



**INCOSE** Chesapeake Chapter  
International Council on Systems Engineering

# **International Council on Systems Engineering**

## **Chesapeake Chapter**

## **Communications Plan**

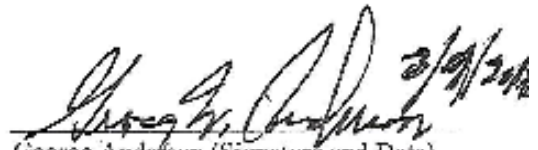
**March 7, 2016**

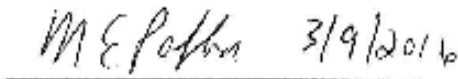
2016 INCOSE Chesapeake Chapter Communications Plan Version 2 March 7, 2016


Approved by:

  
Patrick Williams (Signature and Date)  
Communications Director

  
Eleanora Ann Gianni (Signature and Date)  
President

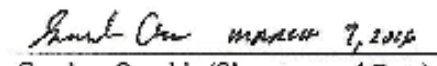
  
George Anderson (Signature and Date)  
Past President

  
Michael Pafford (Signature and Date)  
President Elect

  
Craig Tyler (Signature and Date)  
Secretary

\_\_\_\_\_  
Mark Kaczmarek (Signature and Date)  
Membership Director

\_\_\_\_\_  
Kent de Jong (Signature and Date)  
Treasurer

  
Gundars Osvalds (Signature and Date)  
Programs Director

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## 1 Introduction

This Communications Plan is written for the Chesapeake Chapter (CC) of the International Council on Systems Engineering (INCOSE). The plan provides the detailed Communications activities for the 12-month period beginning January 1, 2016 and ending December 31, 2016. Those activities, income, expenses, and donations that have already been completed, incurred, or accrued, will be clearly identified. The fiscal and operating year of the CC is active from 1 January through 31 December 2016.

## 2 Committees

The CC Board of Directors (BOD) consists of the following elected positions: President, President-Elect, Secretary, Treasurer, Past President, and three Directors at Large. The President oversees three permanent committees: a) Programs, b) Communications, and c) Membership. Each Committee will operate under the direction of one of the Directors with goals and objectives, budgets, subcommittees, teams, and volunteers as established by the President and BOD. Responsibilities overlap when necessary to accomplish the goals and objectives of the chapter. Each area of responsibility has the mission and goals set forth in the CC Strategic Plan for 2016-2020. Permanent or ad-hoc committees may be created by the BOD for special purposes. For example, in 2016 the following additional committees have been formed:

Finance Committee: Kent de Jong, Chair – treasurer@incose-cc.org

Communications Committee: Pat Williams, Chair – Patrick.Williams@vencore.com

Special Events Committee: George Anderson, Chair – xenia52@aol.com

Student Outreach Committee: Don Gantzer

Corporate Outreach Committee: John Boccio, Chair – john.c.boccio@vencore.com

Certification Mentorship Committee: Ellie Gianni, Chair – eleanoraann.gianni@jhuapl.edu

Bylaws Committee: Mike Pafford, Chair – michael.pafford@jhuapl.edu

The goals, activities and interests of the CC reflect those of INCOSE International. As an integral satellite extension of INCOSE, all activities of the chapter are conducted according to the policies and procedures recommended for all INCOSE Chapters. The Chesapeake Chapter's vision is:

- 1) to expand systems engineering knowledge within the community through the offering of workshops, lectures and tutorials for little or no cost
- 2) to achieve significant membership growth within the region by engaging student members early and often and offering them incentives to attend monthly dinner meetings and lectures.
- 3) and to maintain its position as a respected and influential professional engineering society.

One objective of this vision is to provide a forum for industry, government, and academia to meet, collaborate and provide current information on systems engineering topics, issues and challenges.

The Chesapeake Chapter's growth requires engaging the existing members' active support and participation. To accomplish this, the Communications Director supports the BOD who routinely surveys the membership needs and adjusts its programs based on informed judgment. Closely associated with this effort is the continued need for effective communications and outreach within and external to the Chesapeake Chapter. This includes the important priority of advance advertising of CC activities and maintaining an online web site that is current and responsive to member's needs.

A second objective of the CC is to promote awareness and visibility of the Systems Engineering Discipline in the engineering community (locally, nationally, and internationally).

