International Council on Systems Engineering
A better world through a systems approach

Americas Sector Chapter Leaders Meeting at IW

29 January 2024

incose.org

Today's Agenda

- Introductions
- Organization
- INCOSE Staff Update
- Chapter Toolkits - MarCom
- TLI
- Staff Support
- Chapter Leader Responsibilities
- INCOSE Leadership

Tomorrow's Workshop

- Set up a Chapter meeting with presentation
- Develop a Strategic Plan and Operating Plan
- Plan a Tutorial or Workshop
- Student Divisions

Americas Sector

Organization

- Regional Directors
- Assistant Directors

Goals
- Assist struggling chapters
- Chapter Collaboration
- Streamline processes
- Enhance membership value

Duties
- Solicit information from Chapters for Quarterly report to BOD
- Work with other Sector Directors
  - EMEA, AO
- Attend INCOSE BOD meetings
- Policy Review
- Inform Chapters of Initiatives
- Events
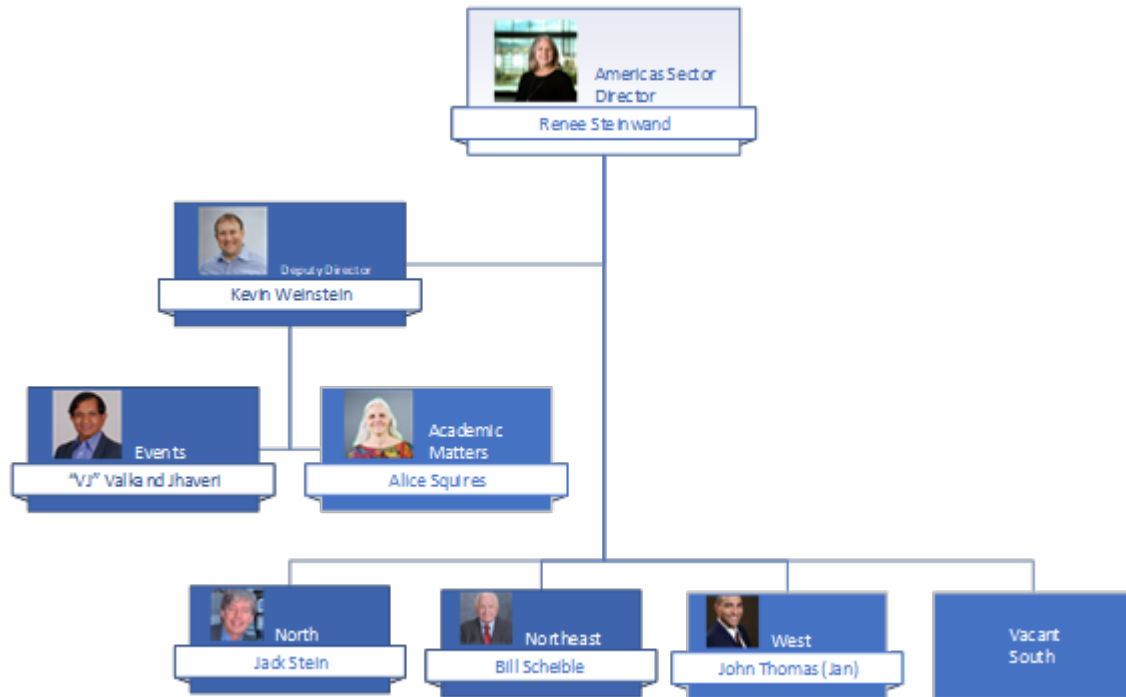
INCOSE 2024 Elections
for Positions to be Installed at IW2025

Position	Term Ends	Remarks
Secretary	IW2027	Incumbent can stand
Director of Americas Sector (nominated & elected by Americas Sector Chapter Presidents)	IW2028	Incumbent can stand

- **From IW 2024 to 01 June 2024 : Submission of interests from members.***

- **By 01 July 2024 : Vetting of submissions completed.**

- **By 31 July 2024 : Finalisation of supporting material from candidates.**

- Mid-August 2024 : Ballot published.

- 01-21 Sep 2024 : Election held electronically.

- Start Oct 2024 : Elected individuals announced.

- Start of IW 2025 : Elected individuals installed.

(*) : must be Individual or Senior members, not CAB Associates or Students

We Need Your Support

- Provide any input nominations to :

  N&E Chair, Jean-Claude Roussel
  Jean-claude.roussel@incose.net

  N&E Co-Chair, Marilee Wheaton
  Marilee.wheaton@incose.net

  To any N&E Committee member
  nom-elec@incose.net

Position
Secretary
Director of Americas Sector (nominated & elected by Americas Sector Chapter Presidents)

INCOSE Staff Update

Operations

- Accounting and Finance
- Membership
- Member Services
- Chapter Support

Marketing

- Awareness
- Communications
- Outreach mgmt.
- Sponsorship
- Advertising
- Copy Writing
- Website Content

IT

- Database Admin
- Technical Support
- Product/Service Development Support

Technical

- Technical Operations Support
- Certification
- Training
- Publications
- FuSE
- Services Development
- Services Management

