



IEEE Broadcast Technology Society

Strategic Plan 2017-2020

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Created by: IEEE-BTS Strategic Planning committee
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Table of Contents

- Executive Summary 3
- A Word from the President 3
- Mission Statement 4
- BTS Field of Interest (FOI)..... 4
- IEEE Core Values:..... 4
- Current Situation: 4
- Desired Situation 6
- Strategic Planning Process: 6
- Key Performance Indicators (KPI)..... 7
- Action plan..... 7
 - Objectives:..... 7
 - Increase IEEE BTS’s relevance to members and other target audiences..... 7
 - Grow IEEE BTS membership 8
 - Advocate and inform within the industry and related industries about broadcasting..... 8
 - Make a difference in the industry and in the professional lives of Members. 9
 - Optimize IEEE BTS governance, including updating the by-laws, committee structure and
volunteer staffing. 9
- Appendix 1 – Detailed plan of action 10



Executive Summary

This strategic plan treats IEEE Broadcast Technology Society as a single unit or entity. Although part of a bigger IEEE organization with wider ramifications, this plan specifically concentrates on BTS activities.

The Broadcast Industry is an industry like no other; once the main source of information and entertainment the public had available, broadcast has seen its role shift to one of the many sources of entertainment and information of today's connected world.

Organizations supporting the broadcasting industry have had to adapt to this new reality. They have found themselves needing to take advantage of the new tools and technologies now available to the user. This is the context into which IEEE BTS had to evolve while remaining relevant, efficient and influential to our constituents.

This plan reviews all the services we provide to our members and to the industry and academia in light of our new environment where change is the only constant.

A Word from the President



Welcome to the initial version of the IEEE Broadcast Technology Society's strategic plan. I qualify this as the initial version because for this or any strategic plan to meet the goal of being strategic in a volatile and changing environment requires regular reviews, updates, enhancement and modifications.

The team of volunteers that have worked on this plan have taken the strategic goals and directions formulated from numerous meetings and interactions with BTS leadership, members, non-members and industry leaders and created a roadmap for this journey. The destination is a BTS that provides value and benefits that inspire existing members to continue to become more involved and non-members to join and become part of a dynamic society.

Some of the elements of this plan are minor adjustments while others are major overhauls. Everything that is described in our plan has the goal of making BTS a better organization that maximizes the value returned to the membership. As with any journey, there will be detours and delays that require flexibility and adjustments. Much like the industries and institutions that BTS members represent, BTS must navigate this course over and around the obstacles and eddies while still maintaining focus on the destination in which is over the horizon.

Mission Statement

The BTS mission is to serve the needs of the members of the Broadcast Technology Society to enhance their professional knowledge and vitality by keeping them informed of the latest research results, business trends and advances in technology and their practical applications.

Vision Statement

To be a collaborative working group driving the advancement of technology in the industry

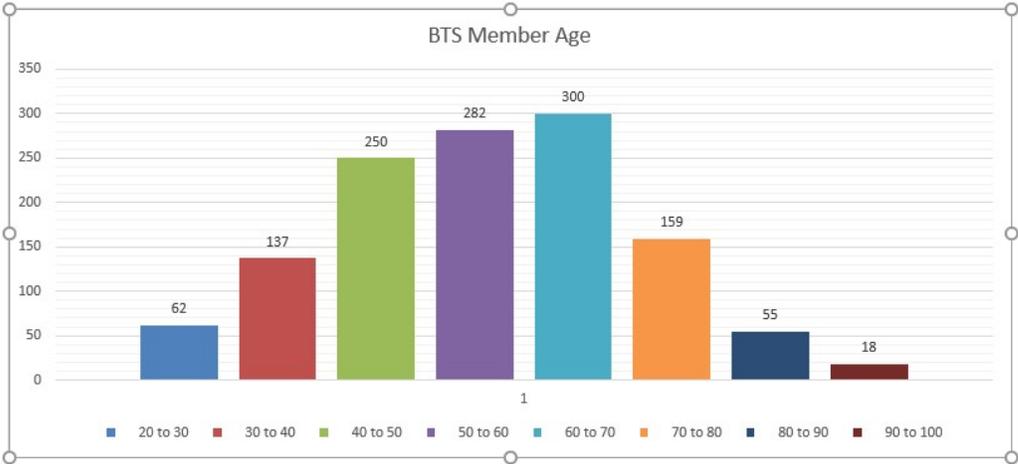
BTS Field of Interest (FOI)

Broadcasting is a one-to-many communication service in which the transmissions are intended for direct reception by the general public or a target audience, which may include audio, video and/or data services. The field of interest of the IEEE Broadcast Technology Society (BTS) shall encompass devices, equipment, techniques, and systems related to broadcast technology, including the production, distribution, wired and wireless transmission, propagation aspects and reception.

