INSTITUTE OF INDUSTRIAL & SYSTEMS ENGINEERS

IISE Strategic Plan 2020

MISSION

We serve those who solve the complex and critical problems of the world.

VISION

A widely recognized, inclusive organization that advances, promotes, and unites the industrial and systems engineering profession worldwide.

IISE LEAPS FORWARD WITH DYNAMIC STRATEGIC PLAN

The leadership of the Institute of Industrial and Systems Engineers unveiled a new Strategic Plan at IISE's 2019 Annual Conference & Expo in May, setting the Institute's course direction for 2019 and beyond. IISE continues to focus on serving the ISE profession with a bold, new mission that "We serve those who solve the complex and critical problems of the world." The plan is supported by four pillars:

1. **I**ntegrate the profession worldwide.

2. **I**nclude all for diversity, equity and cultural prosperity.

3. **S**trengthen the image, advocacy and impact of ISE professionals.

4. **E**xcel in customer experience for members, partners and affiliates.

Don Greene
IISE CEO and 2019 IISE Fellow

With this new plan, IISE has recommitted to **you** – our members and the ISE profession globally – to continue to support, educate, expand and advocate on your behalf throughout 2019 and beyond. The plan gives us a path with priorities to achieve goals and measure successes. It is also a living document that will evolve over time as the profession and technology continues to shape and reshape the landscape of ISEs from students to academia to industry.

And, we will continue to strive to achieve our new vision as "A widely recognized, inclusive organization that advances, promotes, and unites the industrial and systems engineering profession worldwide."

Members of Board of Trustees, staff and guests at IISE HQ, 2019. IISE leaders were instrumental in developing the 2020 Strategic Plan.

As always, thank you to those ISEs who advance the profession through membership and volunteering. Let's continue our engineering mindset to solve problems together and make the world around us a better place to work and live.

INTEGRATE
the Profession Worldwide

GOAL
Involve ISE-focused organizations, associations, and professionals in IISE activities

METRIC
Increase engagement in other countries through membership, service to ISEs, and partnership with other associations

INCLUDE
All for Diversity, Equity, and Cultural Prosperity

GOAL
Ensure representation and active engagement for all

METRIC
Diversity, equity, and inclusion are evident in BOT, TOB, NAOB, IOB, and in IISE awards

STRENGTHEN
the Image, Advocacy, and Impact of ISE Professionals

GOAL
Recognize and promote our impact and broadly convey our contributions

METRIC
- ISE degrees conferred
- Positive media mentions
- Job placement rates
- ISE degree market share

EXCEL
in Customer Experience for Members, Partners, and Affiliates

GOAL
Deliver excellent value

METRIC
- Maintain organizational sustainability
- Net Promoter Score

INTEGRATE
the Profession Worldwide

GOAL
Involve ISE-focused organizations, associations, and professionals in IISE activities

METRIC
Increase engagement in other countries through membership, service to ISEs, and partnership with other associations

1.1 Develop or co-sponsor conferences outside the United States
- Define evaluation criteria for international conference opportunities
- Support international co-sponsored conferences through attendance and marketing
- Identify universities based in the United States that offer international fellowships for PhD students

1.2 Develop international volunteers and leaders
- Activate the international operations board with Assistant Vice Presidents and routine meetings
- Encourage CIEADH to develop an international community
- Use IISE Connect to virtually connect international members

1.3 Increase student and professional membership outside the United States
- Implement international dues structure to all international countries
- Develop value proposition for international members

1.4 Expand training offerings (in various formats) outside the United States
- Market training offerings available in languages other than English
- Expand student training outside the United States

1.5 Partner with local ISE associations in other countries
- Define evaluation criteria for international partnership opportunities and pursue partnerships
- Pursue partnerships with ISE associations in other countries, such as ABEPRO in Brazil, CIEI in China, and others

INCLUDE
All for Diversity, Equity, and Cultural Prosperity

GOAL
Ensure representation and active engagement for all

METRIC
Diversity, equity, and inclusion are evident in BOT, TOB, NAOB, IOB, and in IISE awards

2.1 Increase diversity knowledge, awareness, and interpersonal competence of ISE professionals
- Provide DEI and cultural training on topics tied to ISE field by leveraging existing resources (ex. US State Department, partnerships with other organizations already offering training)
- Engage professionals in the education, research, and practice of principles that advance fairness and equity in the outcomes of ISEs' work and the systems with which they engage

2.2 Increase representation and active engagement of diverse individuals, institutions, and organizations in IISE
- Intentionally select board members for diversity
- *ISE* magazine issue focused on diversity
- Explore partnerships with other engineering organizations (ex. NSBE, SHPE, SWE)

2.3 Sustain our commitment with a standing diversity, equity, and inclusion committee to annually assess and evaluate progress in IISE and to assist in the planning and implementation of actions as required
- Ensure diversity in committee (ex. at least one member residing outside the United States)

2.4 Ensure equity in treatment and access among members to information, organizational participation, resources, and other opportunities to influence the direction, strategic vision, and initiatives of IISE
- Provide *ISE* magazine and IISE website in a format that can be translated using free tools (ex. Google Translate)
- Provide technology for participation in events remotely (ex. meetings, conferences)
- Identify unintentional barriers that may exist to prevent people from engaging with IISE and facilitate solutions as possible

STRENGTHEN
the Image, Advocacy, and Impact of ISE Professionals

GOAL
Recognize and promote our impact and broadly convey our contributions

METRIC
- ISE degrees conferred
- Positive media mentions
- Job placement rates
- ISE degree market share

3.1 Increase the number of media mentions for the ISE profession
- Follow all the ISE departments to identify and promote success stories

3.2 Highlight successes of ISEs
- Publicize success stories, such as National Academy of Engineering members
- Spotlight profiles of successful ISEs across multiple channels, such as *ISE* magazine, LinkedIn, IISE Connect

3.3 Provide information that will enhance the understanding of the ISE profession
- Promote the career center on IISE website to CIEADH and Student Chapters to highlight career opportunities for ISEs
- Develop methods for sharing ISE profession to K-12; perhaps app that is a game?
- Develop competitions that help people understand ISE profession
- Encourage attendees of IISE student regional conferences to be members of IISE by providing incentives
- Capture information about and reach out to students who are members of a student chapter but are not members of IISE to encourage them to join the parent organization

3.4 Highlight advocacy efforts of IISE to members and others

EXCEL
in Customer Experience for Members, Partners, and Affiliates

GOAL
Deliver excellent value

METRIC
- Maintain organizational sustainability
- Net Promoter Score

4.1 Obtain acceptable feedback through member/customer surveys

4.2 Improve the quality of conferences, seminars, publications, webinars, and other IISE products and services
- Go live with the new association management system by 12/31/2019
- Continue striving to improve the quality and value proposition of the IISE Annual Conference so that it is recognized as an elite offering for research and application
- Support industry involvement with marketing, webinars, and podcasts

4.3 Capitalize on volunteer strengths
- Align volunteer opportunities with volunteers based on volunteer interests and strengths

4.4 Improve retention rates for members and customers
- Implement international dues structure to all international countries
- Measure and report member retention rate and student conversion rate
- Improve the ease of access to IISE Connect for IISE members
- Initiate university affiliations in IISE Connect to connect alum and students
- Refine the mentoring program

4.5 Meet or exceed budgeted revenues and net performance