INCOSE UK Strategy Plan 2015

**GOAL 1**
INCOSE UK is a recognized and respected authority for Systems Engineering in the UK, maintaining our status as a sustainable and professionally managed Learned Society.

**OBJECTIVES 1**
- A. Deliver high quality Technical Events & Products
- B. Establish and maintain value-adding strategic relationships & engagement
- C. Ensure effective contribution & response to SE-related events & enquiries.
- D. Renew Professional Affiliate Status (2017).

**INITIATIVES 1**
- A1 Deliver successful events & products.
- B1 Build on our relationship with the APM.
- B2 Grow IET relationship to increase SE imagery to INCOSE “offering”.
- B3 Establish clear policy and target for Strategic relationships.
- C1 Use EERC to identify and respond to influencing opportunities as they arise.
- C2 Produce relevant & accurate, press releases & web content.

**METRICS 1**
- B. Input Delivered, traceable changes arising: IET annual review meeting; APM relationship.
- C. ERC triggered comms/website updates, effective timely responses when approached for SE opinion/advice.

**GOAL 2**
Government, Academic and Industrial organizations in the UK increasingly apply and recognize systems engineering.

**OBJECTIVES 2**
- A. Engage with interested Government Departments and industries to inform and influence on “need” for SE.
- B. Ensure a vibrant and effective UKAB.
- C. Continue to grow and diversify UKAB membership.
- D. Engagement with teaching of SE.

**INITIATIVES 2**
- A1 Brief non-traditional organization on INCOSE UK/SE.
- B1 Run two effective joint workshops between UKAB and UK Council.
- C1 Maintain effective UKAB value proposition and promotional material.
- D1 Develop assessment for “SE competence” of an organization.

**METRICS 2**
- A. External engagement - amount of calls for INCOSE input to non-INCOSE events / discussions.
- B. Workshop attendance numbers, concrete products, UKAB membership survey results.
- C. UKAB membership numbers and coverage across divergent sectors, UKAB brochure/material update.

**GOAL 3**
To improve the professional status of all persons engaged in the practice of systems engineering.

**OBJECTIVES 3**
- A. Promote Professional Registration & INCOSE SE Certification to all Systems Engineers.
- B. Establish an annual Continuing Professional Development and provide associated good practice guidance to members.
- C. Engagement with teaching of SE.

**INITIATIVES 3**
- A1 Run two Professional Registration Workshops with IET and support registrants through the process.
- A2 Run INCOSE UK’s online SE Certification system and support applicants through the process.
- A3 Develop more competency / Systems thinking based SE certification (rather than task/experience).
- B1 Run an SE Certification Boot Camp.

**METRICS 3**
- A. Number of workshop participants, new professionally registered members via the IET route, new certified members (ASEC/CEP/IESP).

**GOAL 4**
To support improvements in practice of systems engineering, and share / communicate best practice.

**OBJECTIVES 4**
- A. Help create a national SE Research agenda (multi-year objective).
- B. Establish approach and start to actively recruit Student members.
- C. Enhance / influence inclusion of SE in Engineering education.
- D. Enhance access to SE “state of art” workshops.

**INITIATIVES 4**
- A1 Define gaps in SE practice / capability, and propose “generic” research themes to address.
- A2 SE research agenda event held, baseline position paper published.
- B1 Establish strategy for effective engagement with students.
- B2 Review: baseline level of inclusion of SE in Undergraduate / graduate studies.
- B3 Engage with schools – “middle years programme”.

**METRICS 4**
- A. SE education / research report issued, event held, number of attendees.
- B. Number of student members and level of engagement.
- C. Level of accessibility to SE knowledge (UK, INCOSE international and SEespotUK) via UK site.

**GOAL 5**
To operate as a respected, influential, and collaborative chapter within INCOSE globally, and the EMEA sector.

**OBJECTIVES 5**
- A. Ensure effective representation at INCOSE Workshops & Symposia.
- B. Contribute to the development of an effective EMEA sector.
- C. Make a high quality submission to chapter awards.
- D. Generate funds for “external engagement”.

**INITIATIVES 5**
- A1 Effective plans for INCOSE UK desired outcomes from IW, IS.
- A2 Feedback to UK Council and UKAB from IW, IS.
- B1 Contribute/review EMEA sector operating plan.
- B2 Solicit and raise INCOSE UK issues as part of EMEA strategic planning.
- C1 Rejoin chapter award programme; integrate evidence collection with officer roles.
- D1 Develop budgets / affordability statements for initiatives.

**VALUES**
Our values are the same as those recently asserted by INCOSE:
- Systems Thinking
- Pioneering and Innovation
- Learning and Development
- Respect, Diversity, Collaboration
- Individuals
- Volunteerism