Events

- Events Planning
- Events Production
- Contracting
- Logistics
- Sector/ Region/ Chapter Events Support
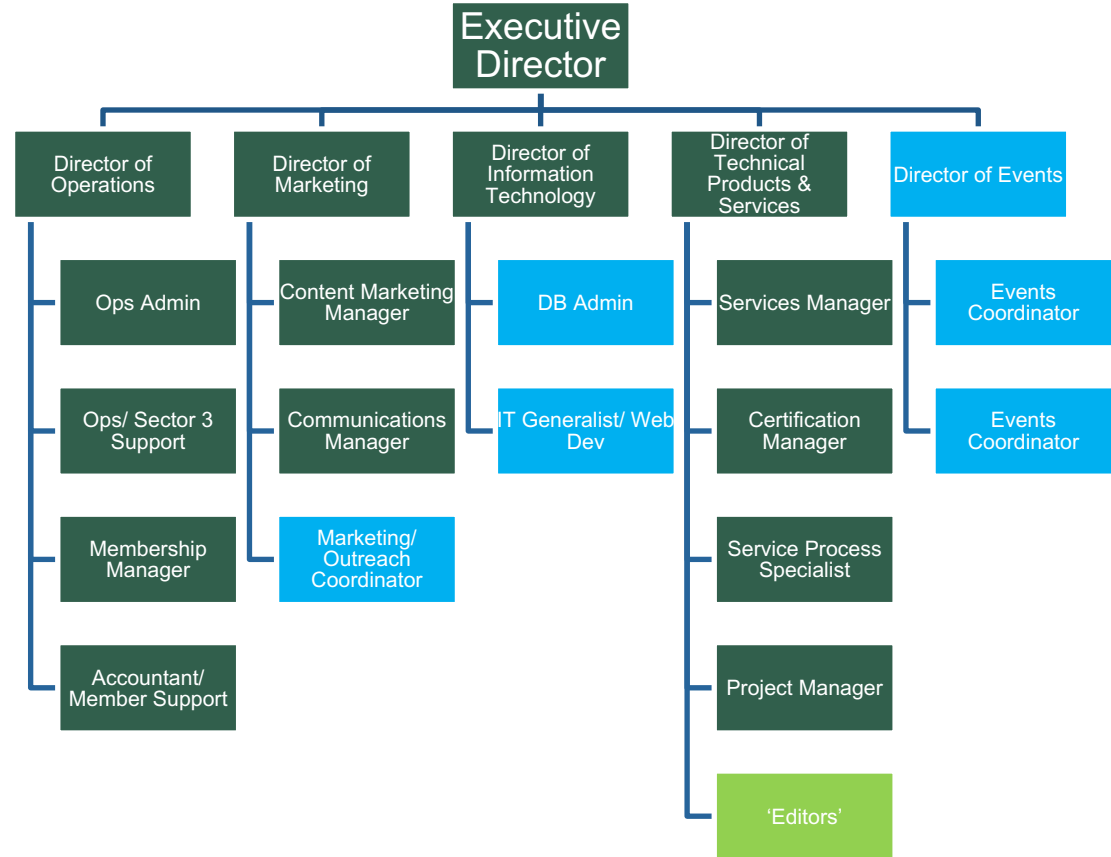
INCOSE Staff

1) Exec. Dir. Reports to Board of Directors. Staff reports to Exec. Dir.

2) First Support INCOSE's 'Status Quo' Operations

3) Step Change
- Intentional move away from contractors
- (Some) New People
- Newly Defined Roles
- Budget neutral

Executive Director

- **Director of Operations**
  - Ops Admin
  - Ops/ Sector 3 Support
  - Membership Manager
  - Accountant/ Member Support

- **Director of Marketing**
  - Content Marketing Manager
  - Communications Manager
  - Marketing/ Outreach Coordinator

- **Director of Information Technology**
  - DB Admin
  - IT Generalist/ Web Dev

- **Director of Technical Products & Services**
  - Services Manager
  - Certification Manager
  - Service Process Specialist
  - Project Manager
  - 'Editors'

- **Director of Events**
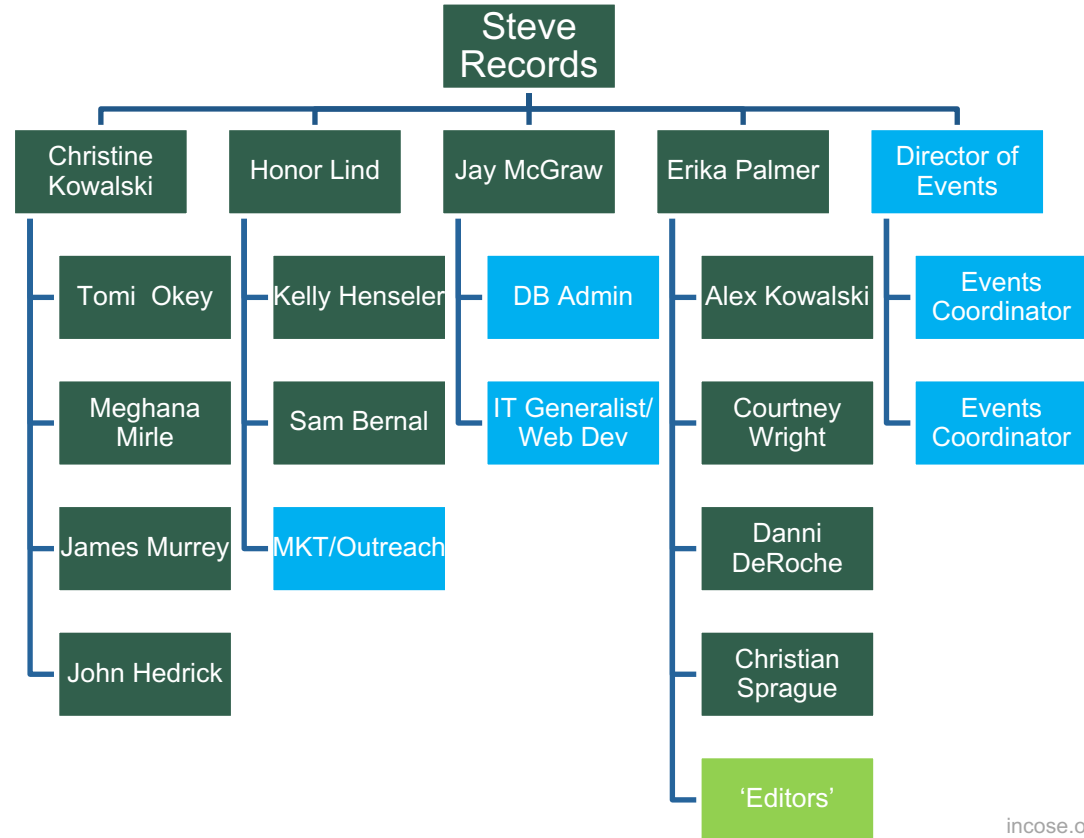 - Events Coordinator
  - Events Coordinator

