



Adjusting the approach – some Sweden Section examples

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Mats Edvinsson, Chair IEEE Sweden Section

Changes in IEEE – Swedish lessons

► Summary

- Sweden needed to do something, “break the vicious circle”

- Enable opportunities, make space for the future, x – border cooperation, link plans to budget

- Today some implemented, other items still in making

Change needed – Swedish lessons

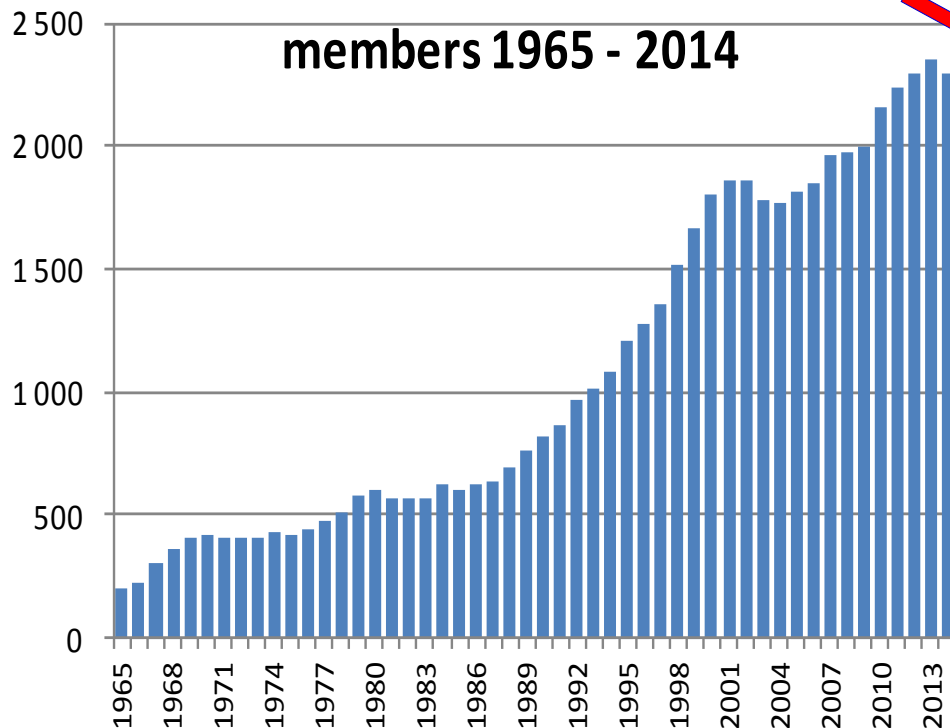
- ▶ Some observations around 2013 ...
 - Cooperation, section & chapters areas for improvement
 - Procedures, economy etc differ from “industry standard”
More often ad hoc & piecewise, than plan forward
 - Visibility perceived as low
 - Improve focus on future generation & industry
 - Members peaking

- ▶ ... called for some changes ...

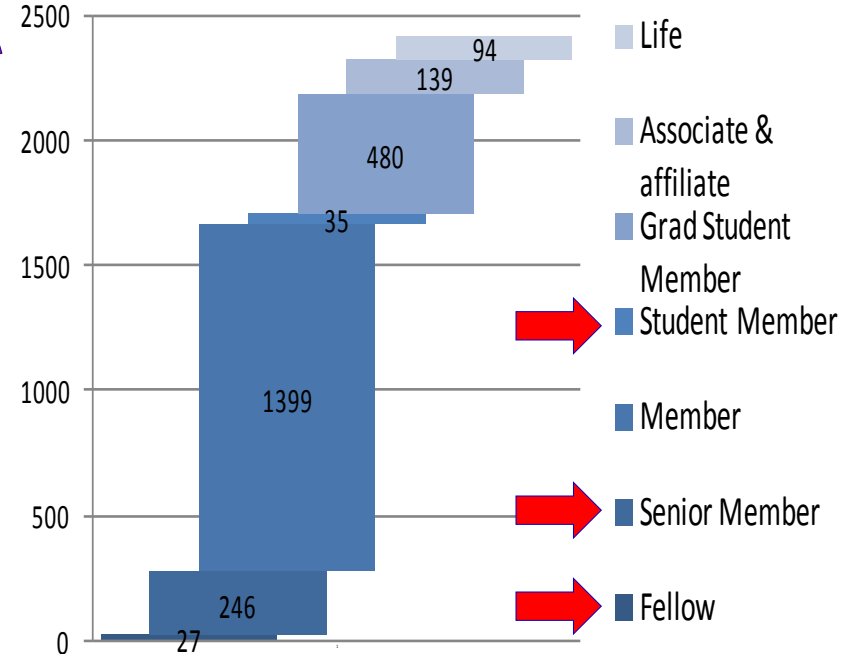
Illustration – Sweden Member dev't & structure

► Areas to address ...