### 3 Communications Director Responsibilities and Activities

The Communications Director (for 2016, Patrick Williams) chairs the Communications Committee and organizes the committee, conducts its meetings, oversees its activities, and reports committee activities to the Board.

#### 3.1 Communications Director Responsibilities

The Communications Committee has the following responsibilities:

- a. Disseminate information among Chapter members; publicize the events and activities with emphasis on the use of the Chapter Web Site and sending email announcements.
- b. Manage and control all aspects of the Chapter website and supervise a communication committee composed of chapter members.
- c. Inform the Board of Directors of updates to Web site for review and awareness.
- d. Establish and update the Communications Committee's master email list from data provided by the Membership Committee and electronically distribute the monthly Chapter Newsletter to all active members and others signed up subscribers.
- e. Provide all members of the BOD with an advance draft of the monthly Chapter Newsletter at least three days before release.
- f. Assemble and distribute email or in infrequent cases, a postal service letter, to the membership when directed by the Board.
- g. Investigate new and innovative methods to communicate within the chapter and with the systems engineering community at large.
- h. Maintain the Chapter's presence on Facebook, Linked-In, and Twitter.
- i. Review annually the Web site operating policies and monthly verify that current software versions are installed on the Web site.
- j. Create and maintain a Communications Committee process and activities log for chapter documentation and continuity of operations. Provide CC data on the INCOSE Connect Chapter Chesapeake site that can be used to place any CC documents we wish to share with all INCOSE members.

#### 3.2 Communications Director Activities

Specific 2016 activities are as follows:

- a. Prepare or procure INCOSE promotional materials for distribution to the SE community via the Directors and Committees. .
- b. Assemble and issue to volunteers a marketing package of letters/information for distribution to companies, government agencies and academia.
- c. Edit and distribute the CC Newsletter monthly using the Web subscription service Constant Contact.
- d. Distribute routine and special meeting schedules, and chapter announcements to active Chapter members, Washington Metro leadership, and Southern Maryland leadership.
- e. Maintain the CC web page and identify necessary Chapter member support requirements. Notify the President or the BOD collectively of any short notice degradation of service or anticipated late postings.
- f. Continue to expand within the 2016 budget allocation and video broadcasting services. First priority is for the monthly meetings followed by special events where appropriate.
- g. When additional material, such as videos or presentation slides, are used in the hosting of the meeting slides, obtain the source files and upload to a repository for use in the After Action Report. This can be saved in the online repository for historical purposes.
- h. Prepare a Communications Committee process and contacts guide for use by subsequent Communication Committee Chairs.
- i. Support the success of the newsletter by providing at least four articles or column reports. The newsletter shall be published on the first of the month and contain at a minimum:
  1. Announcement of current months lecture - obtain from Program Director
  2. Presidents Point of View article – obtain From CC President
  3. Announcement of the next month’s lecture – obtain from Program Director
  4. After Action Report (AAR) for the previous month’s lecture (includes URL to presentation and meeting video). – written by Communications Committee
- j. Migrate Chapter documents from various sources include the current INCOSE Connect site, the Google Documents repository, and the Web Media Library to updates for the CC web-site when updates are required.
- k. Be responsible that the CC web site is backed up (e.g. via web host provider, or/and to secondary backup to “Dropbox”) and verify that backup can be used if web site becomes unusable.
- l. Support a chapter backup/historical records of all documents, presentations, video and audio media to an online repository, and download all web and Google drive data to a hard drive that will be stored in our Storage Unit. Alternate at least two drives once a month.
- m. Update the annual “Tri-Fold” document and get said document published for distribution at various venues to include chapter meetings and lectures, corporate and academic sponsors location (as permitted), and at CC special events.
- n. Provide necessary support on the Chapter’s website with announcements and application document downloads for the process of selecting a Systems Engineer of the Year (SEY).
- o. Provide necessary support for the annual election process including publication of candidates’ biographies and vision statements, and creation and distribution of ballot materials.
- p. Establish a “business schedule” to facilitate timely publication of newsletters and web-site updates.

This Communications Plan covers the period from January 1, 2016 to December 31, 2016. The list below specifies the monthly activities planned for 2016.

**Monthly:** Publish and distribute to the on-line subscribers the monthly newsletter no later than the first day of each month. Non-subscribers can view the newsletter by using a link provided on the Chapter website (<http://www.incose-cc.org/category/library/newsletters/>). Newsletter submission must be provided to the Communications Director prior to the 25th day of the month prior to publication. Pay storage rental fee on the 17<sup>th</sup> of each month along with renters insurance to the same location.