INCOSE Staff

4) Build Capacity/ Increase Accountability
- Consistency/ Timeliness/ Standards
- Allow volunteers to focus on leadership (SE and people)
- "Make your lives easier"

5) Global Employer
- USA
- Netherlands
- India
- TBD

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                              Steve
                             Records
   ┌──────────┬──────────┬──────────┬──────────┐
Christine    Honor Lind  Jay McGraw  Erika Palmer  Director of
Kowalski                                            Events

Tomi Okey   Kelly Henselen  DB Admin   Alex Kowalski   Events
                                                        Coordinator

Meghana     Sam Bernal   IT Generalist/  Courtney       Events
Mirle                     Web Dev        Wright          Coordinator

James Murrey  MKT/Outreach              Danni
                                         DeRoche

John Hedrick                            Christian
                                         Sprague

                                        'Editors'
```

Chapters Toolkit Resources

Honor Lind

Director of Marketing

EMPOWER YOUR CHAPTER WITH INCOSE'S BRANDING AND PROMOTION TOOLKIT

Brand Your Chapter

- Guidelines on creating a recognizable brand for the chapter.
- Templates for chapter logos, colors, and other branding elements.

01

Social Media Platforms

- Guide on utilizing various social media platforms for chapter promotion.
- Tips on tailoring content for different platforms (LinkedIn, X, Facebook, etc.).

02

Template Social Media Ads

- Pre-designed templates for social media advertisements promoting chapter events or initiatives.
- Tips on creating compelling ad copy and visuals.

03

Build Campaigns

- Guidelines for creating and launching a campaign.
- Strategies for attracting new members and engaging existing ones.

04

MAXIMIZE ENGAGEMENT AND EVENT PROMOTION

Website Support

- Leverage INCOSE's support for your chapter website.
- Access guidelines for optimizing website design and functionality.

05

Event Planning

- What you need to plan an event or advertise the chapter effectively.
- Support from INCOSE Events and INCOSE MARCOM for event planning.

06

Promote Chapter Meetings

- Strategies for effectively promoting regular chapter meetings.
- Templates for meeting announcements and reminders.

07

Collaborative Recruitment Campaigns

- INCOSE creates recruitment campaigns for member acquisition.
- Strengthen your chapter's impact by promoting recruitment materials from INCOSE.

08

MAXIMIZE ENGAGEMENT AND EVENT PROMOTION

Promotional Flyers

- Pre-designed templates for promotional flyers for chapter events.
- Instructions on customizing the flyers with event details.

09

Template Certificates

- Templates for certificates expressing gratitude to members, sponsors, or volunteers.
- Guidance on personalizing certificates for different occasions.

10

Templates Spotlight & Announcements

- Templates for general announcements, news, or updates related to the chapter.
- Templates for featuring member spotlights, showcasing their contributions or achievements.

11

Marketing Ressources

- Access INCOSE's marketing resources to empower your chapter's initiatives.
- Participate in meetings organized by MarCom for insights and support.

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HOW TO ACCESS THE MEMBER RESOURCES PAGE