IEEE Sweden Section members 1965 - 2014



Sweden Section members, Dec 2014



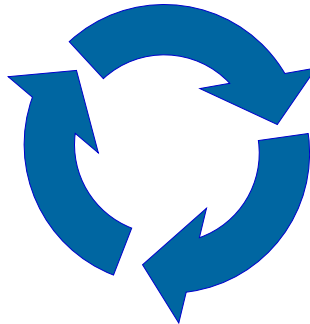
Aim for a “Re-generating circle” – illustrative

Activity

- High activity level & visibility
- Activities engaging the professionals; relevant, high profile ...
- Continuous, in parallel / coordinated

Economy

- Stronger financials via multiple funding;
 - IEEE (members, activities ...)
 - Sponsoring ...
- Increasing “opportunity space”
- Enthusiastic mindset
- ...



Members

- IEEE = “Value to members”
- Significant share of active members
- Proactive member management; generic, events, peers, screening, communication ...
- Increasing total, drop-outs decline, retention increase

Inputs

- Proactive sponsoring; academia, industry, events
- Significant contribution from active members; content, fiscal (e g event fees),
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Enablers drive future opportunities - illustrations

Ambition = Create future "opportunity spaces" for IEEE Sweden

- Enablers create economic funds = opportunities for future
- Reporting of activities => assure IEEE funding

Enablers

- Activities
- Members
- External, sponsors

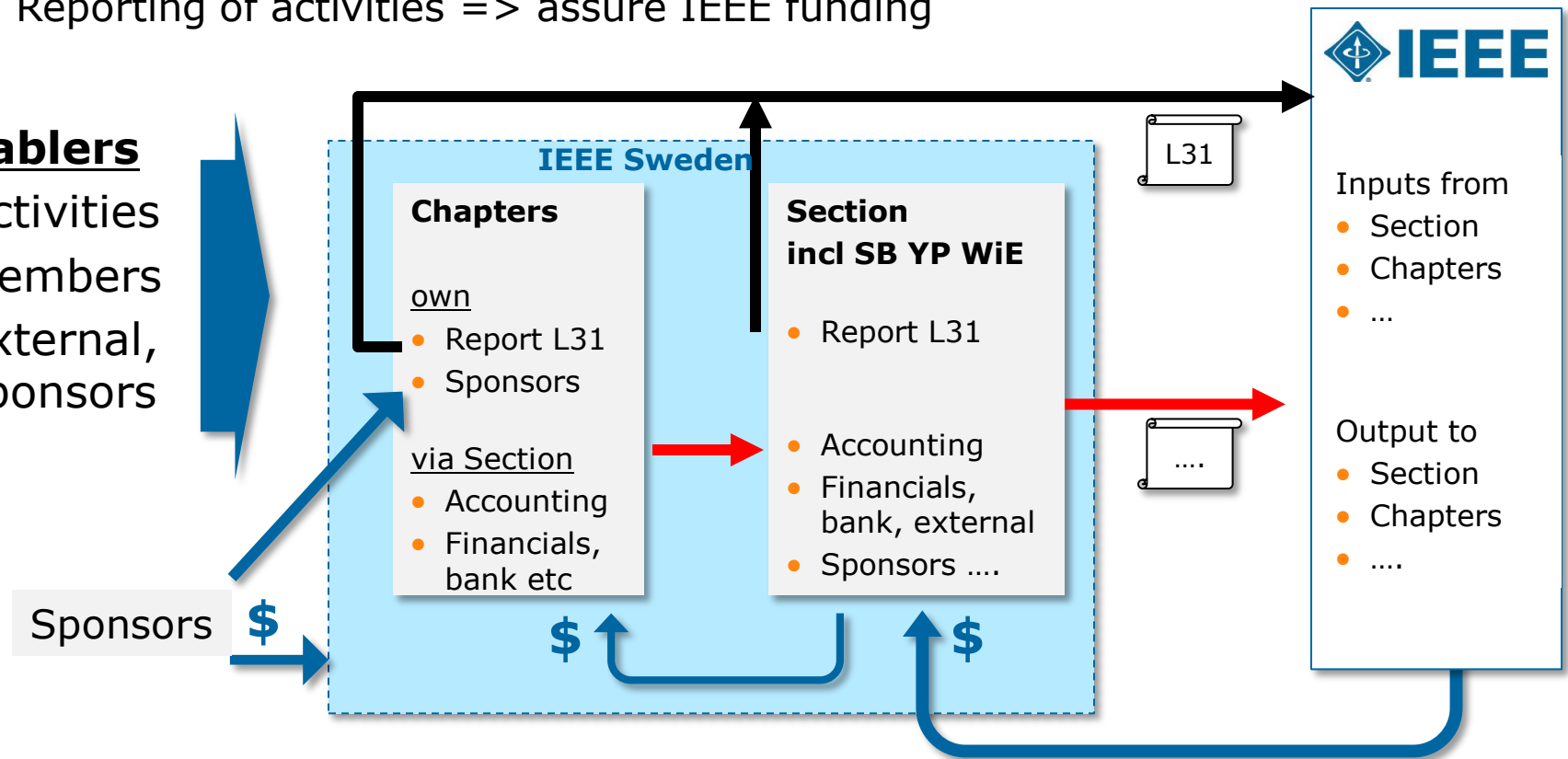


Illustration – Chair workshop Oct 2014

Topics for chapters, WiE, SB, YP in Sweden

Ambitions & plans yr 2015 – 2017

- Chapters
 - Sweden Section
 - YP, Student Branches & WIE
 - IEEE R8 & global
- Activities
- Conferences – e g every 3 yr
 - Tech & professional meetings etc
 - Distinguished Lectures, etc
 - Industrial cooperation etc
 - Other
- Membership development
- “Building for the future” SB YP WIE
 - Address high turnover
 - Address inflow of S YP to chapters
- Initiatives, x-silos
- x-Chapter / Affiliates / External
 - x-territory, e g pan-Nordic
 - Other