**April/May:** Publish the annual Communications Plan. The deadline for Plan submission April 15, 2016.

**July:** Call for nominations for BOD positions. Nominations presented to the BOD must be submitted no later than August 30, 2016. Election slate for expiring terms: President Elect, and Membership Director

**August:** Conduct the Chapter's annual CSEP Recognition Dinner on 24 August 2016. Nominations for BOD positions for CY 2016 presented to the membership by the Nominations and Elections Committee. The elections committee consists of President Elect Mike Pafford, Chair: Past President George Anderson, and Secretary, Craig Tyler.

**September:** Ballots are electronically sent on September 1<sup>st</sup> to CC active members as of September 1, 2016.

**October:** Ballot cutoff date October 10, 2016. Announce election results at membership meeting on October 19, 2016. Begin preparation of succeeding year's chapter operating plan, strategic plan revision, and budget. The post office box rental fee is due October 2016. Audit committee begins work. Report due to BOD on Jan 15, 2017. Audit members are: President Elect, John Boccio, Treasurer, Kent de Jong, President, George Anderson, and Secretary, Mark Kaczmarek.

**December:** The traditional Chapter Holiday Party closes out the year. Individual member awards for achievement are presented at the Party.

## 4 Schedule of Activities for 2016

### **INCOSE CC 2016 Calendar of Events**

#### **BOD Meetings**

- Wednesday 13 January 2016 5:30 – 7:30 PM BOD Meeting.
- Wednesday 10 February 2016 5:30 – 7:30 PM BOD Meeting
- Wednesday 9 March 2016 5:30 – 7:30 PM BOD Meeting
- Wednesday 13 April 2016 5:30 – 7:30 PM BOD Meeting
- Wednesday 11 May 2016 5:30 – 7:30 PM BOD Meeting
- Wednesday 8 June 2016 5:30 – 7:30 PM BOD Meeting
- Wednesday 13 July 2016 5:30 – 7:30 PM BOD Meeting
- Wednesday 10 August 2016 5:30 – 7:30 PM BOD Meeting

Wednesday 14 September 2016 5:30 – 7:30 PM BOD Meeting  
Wednesday 12 October 2016 5:30 – 7:30 PM BOD Meeting  
Wednesday 9 November 2016 5:30 – 7:30 PM BOD Meeting  
Wednesday 7 December 2016 5:30 – 7:30 PM BOD Meeting moved up to first Wednesday since Holiday Party/Awards is scheduled for the second Wednesday)

### **Monthly Dinner Lectures**

WED 20 January 2016 6:00 PM DINNER MEETING – 7:00 PM LECTURE.

Dr. David Rico will address a new model for managing high-risk, time-sensitive and innovation driven development projects with demanding customers and fast-changing market conditions. Dr. Rico will establish the context, provide a definition, and describe the value-system for agile project management. He will describe a step-by-step methodology, and illustrate the mechanisms for scaling the agile project management model up to large-scale, distributed projects. He will illustrate basic, work planning, cost estimating, business value, earned value management, and advanced metrics for agile methods as well as some intriguing, high-profile agile project management case studies. - See more at:

<http://www.incose-cc.org/#sthash.TFnu6M8I.dpuf> Dr. Rico, is a Systems Engineering Consultant, in Agile Project Management for Large and Complex Programs - See more at: <http://www.incose-cc.org/#sthash.jNaneVVJ.dpuf>

Immediately following lecture there will be the Installation of New Chapter Officers for 2016:

President Elect, Mike Pafford  
Secretary, Craig Tyler  
Membership Director, Mark Kaczmarek  
Programs Director, Gundars Osvalds

Wed 17 Feb 2016 6:00 PM Dinner Meeting – 7:00 PM Lecture. NASA's New Horizons Program

Wed 16 Mar 2016 6:00 PM Dinner Meeting – 7:00 PM Lecture. Matt House from PCT on Integrity Modeler and Model Based Systems Engineering.