- Navigate to www.incose.org.
- Click on the "About INCOSE" tab in the main menu.
- Select "Marketing & Communications" from the dropdown.
- On the Marketing and Communication page, click "Check Out the Member Resources Page."
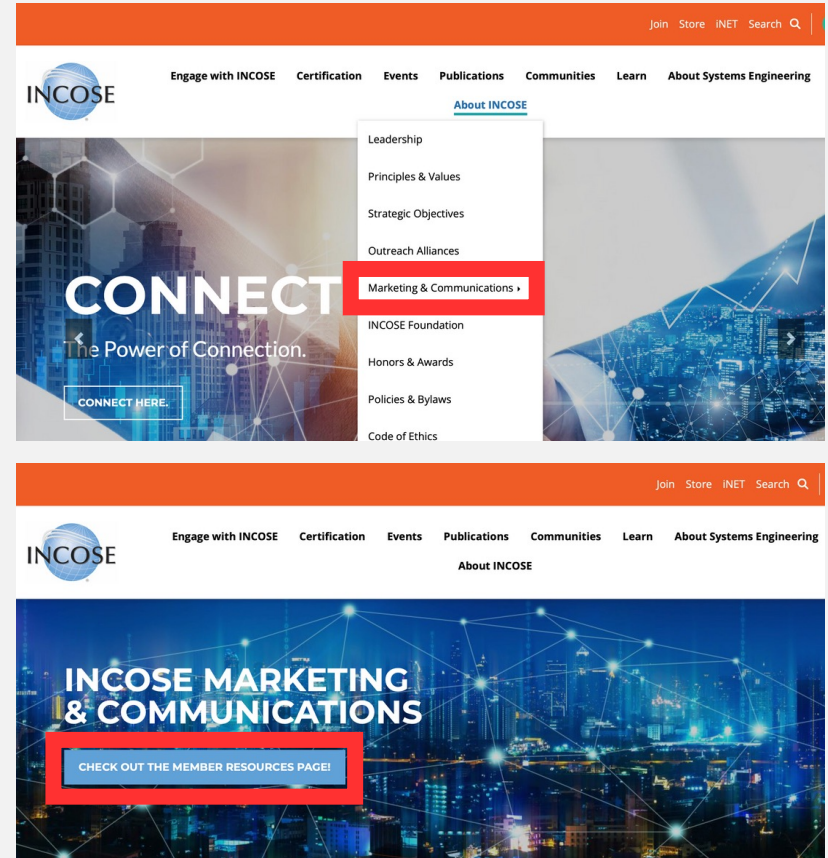
EXPLORE A WEALTH OF EXCLUSIVE RESOURCES

Dive into the Members Resources page to access:

- INCOSE Logos and Logo Brand Guidelines

- INCOSE General Use Templates (Letterhead, PowerPoint Template, Color Palette, Media Kit)

- Presentations: Why INCOSE? (Why INCOSE, INCOSE SEP, Why Advertise with INCOSE, Why CAB INCOSE, FuSE and Overall Presentation, IW2023 FuSE and Overview)

- INCOSE Certification Logos (ASEP, CSEP, and ESEP)

- INCOSE Zoom Backgrounds

- QR Codes (www.incose.org, Join INCOSE, Certification, 2023 Impact Statement, Social Media Links, FuSE, Foundation Donation, Certification Brochure)

- Smartsheet Forms related to MarCom (New Events Submittal Form, Campaign Request Form, Promotional Merchandise Request Form, Website Landing Page Form)

Technical Leadership Institute

David Long

TLI Coach

Announcing the
10th Annual Cohort of the
INCOSE Technical Leadership Institute

*A global learning network of active INCOSE members
seeking to improve their leadership skills
in an open, collaborative environment*

January 2024

Coaches Patrick Godfrey, Suja Joseph-Malherbe, and David Long

The Foundations of the
INCOSE Technical Leadership Institute (TLI)

Developing systems leaders equipped to address today's product, enterprise, and societal complexity
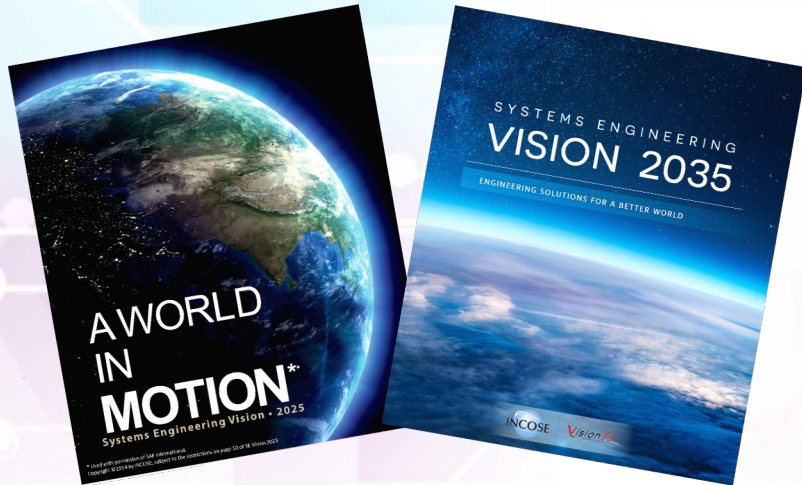
TLI Vision

- **Individual members** become more capable leaders and join an international network of systems engineering leaders

- **Sponsoring organizations** obtain non-proprietary, tuition-free technical leadership development for future SE leaders

- **INCOSE** has a growing pool of leaders to draw on and an enhanced international reputation for SE leadership

A Vibrant Network of **141 Leaders** from
6 Continents, 19 Countries, and 23 U.S. States!
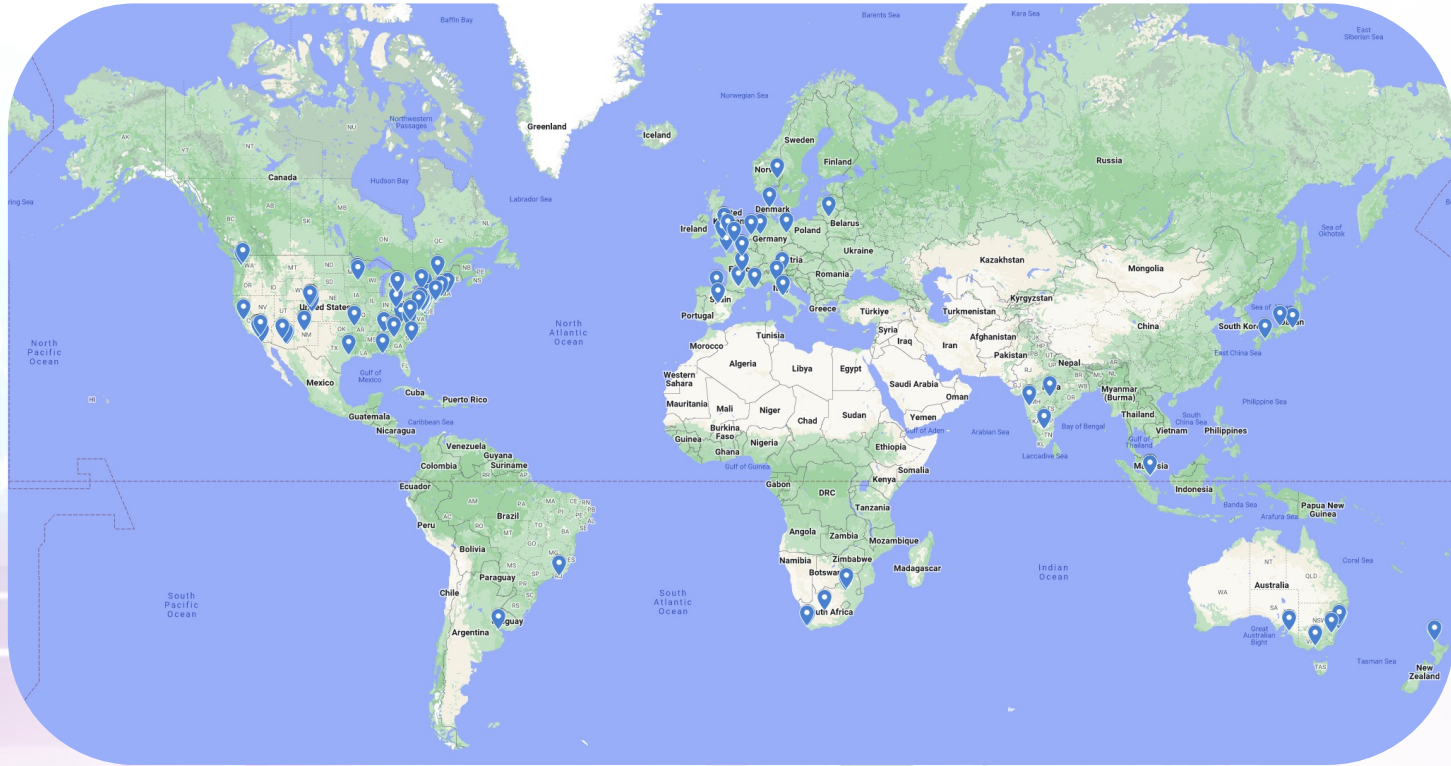
Accepting nominations for members of Cohort 10,
which will be conducted **virtually**, and there are **no required costs** for participation

NOMINATION PACKAGE

29 Mar 2024

Jun 2024

Jan 2025

Apr-Dec 2025

Jul 2026

INDUCTION AS A FULL MEMBER OF THE INSTITUTE

QUARTERLY PROJECTS (INDIVIDUAL AND COLLABORATIVE)

MAJOR PROJECTS (Q4-Q6)

A CONTINUING THROUGH-LIFE LEARNING JOURNEY

21

What differentiates the Technical Leadership
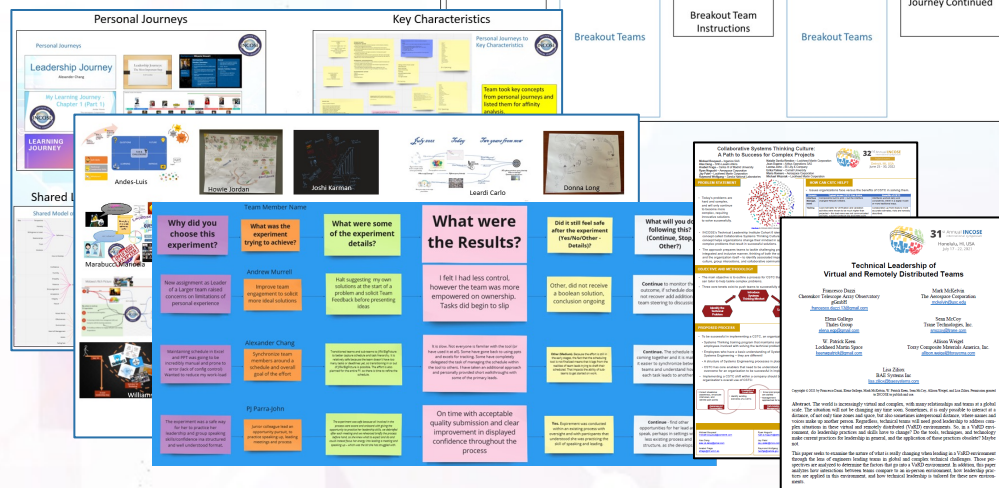Institute from other leadership programs?

- Two-year structured component of the experience is **ever-evolving**

- **Adapt** based upon what each multi-domain, multi-organization, multinational cohort brings

- Create a shared journey where we are **"learning together"**

- Apply **probe-sense-respond** to learn in the complex endeavor of technical leadership

- Develop **experiential learning** stimulated by curriculum fed by individual efforts and cohort synthesis

- **Complements** but does not replace, MBA programs, corporate leadership development, or management training

More Contributions ⟶ More Benefits!

Nomination Process

Applicants must be ***nominated by an INCOSE leader*** and then submit a package that includes

- **Nominating letter** from an INCOSE Board Member, Director, Associate or Assistant Director, Chapter President, or member of the Corporate Advisory Board

