International Council on Systems Engineering

North Texas Chapter

Ambassador Plan

March 4, 2017

Approved by:

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Revision History

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| --- | --- |
| **Date** | **Description of Changes** |
| 3/4/2017 | First version |
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# Overview

This Ambassador Plan, herein referred to as “Plan,” outlines the chapter’s ambassador planning process to support chapter communication and outreach within the community. This Plan establishes contacts in companies, academia, and other societies, who will provide both promotion of INCOSE and the local chapter and feedback on the wants/needs of the organization with respect to INCOSE and local chapter offerings. This Plan is a supplement to the chapter’s Communications Plan.

## Objectives

1. Communicate chapter events within the Community
2. Increase event attendance through cross-networking

## Responsibility

The Vice President of Chapter Development, who is a member of the Board of Directors, is the designated member responsible for documenting the Plan and Ambassador Reports. All want/need considerations shall be a regular part of Board of Directors (BoD) meetings in the Communications section of the Board of Directors meeting agendas/minutes. Additional BoD responsibilities relating to the implementation of the Plan can be found in Appendix A – Board of Directors Responsibility.

## Implementation Schedule

A final version of the Plan shall be completed in the first quarter, immediately after the Strategic Plan is available. Details about the implementation schedule for feedback from the Ambassadors can be found in the Ambassador Roles and Responsibilities

 section.

# References

Input from the “Keys to Effective Chapters and Awards 2010\_v1.2” document was used in this Plan. The “1F Ambassador Plan Template” from the “Good/Best Practices” folder on INCOSE Connect was modified as necessary for this Plan.

# Ambassador Selection Process

## Choosing Ambassador Candidates

Ambassadors may or may not be INCOSE members. Pools for selection of Ambassadors include current and past membership rosters, other local professional societies, representatives from local universities, non-INCOSE members that have attended or presented at past chapter events, and others from organizations that have in some fashion been associated with INCOSE in the past.

## Appointing Ambassadors

Ambassadors are appointed by the President. The selection of desired Ambassadors is made during the first quarter. The Vice President of Chapter Development will contact the selected individuals and request that they accept or decline the role of Ambassador within one week. Ambassadors names and contact info will be published on the chapter website.

# Ambassador Roles and Responsibilities

Ambassadors are not limited to a defined term of service; however, Ambassadors are asked to serve at least one year.

## Orientation Material

The Vice President of Chapter Development will provide Ambassadors with orientation material about the chapter. The Ambassadors should be familiar with the mission of INCOSE and the functions of the local chapter. The orientation material, will be emailed to all Ambassadors along with links to the INCOSE and local chapter websites.

## Publicizing Events

Ambassadors are individuals who can communicate events to interested parties outside of the INCOSE membership pool. These individuals will be responsible for publicizing chapter events at their respective organizations, and possibly other local professional societies with which they are affiliated. The Vice President of Chapter Development will inform the Ambassadors of upcoming events and provide electronic flyers for distribution.

## Hosting Events

Ambassadors also host chapter events at their company’s facilities or nearby location.

## Providing Feedback

The Vice President of Chapter Development will request feedback from the Ambassadors on a quarterly basis (starting at the beginning of the second quarter). The form in Appendix B – Questionnaire for Ambassadors will be used for gathering information from the Ambassadors. This information will be relayed to the BoD at the monthly BoD meetings.

# Appendix A – Board of Directors Responsibility

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| **Responsible BoD Member** | **Time Frame** | **Tasks** |
| Vice President of Chapter Development | Quarter 1 | Draft/update Ambassador Plan and send to BoD (All Officers) for comments |
| All Officers | Quarter 1 | Review Ambassador Plan and provide comments |
| All Officers | Quarter 1 | Establish a candidate list of Ambassadors to serve as corporate and professional organization sponsors and provide it to the President |
| President | Quarter 1 | Establish a finalized list of Ambassadors to serve as corporate and professional organization sponsors and provide it to all BoD members |
| Vice President of Chapter Development | Quarter 1 | Contact selected Ambassadors and request that they either accept or decline the role within one week |
| Secretary | Quarter 1 | Update chapter website with Ambassador information |
| Vice President of Chapter Development | Quarter 1 | Provide orientation material to all ambassadors that have accepted their role |
| Vice President of Chapter Development | Each Quarter | Contact Ambassadors each quarter thank them for being a member of INCOSE and request feedback on concerns or improvement ideas that they may have; communicate all feedback at the BoD meetings |
| Vice President of Chapter Development | Prior to All Events | Distribute event announcements (flyers, emails, etc) to all members, as well as Ambassadors |
| All Officers | All Quarters | Distribute flyers as broadly as possible |
| All Officers | Quarter 4 | Discuss Ambassador process for following year, specifically any improvements that can be made |

# Appendix B – Questionnaire for Ambassadors

Name:

Company/Organization:

Location:

Number of Persons in Your Company/Organization:

How did you become familiar with INCOSE?

What past INCOSE events have you and/or your organization participated in?

What types of events is your organization interested in attending in the future (training, general interest SE dinner meetings, networking events, etc)?

Please let us know how the chapter may be of benefit to your organization: