



CIGRÉ-UK Next Generation Network (NGN)

NGN 5 Year Strategic Plan (2016-2020)

A OVERVIEW

This is the strategic plan for the NGN, for the period 2016-2020. It was developed during 2015 as part of the budget planning process within CIGRÉ-UK.

B MISSION STATEMENT

CIGRÉ-UK's Next Generation Network (NGN) exists to encourage active membership of CIGRÉ to engineers and professionals in the early stages of their careers within the power industry, including providing opportunities for personal and professional development and networking, thus supporting the future sustainability of CIGRÉ.

C VISION FOR 2020

By 2020, CIGRÉ-UK NGN should preserve its good standing within the CIGRÉ community and be one of the most successful CIGRÉ Young Member groups in terms of:

- Sustainable growth in membership numbers, including Student Members
- Active participation of NGN Members in CIGRÉ technical activities, such as Working Groups
- The number, diversity and quality of events.

D SWOT ANALYSIS

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Events: 3-4 successful events per year 2. Newsletter and communications: the monthly newsletter has been a vital communication tool and, allied with our social media presence, keeps our members informed 3. International collaboration: the NGN has been continually assisting similar groups globally 	<ol style="list-style-type: none"> 1. Limited involvement in CIGRÉ technical activities: only a minority of NGN Members appear to be involved in the technical activities of CIGRÉ 2. Few or no NGN Members in some organisations within the power industry, e.g. DNOs and particular manufacturers 3. Few NGN Members become fee-paying Individual Members of CIGRÉ 4. Limited opportunities for networking (both with peers and experts) provided by the NGN
Opportunities	Threats
<ol style="list-style-type: none"> 1. Student Members: new category has significant potential to increase the number of members, the length of time in the NGN and engagement with CIGRÉ 2. Collective-only Members: allowing this category of NGN Member allows a majority of Members to continue in the NGN for up to an extra 2 years 3. Enhance and integrate social media presence, in order to improve communications and engagement with Members 4. The launch of CIGRÉ's new journal, <i>CIGRÉ Science & Engineering</i> 	<ol style="list-style-type: none"> 1. Other organisations (e.g. IET, IEEE PES) may compete for members and/or offer similar events 2. Event hosts may be unwilling to cover the costs of events or hold repeat events 3. Changes to CIGRÉ/CIGRÉ-UK membership structure and/or fees 4. Event types and topics attract too few attendees 5. A reduction in recruitment, retention and promotion leads to a less talent in the NGN Steering Committee

E STRATEGIC OBJECTIVES

1. Increase membership from a target of 200 by the end of 2016 to over 300 by the end of 2020.
2. Increase the diversity of organisations that Members come from, to include each of the DNOs and all major manufacturers by the end of 2016; and to retain that diversity of membership throughout the 5 year strategic planning period.
3. Have sustainable recruitment of Student Members from all the major power universities.
4. Increase the number of Members who continue as fee-paying Individual I Members, from a target of at least 10 in 2016/2017 to at least 15 in 2019/2020.
5. Increase NGN Member participation in CIGRÉ's technical activities, with:
 - a. A target of 10 NGN Members actively participating in Working Groups (WGs) (not including CIGRÉ-UK Executive Working Groups) in 2016 and 15 in 2020.
 - b. A target of at least one NGN Member contributing to each CIGRÉ-UK Technical Insight (TI) throughout the strategic planning period.
6. Increase the number, diversity and interactivity of events, whilst maintaining technical quality and attracting sufficient numbers of attendees.
7. Increase the opportunities for peer and expert networking, with at least 3 opportunities organised in 2016 to at least 6 in 2020.
8. Improve communications and engagement with Members, by having integrated, cross-platform communications encompassing the newsletter, social media, the web and other emerging media.
9. Continue to support other CIGRÉ Young Member groups worldwide.
10. Increase collaboration with other engineering bodies (e.g. IET, IEEE, IMechE).
 - a. Have links with at least 5 other engineering bodies by the end of 2016.
 - b. Arrange events joint with other engineering bodies at least once a year from 2017 onwards.