- **Letter of recommendation and support** from the candidate's home organization, including acknowledgement of the commitments of the initial two-year experience

- **Personal statement** describing the expected benefits to the candidate, his or her organization, and INCOSE

- **Resume** describing positions held and specific systems engineering accomplishments

Packages for Cohort 10 are due **29 March 2024**

The TLI Coaches would be happy to speak at an upcoming event or otherwise answer any questions you or your members might have

For more information,
visit www.incose.org/learn/tli
or contact *david.long@incose.net*

An information package will also be provided:
Presentation Slides
Instructions for Applicants
What Benefits Can I Expect?
Frequently Asked Questions

Staff Support

Info on access levels for Leaders and Members and who you should contact for assistance.

Who to contact for what?

- Chapter Leader Changes – Helpdesk@incose.net
  - Include Name, Email, Title, and Term Start & End Date
  - If Teams access is needed indicate this as well
- End of Year Financials – Accounting@incose.net
- Marketing and communications support - marcom@incose.net
- All Website Support – Websupport@incose.net
- Event Calendar Posting / Updates – Submit_event@incose.net
  - Fill out the Events Form to have your event included on your webpage and the INCOSE Events Calendar
- CAB Questions – cab-inquiries@incose.net
- Everything else – Start with helpdesk@incose.net

Overview of INCOSE platforms

Platform	Use for	Who can access
Viva Engage	Discussions with your chapter members and sector leaders - announcements, discussions, congratulations, files	All active members
Microsoft Teams	Collaboration area for leaders – discussions, meetings, files	Chapter leaders
Outlook	Distribution lists to email chapter members	Chapter leaders
Website	Communication with public audience - meeting announcements, bylaws, recognition, events	Public
Member portal	Join, renew, manage contact information, active and lapsed chapter rosters (chapter leaders only)	All users / access to some items is role dependent

How can Members access INCOSE's Offerings?

Member Profile on www.incose.org

Every INCOSE Member & CAB Associate has a member profile. The credentials are the ones the member inputted when they established their account on www.incose.org.

- By logging into this profile, they can:

  - Update their personal information

  - Change their communication preferences

  - Access their "Digital Library"

  - Renew Membership

  - Join Working Groups

  - Access the iNet

INCOSE Communities on Viva Engage

Every INCOSE Member is given a separate credential to access Viva Engage (firstname.lastname@incose.net). During their initial login, they will be prompted to create their password.

- By logging into Viva Engage:

  - "Join" any of the various communities* (Chapters, WGs, Initiatives, etc.)

  - Update their notification preferences

  - Collaborate and engage with the other INCOSE members on the platform

* "Joining" these Viva Engage communities does not change or effect the chapter or WG selections made in their member profile on www.incose.org

Have questions?! Send an email to Helpdesk@incose.net

There are two types of incose.net accounts:

Regular Accounts – ALL MEMBERS

- Allows members to access Viva Engage.

Teams Accounts – LEADERS & ACTIVE COLLABORATORS ONLY

- These accounts are paid for by INCOSE, so they are not given out to everyone. We can upgrade from Regular accounts, as well as downgrade to if needed.

- Upgraded accounts allow access to the MS365 Platform (Teams, Outlook, etc.).

- They are reserved for INCOSE leaders and allocated to some others upon leadership request because they are active and collaborating.

- MUST BE ACTIVE INCOSE MEMBERS! CAB Associates and inactive members are not eligible.

Chapter Leader Responsibilities

What did I commit to do?

CHP – 100 Policy for Chapters

Chapter Governance Requirements - **MINIMUM**

- 25 chapter members (minimum)

- Establish and govern with Chapter Bylaws

- Chapter Leadership Minimum – President, President-Elect or Vice President, Secretary, and Treasurer (must be individual regular members of INCOSE in good standing)

- Elections held regularly – no single member shall be in a position for more than 3 years without an election

- Chapter Governing Body meets a minimum of 4 times/year with agenda and minutes recorded

- Chapter End of Year Report submitted by March 15 to Sector Director – includes membership status, certification status, financial status, chapter activities and chapter successes and challenges. Provide financial report

- Chapter Bank Account – requires 2 signatories from Chapter Governing Body

- Chapter Treasurer – maintain adequate financial records to support periodic accounting of money owed to/due from INCOSE. Make financial records available to Sector Director

- Chapters shall not act for or incur financial obligations in the name of INCOSE without authorization from INCOSE BOD

- Conduct 2 events annually open to all members and non-members

How do I support and Lead the Chapter?

Chapter Leader Responsibilities

Defined in By-Laws

- President

  - The President shall have general supervision of the INCOSE *X CHAPTER* affairs and execute the policies and programs of the CHAPTER. The President shall preside at the INCOSE *X CHAPTER* meetings and at meetings of the BOD. The President shall represent the *INCOSE X CHAPTER* with the COUNCIL or designate someone to fulfill that responsibility.

- President-Elect

  - The Vice-President/President-Elect shall assist the President and shall assume the duties of the President when the President is unable to perform these duties. The Vice-President shall succeed to the position of the President if the President resigns, or upon completion of her/his term of office, if that was the original intention of becoming Vice President.

- Secretary

  - The Secretary shall prepare minutes of all meetings of the INCOSE *X CHAPTER* and the BOD and, as required, minutes of all meetings of the. The Secretary shall maintain all permanent, non-financial records of the INCOSE *X CHAPTER* in a central location, accessible by the BOD, on MS Teams. The Secretary shall prepare the annual Chapter Circle Award nomination package at the direction of the President.

- Treasurer

  - The Treasurer shall be responsible for the financial affairs of the INCOSE *X CHAPTER*. The Treasurer shall receive all funds paid to the INCOSE Colorado Front Range CHAPTER and shall approve payment of all bills incurred by the INCOSE *X CHAPTER*, as approved by the BOD. The Treasurer shall maintain adequate financial records to make an annual report on the financial affairs of the INCOSE *X CHAPTER* to the BOD and to the COUNCIL.