Wed 20 Apr 2016 6:00 PM Dinner Meeting – 7:00 PM Lecture

Wed 18 May 2016 6:00 PM Dinner Meeting – 7:00 PM Lecture. Mr. Rick Dye, Administrator for the State of MD CHART Program

Wed 15 Jun 2016 6:00 PM Dinner Meeting – 7:00 PM Lecture

Wed 27 Jul 2016 6:00 PM Dinner Meeting – 7:00 PM Lecture

Moved to 4 July Week Because of Conflict with IS 2016

Wed 17 Aug 2016 6:00 PM Dinner Meeting – 7:00 PM Lecture

Wed 21 Sep 2016 6:00 PM Dinner Meeting – 7:00 PM Lecture

Wed 19 Oct 2016 6:00 PM Dinner Meeting – 7:00 PM Lecture

Wed 16 Nov 2016 6:00 PM Dinner Meeting – 7:00 PM Lecture

### **Topic Areas To Potentially Be Scheduled:**

Agile Contracts, Creating and Managing Successful Projects with Scrum

Agile Methods – Training length depends on subjects covered

SAFe - Scaled Agile Framework Training 2 days



Agile performance metrics, models, and measures for managing programs  
Vendor present tools for modeling architecture description: No Magic-Magic Draw, Sparx - Enterprise Architect, IBM-Rhapsody, PTC-Artisan Studio  
Centers for Medicare & Medicaid Services  
Drone Registration Program  
Unmanned Air Vehicles “Drones”  
Unmanned Air Vehicle Design – Presentation or tutorial 1-3 day  
IBM Systems Architect using DoDAF – 3 days  
Advanced Systems Engineering  
Underwater Search Systems  
Systems-Theoretic Model of Accidents (STamP)

### **Special Events**

- 1) January 2016 Presidents End of Year Reception
- 2) August 24, 2016 - SEP Gala and Awards Ceremony Engineers Club, Garrett Jacobs Mansion Baltimore, MD
- 3) December 7, 2016 - Holiday Party and Awards Ceremony, Engineers Club, Garrett Jacobs Mansion, Baltimore, MD

### **Tutorials and Workshops**

- 1) March 19, 2016 9 AM – 3 PM Tutorial on Model Based Systems Engineering and the Integrity Modeler as applied to DODAF 2.02 using UPDM 2.1 Tools.
- 2) TBD 9 AM – 3 PM - “Understanding and Applying the INCOSE SE Handbook, Fourth Edition”, Dave Walden, ESEP, Lead editor of the INCOSE SE Handbook, The Fourth Edition of the INCOSE Systems Engineering Handbook (SEH) was published by INCOSE in July of 2015. The objective of the SEH is to describe key process activities performed by systems engineers and other engineering professionals throughout the life cycle of a system. It also describes a wide range of fundamental system concepts that broaden the thinking of the systems engineering practitioner, such as system thinking, system science, life cycle management, specialty engineering, system-of-systems, and complex systems. This handbook defines the discipline and practice of systems engineering for students and practicing professionals alike, providing an authoritative reference that is acknowledged world-wide.
  - i) The objective of this one-day tutorial is to provide a top-level overview of the handbook and how it can be used to plan, manage, and realize complex systems within the context of demanding business constraints. Participants are introduced to key Systems Engineering terminology, concepts, and principles in the handbook. Note: This tutorial is a one-day overview and does not include the level of detail typically presented at a SEP exam preparation course.
- 3) June 2016 (2 days, 9 AM – 5pm) DoDAF 2.02 – This tutorial provides an example-based methodology for designing operational, capability, service, program, technical and systems architecture views and products that are consistent with the guidelines of the DoD Architecture Framework version 2.02 (DoDAF). You will receive step-by-step compliance guidelines for ensuring your technologies, systems and architectures meet the technical and architectural requirements imposed by the DoD. Learn how to save time

following successful strategies while avoiding costly pitfalls when meeting DoD requirements. If you produce architectures, systems and technologies for DoD and the Services, you must ensure that your products are compliant with DoDAF. All new acquisitions must include integrated architectures in their JCIDS documentation including ICDs, CDDs and CPDs and must be DoDAF-compliant.