- **Trust:** Be the trusted and unbiased source of technical information, and forums, for technical dialog and collaboration.
- **Growth and Nurturing:** Encourage education as a fundamental activity of engineers, scientists, and technologists at all levels and at all times; ensuring a pipeline of students to preserve the profession.
- **Global Community Building:** Cultivate active, vibrant, and honest exchange among cross-disciplinary and interdisciplinary global communities of technical professionals.
- **Partnership:** Promote a culture of respect for the employee and volunteer, valuing contributions at all levels of the organization, investing in training and development to enhance capabilities, empowering individuals to make a positive difference, and building a membership organization based on a strong volunteer-staff partnership to serve the profession.
- **Service to humanity:** Leverage science, technology, and engineering to benefit human welfare; promoting public awareness and understanding of the engineering profession.
- **Integrity in action:** Foster a professional climate in which engineers and scientists continue to be respected for their exemplary ethical behavior and volunteerism.

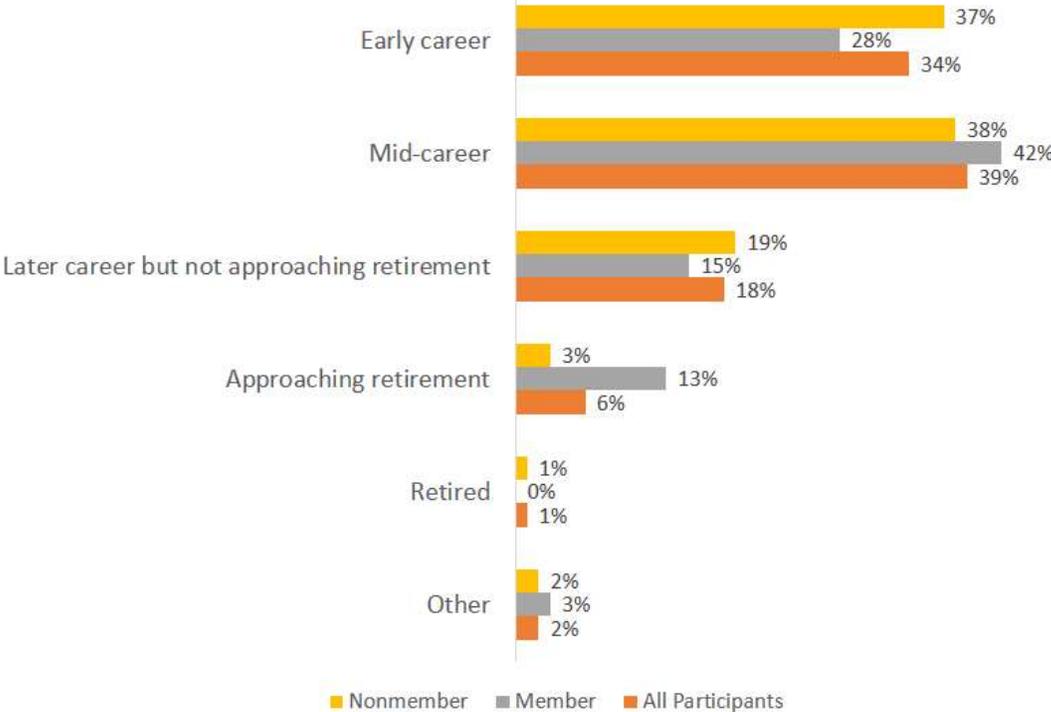
Current situation: 2017

Demographics: The satisfaction surveys conducted in the past shows that we serve our traditional audience very well. The demographics of our membership are as follows:

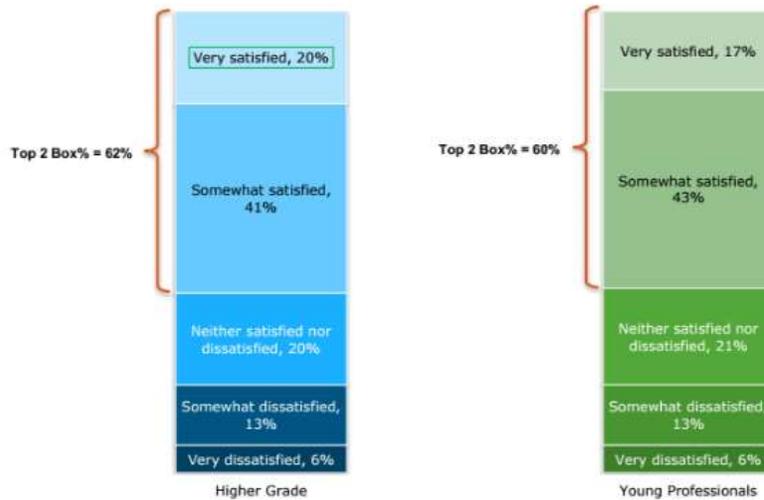


Career Stages: A Poll realized by IEEE MGA Membership Recruitment and Recovery committee with 250 electrical engineering professionals both IEEE members and non-members. The latter shows that IEEE members represent a lower density of early careers candidates as non-members, when we draw a parallel with IEEE BTS membership, we notice the same trend in a more pronounced manner

Career Stage of Participants



Member satisfaction: Globally within IEEE, the satisfaction degree of our IEEE members is somewhat enlightening, the trend shows in both senior members and young professionals group



Desired situation

It becomes obvious that BTS must increase their membership among the young professionals group

Strategic Planning process:

Who are the real IEEE BTS stakeholders?

- A) The Membership
- B) The Industry
- C) The Academic Community

The Strategic Planning committee was formed by representatives from these 3 areas:

- Mr. Guy Bouchard (Chair)
- Ms. Christine DiLapi
- Mr. Bill Hayes
- Mr. Ralph Hogan
- Mr. Maurizio Murroni
- Mr. Lanny Nass
- Mr. Angel Nunoz

- Ms. Marisabel Rodriguez
- Mr. Dave Siegler
- Ms. Amanda Temple, Staff
- Mrs. Margaux Toral, Staff

The process was inspired from the practices of IEEE Technology and Engineering Management Society (TEMS):

- Identify values and mission
- Perform SWOT (Strength, Weaknesses, Opportunity, Threats) analysis
- Explore synergies and relationships between strengths, weaknesses, opportunities and threats
- Focus on a few major actionable objectives that we really want to achieve
- Draw an action plan to get there in a measurable manner

Key performance indicators (KPI)

- Increased membership
- A measurable shift in membership demographics
- Increased attendance at our conferences and educational events

A glimpse of the action plan

Objectives:

Increase IEEE BTS's relevance among members and other target audiences

- Improve BTS' presence on social media platforms relevant to our target audience
- Create the BTS experience for non-members and younger members

Highlights:

- By targeting a specific audience, spreading the word about who we are and what we do
- Use the appropriate vehicle to reach our target audience, social media
- Increase communications with membership and our prospective members
- Explore new ways to become the 'go-to place', or 'info hub' as far as broadcast information is concerned

Grow IEEE BTS membership

Focus on growth in young professionals

- Increase the value to our existing and prospective members
- Spread the word on the value of being part of BTS

Highlights:

- Develop relationships with targeted universities and maintain a constant liaison with them
- Become the reference as far as Broadcast Curriculum is concerned
- Leverage and expand our Distinguished Lecturer program
- Promote broadcast engineering as a career path with interesting perspectives

Advocate and inform within the industry and related industries about broadcasting.

- Increase industry activity level by 20% in the next 3 years (number of papers delivered, social media presence, web site metrics, etc.).

Highlights:

- Create relationships with new technical organizations along with existing organizations based on relevance
- Promote BTS members as thought leaders in the industry
- Position BTS members as experts at the cutting edge of technology
- Broadcast BTS activities to members and the industry and ask for their feedback and involvement
- Create and maintain bi-directional communication channels with industry thought leaders

Become a growth catalyst in the industry and in the professional lives of Members.

- Create an environment where both existing and future members feel that the BTS membership is of value to them and act as a catalyst in their professional lives.

Highlights:

- Develop effective publications to address applications-oriented engineers
- Develop education programs that reflect the Society FOI and current industry trends
- Provide easier access to Society events and resources, more affordable and on the right platform (subject matter)
- Realizing that the local element is of a huge importance, build upon support to local BTS chapters
-

Optimize IEEE BTS governance, including updating the by-laws, committee structure and volunteer staffing.

- Reduce administrative overhead expenses by 10% in the next 3 years
- Increase accountability and adherence to projects and plan schedules

Highlights:

- Completely overhaul our governance structure within the IEEE governance framework:
 - Enhance the way we use our volunteers:
 - Recruit them with new criteria, social media presence, representatives of industry segments
 - Set the expectations to make sure that the volunteer knows, right from the start, what is required from him/her
 - Hold the volunteer accountable
 - Ensure that committees have the sufficient number of active members to ensure business continuity
 - Introduce succession planning
 - Ensure that volunteers contribution is highly valued