What do you need to do?

- Americas Chapter Leader Monthly Meeting
  - 3rd Monday of the Month at 1600/1700/1800/1900 (PST, MST, CST, EST)
  - Posted on Viva Engage – Zoom info
  - Monday 19 February
  - Rotating Topics of interest
  - IT, Circle Awards, Certification, Professional Development Portal, …..

- Sector report to BOD
  - Requesting input from you, (events, photos, challenges)

Keys to Effective Chapter Library

- Objectives and Goals

  - The goal is to help get chapters up and running, be and feel supported, and increase membership and experiences for members and the community throughout the year.

  - Transition from Connect to a Website

  - Seeking volunteers to help with content and review

  - Post to Keys to Effective Chapters Teams or e-mail Don Boyer @ don.boyer@incose.net

New Keys to Effective Chapters Library

Welcome to the Keys to Effective Chapters Library!

Chapter Documents

These documents help each chapter get up and running and subsequently gain buy-in from the leadership team each year. They help each chapter define what they want to accomplish and steps to take to achieve those goals.

INCOSE Policy CHP100 and the Chapter By-Laws are the most foundational documents and should be familiar to all the leadership team.

The Chapter Strategic Plan is the overall guiding document and should include key
...
Strategic Plan and provide directions and details for the current year.

- Strategic Plan
  - Mission
  - Vision
  - Goals
  - By-laws/policy for chapters (CH100)
  - Chapter Unique (abiding by

- Operations Plan
  - Communications Plan
  - Budget
  - Leadership
  - Membership Plan
  - Marketing Plan

Under Construction

Outreach

Chapters are encouraged to host events, share their Systems Engineering knowledge and experience with others, and expand awareness of Systems Engineering and INCOSE.

- New Members
- Marketing
- Publishing

- Website
- Newsletter
- Publicity

Experiences/Education

INCOSE encourages continued learning through events, publications, and certification. Chapters can host events and share educational material with the community, host conferences to bring people together, and sponsor certification exams for professional development.

- Re-align the Team
- Calendar
- Elections
- Transition Plan
- On-boarding New Officers (Review by-laws/Policy for chapters, link to chapter website)

- Certification
- Joint meetings
- Engineering Clubs
- Non-profit Collaboration
- Presentations
- Speaking Opportunities (Unpaid)
- Regional Conferences

Primary Chapter Resource Documents

INCOSE Resources for Chapter Leaders

1. Officer Training to get off to a good start

2. Chapter Awards Criteria to provide an outline for adding member value

3. Keys to Effective Chapter Library organized along Awards Criteria with explanations, guidelines, and examples
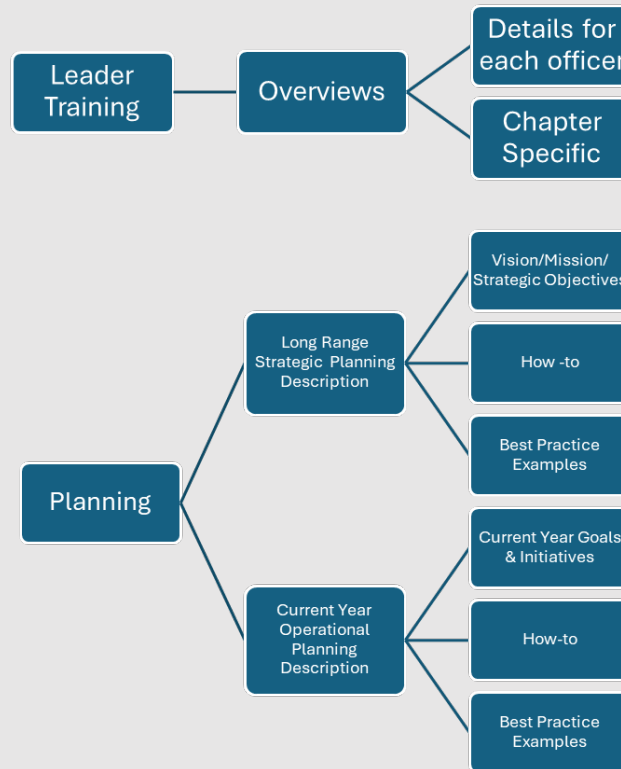

New Keys to an Effective Chapter Library
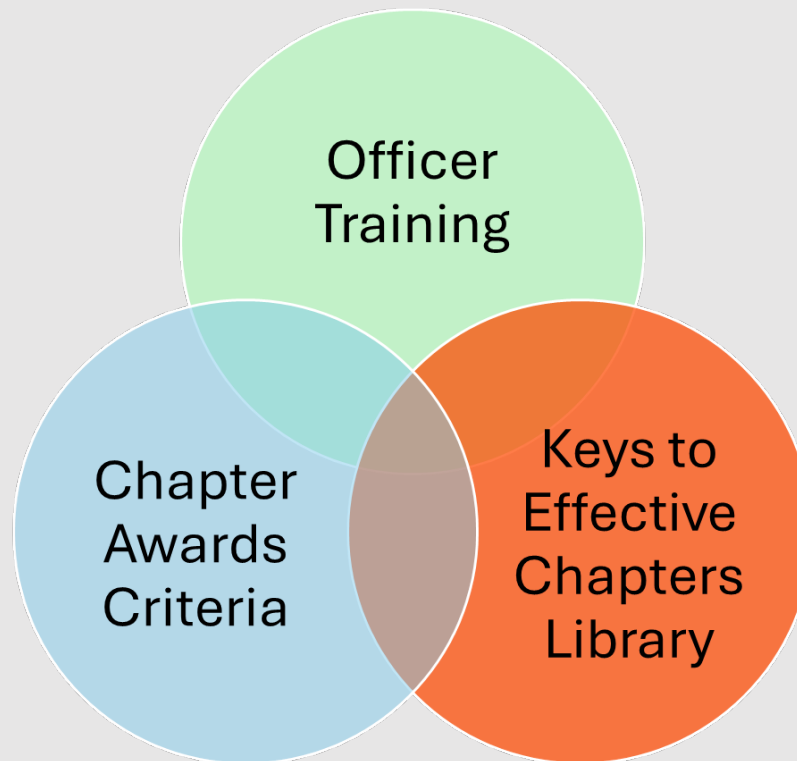
Keys to Effective Chapters Library

Reorganization for easy of use

1. A timeline view of typical needs

2. Hierarchical approach to simplify increasing detail

3. Keys to Effective Chapter Library organized along Awards Criteria with explanations, guidelines, and examples

New Keys to Effective Chapters Library

Timeline >>>>