- 4) June 2016 (3 days) DODAF 2.0 Modeling with IBM Rational System Architect V.11.4. 2015. The DoDAF 2.0 Modeling with IBM Rational System Architect V11.4 course shows how IBM Rational System Architect supports the development and analysis of DoDAF 2.0 described models. The course focuses on tasks such as keeping models consistent, integrating information between views, performing gap analysis, assessing the impact of change, and generating standard DoDAF reports. This course consists of both lecture and hands-on exercises.
- 5) September – 2016, 9am-1PM: Tutorial - Four Areas of Special Importance to the Systems Engineer. Dr. Howard Eisner. Presentation: Amidst the various aspects of systems engineering dealt with over many years by the presenter, four areas stand out as being of special importance: (1) The Systems Approach, (2) System Architecting and Design, (3) Computing Detection and False Alarm Probabilities, and (4) a “Top Ten” List for Systems Integration. The systems approach is made specific with a discussion of ten subordinate areas. System architecting is examined in some detail, resulting in a definitive procedure that explicitly considers an analysis of alternatives. Detection and false alarm probability calculations are demonstrated, including tradeoffs between the five key variables.
- 6) December 2016, 9am– 3 PM - Agile Workshop with IEEE. Workshop: Systems Engineers and Software Engineers Supporting ALM/ADLM. The Purpose of this Joint INCOSE/IEEE Workshop is to continue the exchange of knowledge between Systems Engineers (SEs) and Software Engineers (SWEs) (including Programmers) involved in providing support to current and modern (i.e., Agile) Application Lifecycle Management (ALM) and Application Development Lifecycle
- 7) Certified Systems Engineering Professional CSEP – Exam Preparation 4-5 days
- 8) Management (ADLM) projects. The Goal of the workshop is to arm SEs and SWEs with actionable reference knowledge that both groups can immediately use to enhance their value to ALM and ADLM projects. Specific Objectives include real-time collection and sharing of technical exchange knowledge during multiple collaborative ALM/ADLM ‘practice’ exercises and activities.

#### **ESEP Summit (Open only to ESEPs)**

- 1) 23 January 2016, 0800-1100 ESEP Summit
- 2) 23 April 2016, 0800-1100 ESEP Summit
- 3) 25 June 2016, 0800-1100 ESEP Summit
- 4) 24 September 2016, 0800-1100 ESEP Summit

#### **Committee Meetings**

- 1) Finance Committee Monthly Meeting. Next Meeting is on Wed. 27 January, JHU APL Building 1 Cafeteria, 5:30 PM – 6:30 PM. Chair: Kent de Jong

## Conferences

- 1) INCOSE International Workshop- IW 2016 - Torrance, CA USA  
Date: January 30, 2016 - February 2, 2016 PT  
<http://www.incose.org/newsevents/currentevents/2016/01/30/default-calendar/incose-iw-2016---torrance-ca-usa>
- 2) International Symposium, INCOSE IS 2016, - Edinburgh, Scotland  
Date: July 18, 2016 - July 21, 2016 - 08:00 AM - 05:00 PM CET  
<http://www.incose.org/symp2016/home>
- 3) SEDC 2016. March 31<sup>st</sup> to April, Westfields Marriott, Chantilly VA,  
[www.sedconference.org](http://www.sedconference.org)

## 5 Communications Budget

See Appendix B and the chapter website: <http://www.incose-cc.org/>

## 6 Meetings

### 6.1 General Membership Meetings

CC has scheduled eleven general membership meetings during the months of January through November of 2016. The Communications Team supports video streaming of Lectures during those meetings over You Tube.

Election of officers and directors for the coming year will be conducted by electronic balloting over the Internet during the month of September 2016. The Communications Team distributes electronic ballots in support of the elections.

## 7 Communications Committee Standard Operating Procedures (SOP)

### 7.1 Member Communications

Information deemed pertinent by the CC BOD will be disseminated to the membership of the CC by Web site or newsletter. This includes, as a minimum, BOD meeting minutes, communications from the Council, and announcements of technical and/or business symposia related to systems engineering and INCOSE. New memberships, SEP certifications, and other meritorious achievements will be announced in the newsletter.

### 7.2 Newsletter

The CC Newsletter will be published monthly starting in January of each year. The Newsletter will contain information of interest to the general membership about activities within the CC , within the INCOSE region, and at the International level. All chapter members will be invited and encouraged to submit articles to the newsletter. To this end the Communications Committee will put on the website a calendar of submission.

The Newsletter will be distributed on the first of every month to all individuals who have subscribed. It will also be distributed via email to universities within the CC boundaries and to

the Washington Metro Chapter Board of Directors. An online signup will automate the distribution to any member of the public who is interested in receiving the newsletter each month.

### 7.3 Mail Handling

The Secretary is responsible for all U.S. postal activities and must check the mailbox located in Laurel, MD every month prior to the monthly BOD meeting.

