
IEEE
STANDARDS ASSOCIATION

Strategic
Plan

OVERVIEW

The IEEE Standards Association's (IEEE-SA's) strategic long-range plan describes the organization's vision and expected future achievements. The envisioned future recognizes the IEEE Standards Association's potential and ability to support future stakeholder requirements and provide continuing support for the engineering profession. The IEEE Standards Association will continue to be an integral component within the evolving world standards environment.

The standards environment focus is global. To support a global market, industry will pursue and expect expanded services to be available through standards communities. Industry, in conjunction with governments, recognizes the economic value to be achieved through SDO collaboration and coordination. Economic, political, governmental, and market influences will become increasingly integrated and partnered within the future standards framework.

The IEEE Standards Association's strategic plan is designed to ensure the appropriate standards services are delivered, reflecting these evolving market and professional requirements. The strategic plan reflects a structure that allows adoption to changing needs and ensures future planning and deliverables remain relevant.

Excellence in technology delivery and process management will continue to drive the IEEE Standards Association as it progresses into the next decade. The enduring **core values**, summarized below, will continue to influence the IEEE Standards Association in focusing its strategic goals and objectives.

- **Respect for consensus:** results are embraced as widely as possible; satisfying majority while considering minority
- **Due process:** fairness and justice; peer reviewed; avoidance of undue influence; balance of stakeholder interests; right of appeal
- **Openness:** allowing anyone to participate; transparent; assurance that the voices of interested parties are all considered
- **Global market relevance:** value to world markets; customers are the driving force; applicable to industry and the public; our output provides real value and benefits to users

- **Technical integrity and excellence:** quality in every aspect; integrity underpinning everything we do
- **Collaboration and community building:** trust and respect (reinforcing professionalism); people are our strength
- **Innovation:** fuels our future; fostering a place for newness; pushing frontiers

The IEEE Standards Association's strategic plan incorporates the organization's mission and future organizational vision. Five strategic goals define the attributes necessary to be achieved over the five year horizon to address the mission and vision.

The achievement of each goal moves the IEEE Standards Association towards the realization of its 10 – 15 year vision. Each goal is supported through key objectives defining the planned organization achievements.

STRATEGY

The IEEE Standards Association's **mission** is to:

Enable and promote the collaborative application of technical knowledge to advance economic and social well being.

The IEEE Standards Association's **vision** is to:

Enhance the IEEE Standards Association's recognition as a preferred global provider of high-quality, market-relevant technology standards and of services that promote their universal adoption.

Five **strategic goals**, with supporting objectives enable the strategic vision to be achieved:

Goal #1 – Business Model:

The IEEE Standards Association will continue to build robust and balanced lines of business to reflect the full life cycle of standards¹.

Objectives:

Grow existing and create new lines of business

Pursue emerging opportunities associated with the full life cycle of standards

Broaden the IEEE Standards Association's standardization activities and processes to fully include the full life cycle of standards

Increase the visibility and perception of the IEEE Standards Association in order to fully leverage the value of the IEEE brand

¹ The full life cycle of standards refers to all activities from the initial nurturing of a technology through acceptance and application in the marketplace

Goal #2 – Strategic Technologies:

The IEEE Standards Association will continually work proactively and collaboratively with relevant communities to enable timely standardization and/or related activities in areas of new and/or strategic importance.

Objectives:

Increase collaboration with the IEEE's technical societies, corporations, universities, government, research organizations, standards development organizations (SDOs), and consortia

Refine the project pipeline for the introduction of strategic technology into the full life cycle process

Goal #3 – Process Efficiency:

The IEEE Standards Association will continue to streamline the process for each stage of consensus development.

Objectives:

Develop new methods to engage industry and relevant parties in early stages of IEEE Standards Association full life cycle activities

Improve measurement of key identified milestones in the standards development process

Ensure continuous improvement of all process support tools

Goal #4 - Education:

The IEEE Standards Association will be further known for its standards education programs that serve diverse audiences.

Objectives:

Work across the IEEE to broaden educational opportunities regarding the value and use of standards and the standards development process

Increase the understanding of standards' contribution to industries' business models

Increase the IEEE Standards Association's participation in international education activities

Goal #5 – Global Participation and Perception:

The IEEE Standards Association will enhance its recognition worldwide as a global organization and will strengthen global participation on all levels.

Objectives:

Increase international adoption of IEEE Standards Association's individual standards or content

Improve the international visibility of the IEEE Standards Association

Broaden the participation from regions and countries

Increase and diversify global participation in IEEE Standards Association activities