```
Leader Training ── Overviews ┬── Details for each officer
                             └── Chapter Specific

Planning ┬── Long Range Strategic Planning Description ┬── Vision/Mission/Strategic Objectives
         │                                             ├── How -to
         │                                             └── Best Practice Examples
         └── Current Year Operational Planning Description ┬── Current Year Goals & Initiatives
                                                           ├── How-to
                                                           └── Best Practice Examples
```

Chapter Circle Awards

Mike McCarthy

- Circle Awards are given to Chapters that demonstrate levels of accomplishment (demonstrated via artifacts)

- Circle Awards contain best practices for chapters to operate and support their members

  - If you haven't seen them, it's a good exercise to review and use the guidance

  - As you work on planning chapter activities, upload the info into the MS Teams channel for your chapter

- Circle Awards are now hosted in MS Teams – each chapter has a folder to deposit their inputs

Chapter Award Criteria

- Total Possible Points is 16,000 Points

- Bronze Award for 3,000 points

- Silver Award for 5,000 points

- Gold Award for 8,000 points with Minimum Requirements in each Evaluation Category section

- Platinum Award for 12,000 points with same minimums

To ensure a "balanced scorecard", minimum points required per section.

Officer Training – 300 points	Technical – 500 Points
Event Results – 1000 Points	Outreach & Collaboration – 500 Points
Chapter Planning - 600 points	INCOSE Support – 500 Points
Communication – 1000 Points	Operations – 500 Points
Membership – 500 Points	Subjective – No Minimum

Evaluation Methodology

- Chapters submit evidence in their chapter sub-channel under the Chapter Circle Awards channel within INCOSE Teams
  - There are folders corresponding to the rows in the chapter awards spreadsheet
- Submitting evidence of Chapter Activities as they happen is far more efficient and effective than waiting until December to gather up all the artifacts needed to support the submission package due the second Sunday in January
- This year's Deadline for Submissions was 14 January 2023
- Awards Committee performs evaluation of submissions
  - Evaluations are done virtually
  - Each Chapter is assigned 3 evaluators, one acting as Captain
- Chapter Award Committee members will meet as a group virtually
  - **Adjudicate scores where there may be variation, or where the award level is in question**
  - **Determine Outstanding Chapter**
    - Chapter can not have won title for past three years
  - **Determine Most Improved Chapter**
    - Based on point spread or Level change (i.e. Silver to Gold)

Submission Trends

Chapter Circle Award Submissions
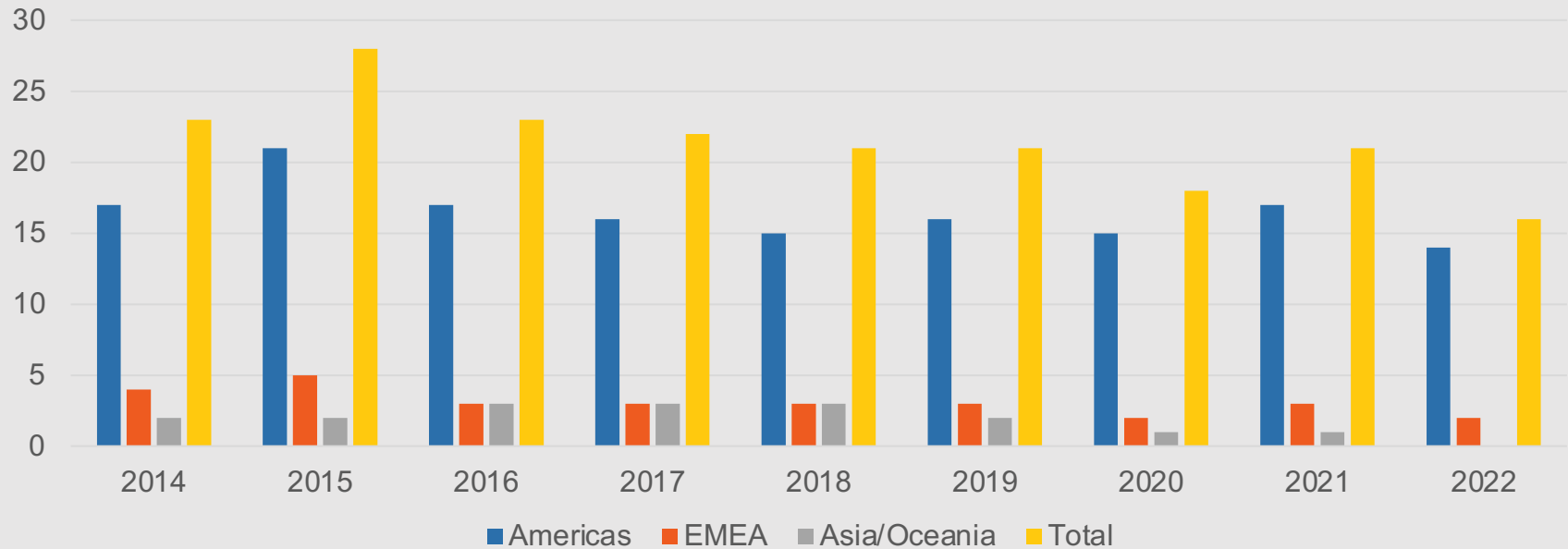
Welcome President and President-Elect

Ralf Hartmann, President

Michael Watson, President-Elect

Key Takeaways

- Communicate with your chapters, support your members

- Host events – chapter, regional

- Attend International Events

- Utilize other events such as webinars to bring INCOSE to your chapter

- Plan and spend funds

  - Food, events, scholarships

  - Sponsor attendees at conferences

  - Participate in other professional events

- Encourage networking, utilize technology to reach out to your member

2024

Annual INCOSE
international workshop

HYBRID EVENT

Torrance, CA, USA
January 27 - 30, 2024

www.incose.org/IW2024