The Communications Director will provide process guides when deemed necessary for continuity.

## 8 International Communications Interfaces

Routine external communications with INCOSE is the responsibility of the CC Communications Committee Chairman, who will handle all direct communications with the Council, unless otherwise necessary for the normal and direct execution of CC operations. The Chairman (or a designated Communication Committee member) will be the direct point-of-contact with the Council for CC formal communications (e.g., newsletters, local chapter articles for international print) and for dissemination of Council information to the local membership as required. The president of CC or his/her designate will approve all communications between the local chapter and the Council. The exception to this process is the President's routine administrative contact with INCOSE International Officers.

**Regional Monthly Teleconference.** The President or other chapter officers will participate in any monthly teleconference with other chapters' officers or as called by the Regional Director.

## 9 INCOSE Chapter Circle Awards Submission Timeline

### **January 1 – December 31, 2016**

Maintain chapter records and supporting documentation on an ongoing basis throughout the year

### **January 11, 2017**

Chapter packets including supporting documentation are due to INCOSE Headquarters. Electronic submissions will be uploaded to the INCOSE Connect Chapter Awards Program site.

### **International Workshop January 2016**

Preliminary discussion of good and best practices/innovative ideas and approaches during the Chapters Committee meeting with supporting material extracted from chapter packets and distributed to chapter representatives.

### **January 30, 2016**

Review of all chapter packets completed by Chapters Committee. Following items submitted to the Awards Board:

- List of recommended Gold Circle Chapters;
- List of recommended Silver Circle Chapters;
- List of recommended Bronze Circle Chapters;

- List of recommended Platinum Circle Chapters;
- Prioritized list of two to five chapters for the Most Improved Chapter award; and
- Prioritized list of two to five chapters for the Outstanding Chapter award.

**March 31, 2016**

Awards Board completes the final review of the materials provided by the Chapters Committee. Final selections made and notification provided to Chapters Committee and INCOSE Headquarters:

- Gold Circle honored Chapters;
- Silver Circle honored Chapters;
- Bronze Circle honored Chapters;
- Director's Award for Most Improved Chapter (with honorable mentions as appropriate); and
- President's Award for Outstanding Chapter (with honorable mentions as appropriate).

**April 30, 2016**

All chapters notified of Chapter Awards and Recognition. Chapters recognized on the INCOSE website and in an email announcement to all INCOSE members.

**July 2016**

International Symposium- Chapter Awards presented at the International Symposium banquet.

**Continuing and Ongoing**

Discussion and dissemination of good/best practices as well as innovative ideas/approaches among the chapter representatives. This topic will be a key focus during 1<sup>st</sup> quarter and during the Chapter's Committee meeting at International Symposium.

## Appendix A – Goals, Objectives, Initiatives, Metrics and Responsible Director

### **Goal 1 - Become the learned Repository of SE Knowledge for our MD Stakeholders**

Objective 1 - Create a permanent repository of SE material professionally indexed and available to the public

Initiative 1 - Obtain records of papers, video and photos of chapter

Metrics 1 - Operating and accessible repository established

Responsible Director: Secretary

### ***Goal 2 - Promote through all available mediums the practice of SE***

*Objective 2 - Match resources to opportunities*

*Initiative 2 - Pursue new means of providing SE*

*Metrics 2 - Total Audiences reached throughout the year*

***Responsible Director: Communications Director***

### **Goal 3 - To promote, improve and maintain the professional stature of all persons engaged in SE**

Objective 3 - Continue to offer SEP certification

Initiative 3 - Maintain recommended SEP training lists and post certifications on the newsletter and maintain a chapter honor roll.

Metrics 3 - Annual counts of SEP certifications, number of SE papers written and published or presented by Chesapeake members.

Responsible Director – Membership Director

### **Goal 4 - To offer SE education to all regardless of INCOSE membership and participate in the creation of SE standards**

Objective 4 - Formal speaker at 11 membership meetings annually. At least 4 weekend tutorials on SE subjects of current interest

Initiative 4 - Rotate venues and explore new concepts

Metrics 4 - Number of educational events

Responsible Director: Programs Director

### **Goal 5 - To maintain and significantly improve our status as a sustainable and professionally managed chapter.**

Objective 5 - BOD decisions always consistent with vision, mission, goals and most importantly charter and bylaws.

- The BOD does not delegate its authority or responsibilities.
- The BOD clearly operates as a collaborative team and jointly and severally accepts and supports its decisions, initiatives and external agreements.

Initiative 5 - Do not permit the Chapter's resources to be used for political, ideological, or special interest group messages that do not represent SE as defined by INCOSE International.

- Initiate written processes in BOD program execution
- Do not fund initiatives regardless of merit that are not consistent with the annual plan
- Unfunded committees or other representatives of the chapter that become divisive or are not responsive to BOD guidance.
- Maintain situational awareness and take immediate actions on matters of importance to BOD's integrity, decision making ability and compliance with rules.
- Avoid signing MOAs with outside interests that require chapter to provide financial or labor services. All MOAs should be limited to one year except for general agreements that specify no actions.

Metrics 5 - Annual Lessons Learned Report

Responsible Officer: President

**Goal 6 - Actively solicit and establish formal working relationships with other Engineering Societies at the local chapter level**

Objective 6 - Establish MOAs with specific goals with other engineering societies

Initiative 6 - Individual MOAs with AIAA, IEEE, SES and SAE

Metrics 6 - Number of MOAs

Responsible Director: Past President

## The Goals Grid

		DO YOU HAVE IT?	
		NO	YES
DO YOU WANT IT?	YES	<i>Achieve</i>	<i>Preserve</i>
		<ul style="list-style-type: none"> <li>● Annual Awards Planning</li> <li>● Annual Awards program execution</li> <li>● Create COOP plans</li> <li>● Create Succession Plans</li> <li>● Establish Corporate outreach and CAB committee</li> <li>● Survey and Analysis Team</li> <li>● Establish a Training team under the Program Director to establish annual training course selection, scheduling and conduct plans.</li> </ul>	<ul style="list-style-type: none"> <li>○ Chapter Newsletter</li> <li>○ Chapter Website</li> <li>○ Frequent surveys using Constant Contact</li> <li>○ Members generating professional papers</li> <li>○ 4 or more tutorials per year</li> <li>○ Joint Engineering Society Meetings</li> <li>○ Support to INCOSE Foundation</li> <li>○ Student Chapters when prudent</li> <li>○ Broadcast and other video services</li> <li>○ Outreach to membership both formal and ad hoc to energize and maintain both a strong committee base and provide for BOD member succession.</li> </ul>
	NO	<i>Avoid</i>	<i>Eliminate</i>
		<ul style="list-style-type: none"> <li>● Committees and activities not responsive to BOD oversight and Direction.</li> <li>● MOA's involving receipt of funds for performance Chapter should only accept donations.</li> </ul>	<ul style="list-style-type: none"> <li>● Non-core activities as they arise</li> <li>● INCOSE Recommended practices (Circle Award) that add little or detract from the Chapter mission</li> </ul>



