



# Outreach Ambassador Strategy

23 August 2023

## 1. **Purpose** –

The purpose of this document is to develop an Outreach Strategy for Ambassadors.

## 2. **Definitions** –

### INCOSE Ambassador

An INCOSE ambassador is a member of INCOSE, representing the interest of INCOSE to different groups and entities and at non-INCOSE events. The ambassador will promote INCOSE and seek to enhance growth, collaboration, influence and/or achievement of INCOSE's mission. The ambassador will be versed in the value streams and strategic objectives of INCOSE and will endeavor to build on these foundations with all external partners.

### INCOSE <specific> Ambassador

For an ambassador identified for a specific role or group, this type of ambassador fulfills the obligations of an INCOSE ambassador as defined under the Definition of an INCOSE Ambassador with the additional focus on the specific role or group as identified.

For example,

- An **Industry Ambassador** will focus on representing INCOSE to different Industry groups and entities and at Industry related non-INCOSE events.
- A **Domain Ambassador** will focus on representing INCOSE to different domains at Industry related non-INCOSE events.
- A **Geographic Area Ambassador** will focus on representing their INCOSE Sector Director at various events.
- A **Membership Ambassador** will represent INCOSE at events and meetings and be able to discuss the benefits and value of being an INCOSE member with the intent of growing membership through attraction and engagement strategies.

### Outreach

For this document “Outreach” is defined as the set of undertakings to foster and promote systems engineering and INCOSE in the selected industry, domain, and / or event. These undertakings can be identified, coordinated and supported by the Outreach Team. Specifically, if there is a possibility of establishing an alliance, that is governed by OUT-PROC-01 Creating & Maintaining Alliance Agreements.



### 3. **Scope** –

Ambassadors shall work within the overall framework of Outreach to support INCOSE Objectives, specifically the Growth and Alliances objectives. Ambassadors shall focus on a limited number of industries and domains, where a critical mass of volunteers to support the outreach is attainable. The selection of target industries and domains will be revisited annually, by review with the Director for Outreach, Technical Director and the Corporate Advisory Board (CAB). However, it is recognized that for most industries and domains it is a long-term commitment to establish the usage of systems engineering and INCOSE as the focal point for systems engineering practitioners in the domain.

### 4. **Responsibilities** –

Areas of responsibilities for INCOSE Leadership include:

- Provide the Director for Outreach (who will inform the BoD with recommendations) on the industry and domains that are appropriate for INCOSE outreach.
- Help define strategies and initiatives to support industry and domain outreach in selected industries and to selected external organizations – professional bodies, industry associations and trade forums.

Areas of responsibilities for the Outreach Leadership Team include:

- Establish and manage a multi-year budget for industry and domain outreach (approved by the BoD).
- Support the creation of appealing industry and domain program content at the International Symposium (IS), including Industry Virtual Tracks, Industry Roundtables, and Panels that include participants from targeted external organizations.
- Hold and document regular meetings with the Ambassadors. Generally, this is achieved through monthly zoom / team's meetings and teleconferences.
- Post relevant information and shared knowledge to the Ambassadors in the Outreach Teams area.

Areas of responsibilities assigned to the Ambassadors include:

- Ensure that INCOSE offers and provides value to the selected industries and domains, and *vice versa*.
- Participate in regular meetings with the Outreach Leadership. Generally, this is achieved through monthly zoom / team's meetings and teleconferences.
- Provide updates on activities in the Outreach Alliance Relationship Management System (ARMS).

The Outreach Team will build and maintain a list of candidates for past, present, and future Industry and Domain Ambassador