

UK & RI Section Senior Industry Team SWOT Analysis – the Industry Relevance of IEEE

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An initiative started by UK&RI Industry Relations in 2005 set out to understand the reasons for the decline of industry membership. From this we aimed to identify remedies - what we in IEEE should do either nationally, regionally or fundamentally to improve the attractiveness of IEEE to engineers in industry. We joined with the Region 8 industry relations team to influence its objective to 'help move IEEE closer to industry'. In UK&RI we invited leaders from industry companies to join in a Senior Industry team. As we established the team and their involvement, they progressively influenced events for industry in UK & RI. Over the years we also asked them why they may or may not encourage their engineers to join the IEEE. This led to a series of SWOT analyses, all of which we used within the UK & RI and also reported to our Region 8 colleagues to obtain their involvement in responding to the observations from the SWOT analyses. The SWOT analyses sought observations from senior leaders in industry in UK and RI and then in R8, on how IEEE can better serve the industry community. We now seek the commitment of IEEE globally to respond to the SWOT analysis and serve its industry members better - thus empower our members!

Strengths	Weaknesses
<ul style="list-style-type: none"> ◦ Accessible and Affordable to engineers ◦ Digital Library is a valuable technical source ◦ More relevant to research engineers than to commercial industry ◦ Is global ◦ Initiator and owner of International Standards ◦ Opportunity to co-operate with other standards bodies to create cohesive international standards ◦ Forum and global initiator of discussion and debate on relevant issues ◦ Professional community to excite, motivate and energise action ◦ US centricity provides access and awareness of US technology developments 	<ul style="list-style-type: none"> ◦ Increasingly esoteric publications ◦ How to track down industry relevant content/journals? ◦ Insufficient industry relevant publications, particularly extracts ◦ Too much academic dominance ◦ Irrelevant to industry. Must rebalance towards industry ◦ Must increase industrial content into conferences (e.g. product development analyses and results, market research) ◦ IEEE Copyright requirement is draconian and not acceptable to industry who will not relinquish to IEEE the IPR they have generated and paid for ◦ US centric
Opportunities	Threats
<ul style="list-style-type: none"> ◦ To create professional & vocational qualification and recognition (e.g. in UK: engineering diplomas and certificates) ◦ Opportunity for individuals and companies to gain international recognition ◦ To provide industry relevant reviews of articles (c.f. Amazon reviews on books) ◦ To identify problems and issues to be tackled – need real industry oriented problems ◦ To provide/facilitate industry experience for students ◦ To encourage young people into engineering. ◦ Create IEEE Clubs to involve school children and interest them in IEEE. Involve student chapters ◦ Create IEEE mentoring for professional development ◦ Proactively promote and make visible IEEE CPDs and educational software. ◦ To create continuity in professional development for non-lifetime jobs of today ◦ Provide appetite-whetting 6-month free subscription ◦ Revive journal "IEEE Tutorial" ◦ To have IEEE sponsored industry lectures and visits to schools and universities ◦ To help develop engineers to compete with global competition threats (outsourcing, relocation) ◦ To get inputs of why and why not IEEE from newcomers to industry ◦ Recruit for IEEE actively on industry sites ◦ International nature of IEEE to enable global job opportunities for IEEE members ◦ Demonstrate that IEEE is special and desirable to join 	<ul style="list-style-type: none"> ◦ Industry people are too busy ◦ Industry employees have to be at workplace, not conferences ◦ Industry requires immediate/short-term returns ◦ IEEE could become irrelevant to industry <p>(need statistics of declining IEEE industry compared with academic membership vs actual qualified engineers)</p>