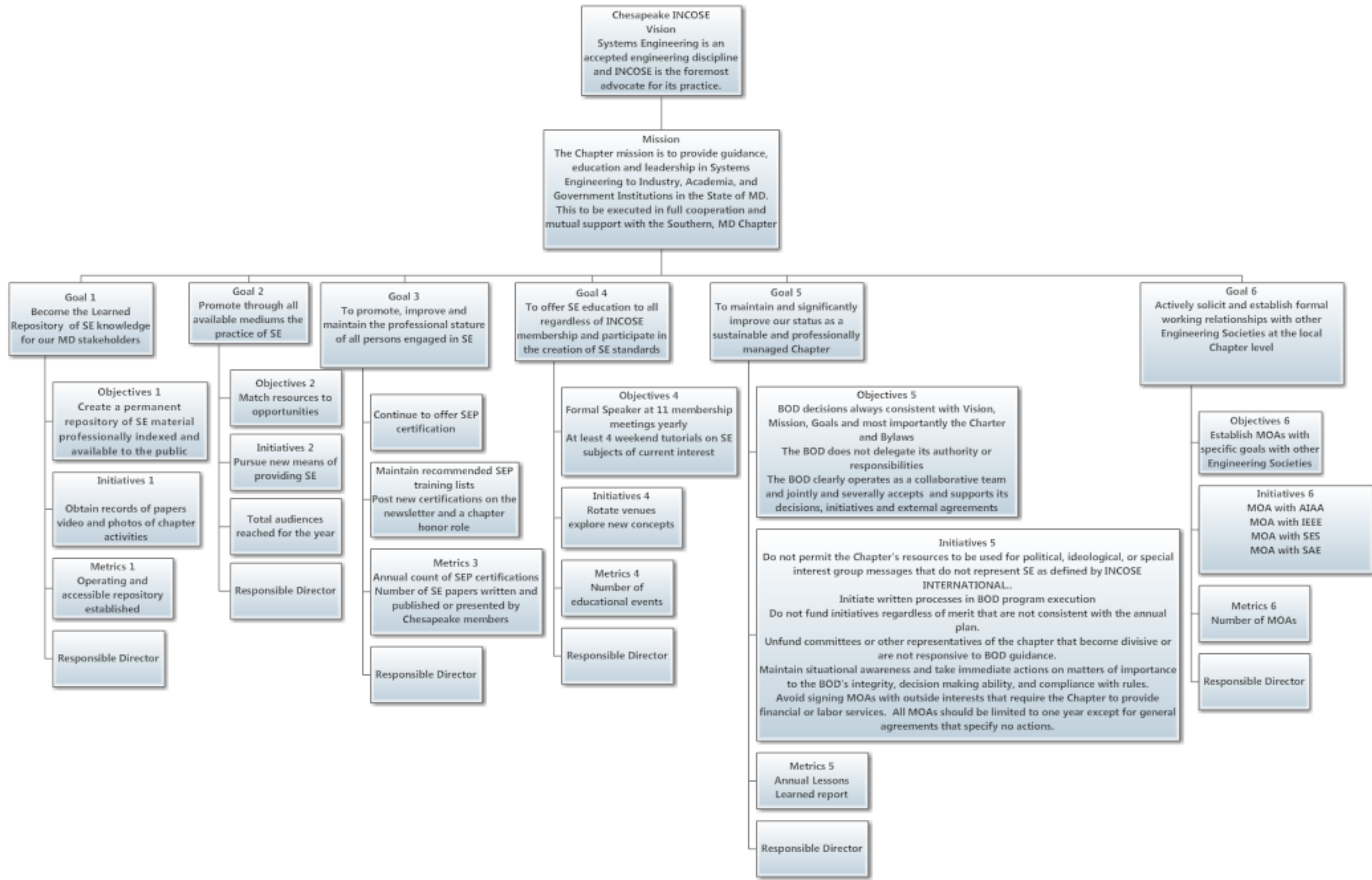


Figure A-1. Goals, Objectives, Initiatives, Metrics and Responsible Director

## Appendix B - Annual Communications Budget

See Appendix A. Goal 2 is tied to the communications budget below.

Table B-1. Communications Budget

ID	Responsible Board Member	Income/Expense	Category and Subcategories	Description	Budgeted 2015 Amount	Actual 2015 Amount	Estimated 2016 Amount			
							Expense		Income	
7	Corporate Relations	Income	Donation Income	Advertising	\$500	\$0			\$300	0.72%
	Communications	Expense	Licenses and Permits	Basecamp Fees	\$0	\$0	\$240	0.42%		
44	Communications	Expense	Licenses and Permits	Event Espresso Subscription	\$180	\$163	\$168	0.29%		
	Communications	Expense	Miscellaneous, Bus	Discretionary Funds	\$0	\$0	\$500	0.87%		
55	Communications	Expense	Postage and Delivery	Postage	\$264	\$304	\$375	0.65%		
58	Communications	Expense	Printing and Reproduction	Trifold (Printing Costs)	\$375	\$428	\$441	0.76%		
60	Communications	Expense	Publicity Expense	Constant Contact Mailing Service	\$600	\$603	\$621	1.08%		
	Communications	Expense	Subscriptions Expense	Software Upgrades to Current Levels	\$0	\$0	\$1,000	1.73%		
	Communications	Expense	Repairs	Hourly Web Site Maintenance and Repair	\$0	\$0	\$2,000	3.47%		
67	Communications	Expense	Subscriptions Expense	Domain Name Registration Fee	\$35	\$78	\$80	0.14%		
68	Communications	Expense	Subscriptions Expense	Website Hosting	\$191	\$168	\$173	0.30%		

69	Communications	Expense	Subscriptions Expense	Chapter File Storage (Google)	\$0	\$24	\$25	0.04%		
70	Communications	Expense	Subscriptions Expense	Website Maintenance	\$0	\$100	\$103	0.18%		
79	Communications	Expense	Supplies	Mailing Tubes & Address Labels	\$72	\$120	\$124	0.21%		