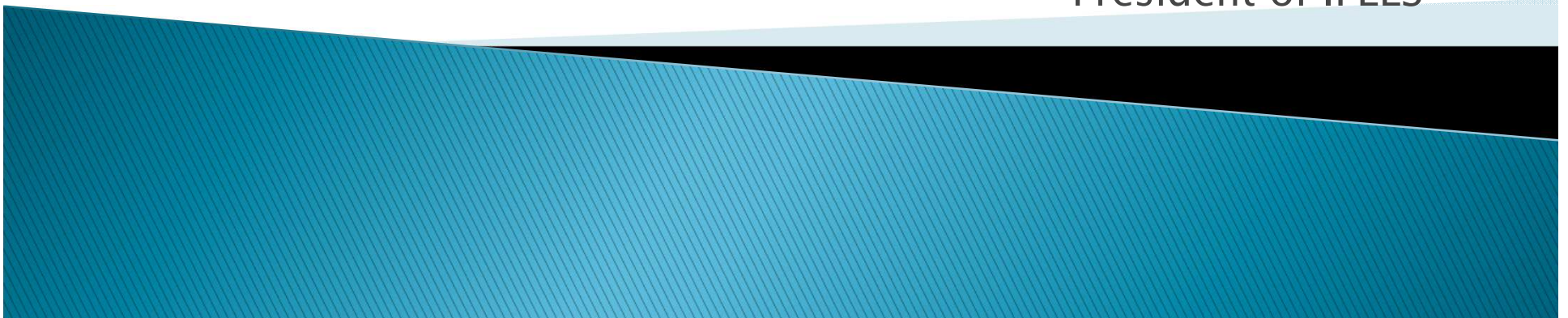


2011 IFEES Strategic Plan

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President of IFEES



Members of the Committee

- ▶ Jim Melsa, Iowa State University, Chair
- ▶ Krishna Vedula, Indo US Collaboration on Engineering Education
- ▶ Lueny Morell, Hewlett-Packard
- ▶ Jenni Case, Society for Engineering Education of South Africa
- ▶ Renata Engel, American Society for Engineering Education
- ▶ Ramiro Jordan, Ibero-American Science & Technology Education Consortium
- ▶ Hasan Mandal, Turkish Deans Council
- ▶ Wim Van Petegem, European Society for Engineering Education
- ▶ Jim Ryan, MathWorks
- ▶ Nagarjuna Sadineni, Wipro Mission10X
- ▶ Luiz Scavarda, Brazilian Association for Engineering Education & Engineering for the Americas
- ▶ Masahiro Takei, Japanese Society for Engineering Education
- ▶ Hans J. Hoyer, IFEEES Secretariat

PROCESS

- ▶ The committee had monthly one-hour telephonic meetings beginning in January 2011
- ▶ Created and refined a Strength, Weakness, Opportunities, and Threat (SWOT) analysis
- ▶ Reviewed and revised the Vision, Mission, and Values
- ▶ Analyzed the SWOT information to determine four critical actions needed to be address the long-term success of IFEES
- ▶ Propose the creation a task force to address each

VISION

IFEES is an important catalyst to the global community of engineering education in building towards engineering excellence.



MISSION

IFEES will provide a global network of engineering education stakeholders which leverages the collective resources of its members to fulfill their missions by identifying, discussing, and advancing common objectives of the engineering education community to meet the global challenges.

IFEES Values

IFEES will promote the following core values among its members and in all of its activities:

- ▶ Excellence in engineering education globally and in IFEES members
- ▶ Sensitivity to issues regarding our communities and environment
- ▶ A culture of community building and collaboration among all stake holders
- ▶ An engineering education profession which displays integrity, honesty, work ethic, cultural awareness, diversity and social responsibility
- ▶ Capacity building in engineering education
- ▶ Contributing to the socio-economic development of developing communities
- ▶ Integrity, transparency, and respect in all dealings

Strategic Thrust Areas

IFEES will use its activities to address the following four thrust areas of interest:

- ▶ Engineering Education Infrastructure
- ▶ R&D and Entrepreneurship
- ▶ Student Attraction and Success
- ▶ Lifelong Learning

TASK FORCE 1

Establish a strategic task force to address, clarify, and redefine mission

- ▶ What is necessary to make IFEES sustainable?
- ▶ Who or what should be members of the organization?
- ▶ Recognize the multitude of cultures and economic situations of the members
- ▶ Be aware that different regions of the world need different things
- ▶ Reach out to member organizations to identify needs and determine how to motivate them to become actively involved to find solutions

TASK FORCE 2

Establish a strategic task force to define and communicate "value proposition" for IFFES to members

- ▶ Review the current value proposition
- ▶ List examples of current success and even failure stories with details on how and what was achieved as well as lessons learned
- ▶ Make the IFEES Summit a signature event not just another conference
- ▶ Address how to get the members of the member organizations to be aware of IFEES and its value to their organizations.
- ▶ Position IFEES as the global umbrella organization for engineering education
- ▶ Determine how to improve branding

TASK FORCE 3

Establish a strategic task force to create an effective and active web presence

- ▶ Create a webinar program to share best practices and address critical issues in engineering education
- ▶ Create a place for on-going dialog and a journal of activity on a variety of engineering education issues
- ▶ Create a database of information for the use of members
- ▶ Create a wide variety of virtual meetings
- ▶ Find a hosting organization and resources to support the web presence

TASK FORCE 4

Establish a strategic task force to determine what roles IFEES can play in the critical accreditation issues for developing countries

- ▶ Determine ways that IFEES can identify and potentially provide resource individuals and organizations
- ▶ Be aware that different regions are in different situations with a strong base of accreditation in the United States and Europe
- ▶ Find ways to make use of IFEES web presence to assist in this effort.

NEXT STEPS

- ▶ Each task force will be led by co-chairs and consist of 6 to 8 members
- ▶ The task force will define a complete work plan including schedule and performance metrics
- ▶ Work plan will be submitted to the IFEES Executive Committee for approval
- ▶ It is expected that task forces will be in place and functioning by the meeting in Lisbon