Host an event (similar to last year's SE event at Reed Integration) that focuses on SE career development, greater in scope than a chapter dinner meeting, but not a career fair.
3) Actions that will be assigned before and during this effort include the following:
   a) LTA-6.1: Propose three event frameworks/outlines that help in the decision.
   b) LTA-6.2: Scout to find four companies that hire Systems Engineers and for respective contacts to help us at the meeting/event. **(Do in parallel with STA-2.)**
   c) LTA-6.3: Create a high level communications plan for the event.
   d) LTA-6.4: Contact Becky Reed to see where the students have gone from her company's SE Graduate Certificate training. Also contact NNS to see where the graduates of the NNS/GWU SE Masters Degree cohorts have gone. **(Do in parallel with STA-6.)**