Basis for budget yr 2015 & outlooks 2016 – 2017

- IEEE “rebate”, based on
- Activities in Sweden
 - Membership development
- Other funding
- Sponsors, conf fees, in kind etc
- Priorities, cross-support, “invest” (2 new Chapters, SB YP WIE etc)
- Reporting & follow-up
- Chapter, SB YP SIE, Section
 - Commitment
- Other, t b d

Example – Stimulate cooperation & Linking plans to budgets

Q4 = Prepare plan & share

- ▶ Chapters SB YP WiE & Section draft plans & budget proposal
 - FY 1 = detailed proposal & plan
 - FY 2 & 3 = drafts, ambitions, ideas
- ▶ Share draft plans FY 1, 2 & 3
 - Inspiration & cooperation (Nordic)
- ▶ Finalization budget FY 1
 - Allocation, “investment” ...
 - Reserves future FY 2, 3 ...

Execution FY 1

- ▶ Update – actions, plans ...
 - Current FY 1
 - Future FY 2, 3, ...
- ▶ Follow up – actions, finance
 - Reporting, accounting ...
- ▶ Communicate, e g NL (web)
 - Members, external ...

Timeline



Prepare

Plans &
budget

Draft - plans /
ambitions / ideas

- ▶ Principles
 - Section consolidates IEEE Sweden in external reporting
 - Internal bank (since 2016) = “virtual bank account” by Chapter

Sweden activities & plans

– some illustrations

- ▶ **Vitalize & increase activity level**, e g
 - Visibility, transparency, forward focus & efficiency, procedures
 - E g recover Rebates, invest in “next generation” => YP award 2016
 - Members; e g direct mail, newsletter 2014q2 (web t b improved)
 - Across chapter YP SB WiE & section;
 - Annual chair workshop, joint plan & budget process ...
 - Joint external events, e g WiE & Photonics chapter ...
 - New cooperation, e g “industry”-chapter & “academic”-chapter
 - External cooperation; industry, associations & entities
 - E g chapters & industry associations; WiE & corporates ...
 - Hot topics, opportunistic events; e g Sweden 50yr; entrepreneurship, industry requirements, M Levitt tour ...

- ▶ **Increase international engagements**, e g
 - First pan-Nordic SYP Stockholm Nov 2015, pan-Nordic chapter event sharing, (more to come ...)
 - Formation of pan-Nordic chapter, e g CPMT
 - Promote & provide key tech experts to R8, e g EUROCON 2015
 - R8 leadership, meeting 2017q1 in Stockholm

Thank you

- ▶ Mats Edvinsson
- ▶ Chair IEEE Sweden Section
- ▶ mje@ieee.org
- ▶ +46 761 703 706

Back-up

IEEE Sweden Chapters

Chapter		Year
MTT/AP	Microwave Theory & Technology / Antenna & Propagation	1984
VT/COM/IT	Vehicular Technology / Communication / Information Technology	1985
PE/PEL	Power & Energy / Power Electronics	1990
EMC	ElectroMagnetic Compatibility	1990
ED	Electronic Device	1995
CPMT	Components, Packaging & Manufacturing Technology	1996
MAG	Magnetics	1997
E	Education	1998
SP	Signal Processing	2001
C	Computer and Software Engineering	2002
SSC/CAS	Solid State Circuits / Circuits & Systems	2003
EMB	Engineering in Medicine & Biology	2006
IA	Industry Applications	2008
SIT	Social Implications of Technology	2011
RA	Robotics & Automation	2013
P	Photonics	2013

Avoid a vicious circle – illustration

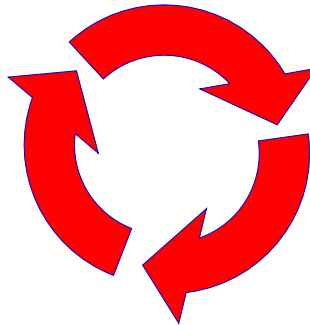


Activity

- Low activity level & visibility
- Topics less exciting / relevant to members' profession
- Infrequent, yearly at best

Economy

- Tight financials & "opportunity space"
- Recession mindset
- Internal battles
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Members

- "Why IEEE?"
- Passive members
- Re-active member management
- Decreasing total, drop-outs increase, low retention ...

Inputs

- Insignificant sponsoring
- Low contribution from members; content, fiscal,
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