



International Council on Systems Engineering

Chesapeake Chapter

Strategic Plan

2020-2025

April 5, 2021

Strategic Plan 2020-2025

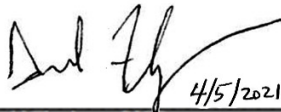
Reviewed and amended by the INCOSE Chesapeake Chapter Board of Directors for the chapter's Fiscal Year April 1, 2021 – March 31, 2022.

Approved by:



4/5/2021

Jeffery L. Berlet, ESEP (Signature and Date)
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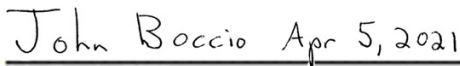
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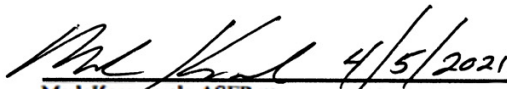
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5-April 2021

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1. Introduction

The Chesapeake Chapter, one of the chapters in the America Sector, is the Northern and Central Maryland area chapter of the International Council on Systems Engineering (INCOSE), formed to support INCOSE in the expansion of systems engineering understanding, practice, definition, and evolution for the benefit of our members and stakeholders. The INCOSE Chesapeake Chapter of Maryland will continue to support the mandate, strategic goals, and objectives of INCOSE as well as the application of systems engineering to all areas of emerging interest as reflected by the inputs from the chapter membership.

Local industry has in the past been dominated by information technology. This industry has grown and created a meaningful profession for many systems engineers and will continue into the foreseeable future. With the recent stand-up and expansion of the US Cyber Command at Fort Meade, cyber security will likely dominate the systems engineering landscape over the next several years. Other areas of interest include: integration of systems, the Internet of Things, Critical Infrastructure Protection (CIPR), and transportation systems to include public issues such as mass transit; energy conservation through proper analysis of new energy schemes such as wind power; survival of chemical, nuclear, biological events; resiliency of communities, and control of civil disorder.

These issues are likely to remain as topics of interest to systems engineers, employers and the general public. System engineers have a leading role to play in bringing logic and discipline to these systems and programs. The Chesapeake Chapter's (the Chapter) ability to adapt to our rapidly changing political and social environment could influence major events and provide services to the country that are as yet unimagined. This document defines the strategic plan that the Chapter will use to guide its activities and efforts beginning in January 2020 and continuing through 2025. For budgetary and planning purposes, the Chesapeake Chapter Fiscal Year begins on April 1 and ends on March 31.

This document follows the INCOSE strategic vision described in the "Vision 2025 Report - A World in Motion, Systems Engineering 2025", July 2015. This report is available for download to all INCOSE members free of charge on the INCOSE web site at www.incose.org.

2. INCOSE Mandate

The Chapter Board of Directors has taken care to ensure that the Chesapeake Chapter strategic plan aligns with the latest INCOSE Vision 2025 and the INCOSE International Strategic Plan.

2.1 INCOSE Mission

Share, promote and advance the best of systems engineering from across the globe for benefit of humanity and the planet.

2.2 INCOSE Vision

The INCOSE vision is captured in the "Vision 2025 Report - A World in Motion, Systems Engineering 2025", August 2014. The INCOSE vision is to *inspire and guide* the direction of systems engineering across diverse stakeholder communities, which include:

- Engineering Executives
- Policy Makers
- Academics & Researchers

48 - Practitioners

49 - Tool Vendors

50 This vision will continue to evolve based on stakeholder inputs and on-going collaborations with
51 professional societies.ⁱ

52

53 2.3 INCOSE Strategic Goals

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55 1. Provide a focal point for dissemination of systems engineering knowledge.

56

57 2. Promote collaboration in systems engineering education and research.

58

59 3. Assure the establishment of professional standards for integrity in the practice of systems engineering.

60

61 4. Improve the professional status of all persons engaged in the practice of systems engineering.

62

63 5. Encourage governmental and industrial support for research and educational programs that will
64 improve the systems engineering process and its practice.

65

66 2.4 INCOSE Strategic Objectives

67

68 1. INCOSE Customers: Identify, describe, and understand our stakeholders and their systems engineering-
69 related needs. Seek to ensure that our membership strives to both understand the diversity of our
70 stakeholders and the variations in their needs.

71

72 2. Products and Services: Identify, develop, provide, and continually improve a diverse and expanding
73 set of products and services that meet or exceed the expectations of our INCOSE stakeholders. Strive
74 to create new and innovative products and services.

75

76 3. Communication: Become so publicly recognized and so reliable a source of information about systems
77 engineering development and use, that INCOSE is the primary reference for industry, academia, and
78 government -- and the media.

79

80 4. Outreach and Collaboration: Increase membership along with INCOSE's ability to raise awareness of
81 systems engineering principles and increase their application through collaboration, corporate and
82 academic partnerships, and support of related efforts by other technical societies and organizations.

83

84 5. Theory, Research, and Education: Identify opportunities for, facilitate sponsorship of, and disseminate
85 rigorous professional research in topical areas that are important to systems engineering and society at
86 large. Seek to expand both the quantity and quality of academic and industrial research that is focused
87 on growing the body of systems engineering theory and knowledge. Promote education and training on
88 the systems engineering discipline.

89

90 6. International, National, and Regional Involvement: Become a known and respected presence and
91 resource in the advocacy and support of international, national, and regional initiatives that would
92 benefit from world class systems engineering.

93

94 7. Structure and Operations: Evolve INCOSE's structure and operations to effectively and efficiently
95 support a growing membership and constituency.

