



## **OUT-202: Ambassadors – July 16, 2015**

### **Background**

There still remain many parts of the world, and industrial domains, where INCOSE is unknown or has only minimal presence. The position of Ambassador is recognized to address these shortfalls.

Ambassadors are senior INCOSE members who are very knowledgeable on INCOSE matters and can represent the organization in a manner, and using vocabulary, that are sensitive to geographical and industry domain culture.

### **Responsibilities**

Ambassadors shall meet specific international growth or industrial domain objectives. They are charged to fulfill four primary objectives:

1. Understand the needs of the systems engineering community in the nominated country, geographical sector, professional association or industrial domain. Identify the profile of domain usage, key competencies and valuable insights of the target community, and opportunities for joint work products and exchanges;
2. Communicate the value of INCOSE, and interpretations of its products and principles, to the target community in its own vocabulary;
3. Facilitate additional exchanges of insight between INCOSE interested parties and the target community on the views, domain challenges and usage / language of such stakeholders;
4. Encourage establishment of new chapters, industry-oriented working groups and, where appropriate, alliances - to build industry or local consensus around the need for an appropriate systems engineering application involving INCOSE. Where Chapters and Working Groups already exist the emphasis is on systems-oriented bridge-building between communities, to exchange best practices, and build and promote shared perceptions of SE value.

The INCOSE leadership, as defined in Policies BOD-100 and BOD-101, have the responsibility to support Ambassadors. These responsibilities, nominally discharged by the Director for Outreach, include:

1. To identify potential candidates within the specific sector, country, or industry who have the organizational capability to establish, strengthen and broaden collaborations and Alliances, working with or on behalf of Chapter(s) and Working Groups. Approved candidates shall receive business cards and appropriate communication materials to support them in their activities;
2. To facilitate access to INCOSE products, provide INCOSE promotional materials and other support (including planning and budgeting) to these candidates in the establishment, strengthening and broadening the alliances of chapters and working groups;



3. To guide Ambassadors in the external promotion of INCOSE's Products, Events
4. and the Systems Engineering Certification programs in the specific sector, country and domain, and encourage mutual participation and broadening of content;
5. To provide an open and receptive audience for the Ambassadors' interpretations of the target community's needs, insights and values;
6. To ensure that the rest of the INCOSE leadership are regularly updated on outreach activities, outcomes and key messages. In addition, to make recommendations about how to proceed and follow-up with contacts made in various organizations.

## **Delegated Authority**

Ambassadors have the right to represent INCOSE worldwide; interact with engineering or policy groups or associations in government, industry and academia; and explain what INCOSE has to offer to industry, academia, governments, and individuals. To this end, Ambassadors are expected to keep themselves generally informed about INCOSE bylaws, policies and initiatives.

Ambassadors cannot commit INCOSE legally or financially. They should bring such questions to the appropriate Sector Director, the Technical Director, and the Director for Outreach, for the ultimate attention of the Executive Committee.

## **Reporting and Communications**

The Ambassadors report to the Director for Outreach.

Ambassadors for a country, region or sector should also liaise with the relevant Chapter President if one exists, or to the appropriate Sector Director. As the potential for starting a chapter grows, Ambassadors shall work with the Sector Directors to transfer responsibility for Chapter startup to them.

Ambassadors to industrial domains, industry associations or professional bodies should also liaise with the relevant INCOSE Working Group Chair. As the potential for starting a new industry-oriented working group grows, Ambassadors shall work with the Technical Director to transfer responsibility for startup. In all cases, Ambassadors should become members of the Industrial Outreach Board (IOB), and report to the IOB Chair. The IOB provides an opportunity to share experiences and practices with other Ambassadors.

## **Term of Service**

Ambassadors are appointed by the President, at the recommendation of the Director for Outreach, for a period of two (2) years. They can be reappointed. There is no limit in principle to the number of Ambassadors. However, to minimize overlapping contacts, it is recommended that there be at most twenty (20) such appointments for any given period.

**SUPERSEDES: BOD-202 dated January 25, 2012**

**APPROVED BY: INCOSE Board of Directors, Seattle, Washington, USA - July 16, 2015**

**MAINTAINED BY: Director for Outreach**