F STRATEGIES

In order to meet the Strategic Objectives (SOs) identified above, the following Strategies are proposed:

1. Promotion of Student Member category (*linking with SO 1 and SO 3*)
 - a. This can be achieved by engaging with academics at key institutions, and providing materials for them to promote the Student Member category to their students.
 - b. Additionally, the NGN can organise student-focused NGN technical and promotional events.
2. Establish "NGN Champions" within organisations (*linking with SO 1, SO 2 and SO 3*)
 - a. These would be NGN Members that act as the main point of contact between the NGN (Steering Committee) and an organisation. They would promote the NGN in their organisation, e.g. by giving a short presentation on CIGRÉ and the NGN to new graduate intakes, summer placement students, etc. Promotional material could also be provided.
3. Promote the NGN to under-represented organisations (e.g. DNOs) (*linking with SO 1 and SO 2*)
 - a. This can be achieved by directly engaging with key members of the leadership of these organisations.
 - b. Furthermore, the NGN can organise events that are more relevant to organisations such as DNOs (e.g. an event about RIIO).
4. Increase awareness of the benefits of becoming a (fee-paying) Individual Member (*linking with SO 4*)
 - a. Illustrate the benefits at events and through communications.
 - b. Target members in their last subsidised year.
5. Increase involvement in CIGRÉ's technical work (*linking with SO 5 and SO 7*)
 - a. Increase awareness:
 - i. Have NGN Members in WGs and/or involved in TIs share their experience at NGN events and through NGN communications (e.g. video case studies).
 - ii. Have UK Regular Members present on CIGRÉ opportunities at NGN events.
 - iii. Continue to circulate new technical opportunities in the newsletter, such as new WGs (including shadow/mirror WGs) and TIs.

- iv. Explore new ways of announcing technical opportunities (e.g. WG announcements through LinkedIn).
 - v. Have events using the same format as Paris Session technical discussions, to educate members about the format.
 - b. Improve access:
 - i. Have UK Regular Members attend NGN events and interact with NGN Members.
 - ii. Refresh the NGN role that acts as the point of contact for NGN Members wishing to be involved in WGs.
 - c. Continue to monitor technical involvement via the yearly renewal survey.
- 6. Establish evening NGN events with networking (*linking with SO 7*)
 - a. These would be short events with a small number of speakers, similar to those organised by IET local networks.
 - b. Opportunities for networking can be provided before, during and after the event.
- 7. Arrange workshop-style events in addition to the visit-style events currently held (*linking with SO 6*)
 - a. These could include opportunities to present work and interact with peers and experts.
 - b. Networking during the event could be extended by having a meal in the evening.
- 8. Develop events with online sharing and interactivity (*linking with SO 6, SO 8 and SO 9*)
 - a. Opportunities to be explored include: live streaming of events, recording and uploading presentations, webinars, and sharing content within CIGRÉ (e.g. other Young Member groups).
 - b. Services to provide this type of functionality would need to be researched and procured.
- 9. In 2017, organise a “10 Years of NGN” event (*linking with SO 6 and SO 7*)
 - a. This could be a high-profile event (on a par with the original launch event in 2007) to highlight the achievements of the NGN, recognise key contributions and to raise the NGN’s profile.
 - b. This event would also provide a networking opportunity.
- 10. Develop, in collaboration with other Young Member groups, a Young Member presentation competition that leads in to the Paris Session 2016 (*linking with SO 6 and SO 9*)
 - a. It is envisaged that the event would be similar to the IET’s “present around the world” competition, with local competitions held (in each participating country) and then the local winners then present in a final international event (at the Paris Session).
- 11. Formally recognise support provided to the NGN (*linking with SO 6*)
 - a. Send thank you notes (rather than just emails) to event hosts and supporters
 - b. Present NGN Steering Committee members with certificates recognising their service
- 12. Enhance current use of the NGN’s multiple communications platforms (*linking with SO 8*)
 - a. Review usage of current communication platforms, identify new platforms and develop options for enhancing communications.
 - b. Implement options.
 - c. If necessary, recruit new members into the NGN’s Communications team to manage workload.
- 13. Develop and strengthen links with other engineering bodies (*linking with SO 10*)
 - a. Refresh NGN role relating to collaboration with other engineering bodies.
 - b. Utilise links that NGN Steering Committee member have with other engineering bodies.
 - c. Maintain a contact list of links to other engineering bodies.
 - d. Use contacts and explore opportunities for joint events and cross-marketing.
 - e. Invite key members of other engineering bodies to NGN events.
- 14. Continue current strategy with respect to:
 - a. Organising and running NGN events.
 - b. Collaboration with other Young Member groups.