96 **3. Chesapeake Chapter Mandate**

97
98 This section contains the Chesapeake Chapter mission statement, vision, strategic goals and strategic
99 objectives. In order to have an executable Operating Plan, this section of the Strategic Plan must be very
100 clear, complete, and as concise as possible.
101

102 **3.1 Chapter Mission**

103
104 The Chesapeake Chapter supports INCOSE in the expansion of systems engineering understanding,
105 practice, definition, and evolution for the benefit of our members and stakeholders. The Chapter is dedicated
106 to improving membership participation through focused programming including: distribution of
107 information, education and development, and the exchange of ideas. The Chapter intends to further the
108 systems engineering reach through augmenting and sustaining this organization which is dedicated to
109 systems engineering excellence.
110

111 **3.2 Chapter Vision**

112
113 The Chapter will serve the professional community by encouraging, promoting, and advancing the systems
114 engineering discipline while striving to be recognized as a world-class systems engineering organization.
115

116 **3.3 Chapter Strategic Goals**

117
118 These goals provide a roadmap of the Chapter’s direction for the next five years. Objectives have been
119 derived (see next section) from these goals, and they will be reviewed on an annual basis to determine their
120 continued relevance, probability of successful implementation, and sustained alignment with INCOSE
121 strategic thinking.
122

- 123 1. Provide a regional forum for industry, government, and academic organizations to meet regularly and
124 discuss systems engineering technology, the systems engineering process, its application to present and
125 future technologies, and the management of systems engineering activities.
126
- 127 2. Provide outstanding support to Chapter stakeholders (including system engineers, engineering
128 organizations and systems engineering customers) in their efforts to understand, apply, and support
129 systems engineering in industry, academic, and government domains.
130
- 131 3. Provide stakeholders with education, information, training and exchange of ideas for the application
132 of systems engineering to current and future technical areas of interest for improved job performance
133 and individuals’ growth opportunities. This includes support of INCOSE’s efforts to certify systems
134 engineering professionals.
135
- 136 4. Invigorate and grow efforts to support the development and interest in systems engineering among
137 young people to include primary, secondary and college students. Create and enrich student divisions
138 affiliated with the Chesapeake Chapter.
139
- 140 5. Attract and recruit new members capitalizing on the Chapter’s convenient location with respect to
141 Defense and Aerospace companies, and other organizations involved in the growing information
142 technology and cyber-security fields. Diversify and expand membership to other corporate,
143 government and academic organizations that comprise emerging technical areas such as: healthcare,
144 mass transit, energy, bio-medical/technology, commercial and non-commercial organizations.

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3.4 Chapter Strategic Objectives

Unlike the goals, our objectives are quantified and time-framed. The Chapter will strive to achieve them within the next three to five years. They are specific and will serve to measure how well the Chesapeake Chapter is meeting general goals. The objectives include:

1. Build the membership base by retaining existing members, reaching out to lapsed members, and recruiting new members. Grow our membership base at a minimum of 20% per year, consistent with the INCOSE International objective to increase membership by 100% over the next 5 years.
2. In addition to maintaining monthly Chapter technical meetings, provide local and regional tutorials and workshops throughout the year.
3. Encourage participation in INCOSE Working Groups. Double the number of Chapter members who are active in a Working Group over a two-year period.
4. Establish a chapter initiative or Special Interest Group (SIG) dedicated to increasing participation among Women Systems Engineers within the Chapter.
5. Maintain annual contributions to the INCOSE Foundation to sponsor the Chapter’s Academic and Student outreach to young people interested in pursuing an engineering or technical career through college scholarships offered in the Chesapeake Chapter’s name.
6. Establish additional Student Division(s) affiliated with the Chesapeake Chapter between 2020 – 2025.
7. Expand the Chapter’s presence and influence through the implementation of satellite locations (virtual meetings), and investigate alternative locations to our core operations, storage and events for contingency purposes.
8. Annually provide to membership at least four (4) opportunities to participate in Student Outreach to the central Maryland community. Activities to be supported are school district engagements that encourage and educate students with regard to the STEM disciplines such as: science fairs, robotic competitions, and other student mentoring in STEM.
9. Build more collaborative relationships with other INCOSE Chapters co-sponsoring at least one annual event such as briefings, panel discussions, technical meetings, workshops and symposia.
10. Establish enduring collaboration efforts with other professional societies, universities, and organizations (e.g., PMI, IEEE) by conducting, on an annual basis, at least two joint initiatives that involve advancing the body of knowledge in systems engineering.
11. Provide ongoing support for INCOSE’s system engineer certification efforts in the central Maryland area by facilitating meetings between INCOSE representatives and potential candidates and their firms, sponsoring preparation workshops for engineers applying for certification, and general advertising and promotion of certification activities.
12. Facilitate and support research and education efforts by Chapter members and their parent organizations to include successful paper or panel applications for the International Symposium,

193 research articles in the Systems Engineering Journal, application papers in other refereed journals,
194 and sponsorship of tutorials at the international and regional workshops.

195
196 13. Complete an annual Operational Plan that contains specific actions that support the Chapter's
197 strategic goals and objectives.
198

199 4. Summary

200
201 The Chesapeake Chapter BOD believes that all of the objectives stated in this plan meet the standard of
202 specificity, measurability, attainability, relevance, and time framed. The plan provides a robust roadmap
203 that will serve as a guide to the Chesapeake Chapter companion 2021 Operating Plan which will contain
204 more concrete actions and directions. Questions about this plan should be directed to the President of
205 INCOSE Chesapeake Chapter at president@incose-cc.org.

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