



CEPIS Strategy 2010-2013

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1 CEPIS Strategy

1.1 Introduction

This strategy document is prepared based on a consultative process which took place during 2009. It follows a strategic review by CEPIS Execom of CEPIS achievements to date and a concern to ensure that CEPIS activities continue to be aligned with its mission as expressed in the constitution, together with the activities and desires of its members as it moves to the next 20 years. This document is a working document intended for discussion and review by all Member Societies.

1.2 Background

CEPIS Execom felt that there is a need to create a vision of a way forward in a formal document to be presented, discussed and eventually formally adopted by the CEPIS Council. This will provide a solid ground and an orientation through which the relevance of future decisions, projects, and actions can be assessed. So far there has not been any formal process to this effect. In the past, there was a meeting of Presidents of CEPIS Member societies some fifteen years ago, followed by another meeting in 2006 in Vienna. This 2006 meeting can be regarded as a true strategy meeting, as it resulted in the identification of three focus areas where CEPIS should engage mostly: Skills, Education & Research, and Professionalism. Another meeting that can be considered relevant to CEPIS strategy, although actually an ECDL Foundation event, was the ECDL Foundation Strategic Review Meeting in Athens in 2004. This is relevant for CEPIS for two reasons: firstly, it relates strongly to skills, and secondly, several CEPIS officers were also ECDL Board members at that time. The relevant conclusion of this meeting was the "...need to consider CEPIS relationship & contractual agreements". The current CEPIS actions and modus operandi are a consequence of the Vienna and Athens meetings, amended in accordance with important inputs from major players in the European ICT arena and CEPIS Member Societies.

If CEPIS wants to keep its relevance to Member Societies and to European stakeholders in the future as it has successfully done in the past, it needs to do more than just react to stimuli of its environment. If, in the future, we want CEPIS to be what its founding members hoped that it would become 20 years ago, we need not just to react, but must become a stakeholder in our own right, and be recognised as such by others. This document is intended to provide a means for achieving this goal.

There is one more consideration that needs to be explicitly mentioned. CEPIS is a membership organisation, which means that it has been "established by the members for the members". At the same time it is an entity in its own right, meaning that it has its legitimate goals, agendas, and plans of how to realise these goals. However, these must not be in conflict with expectations, plans and actions of its Member Societies. It is hoped that this position and orientation of CEPIS is reflected in this document in an acceptable

way.

Finally, one last explanation relates to the Articles of the Constitution or CEPIS Statutes for short. They have been written and adopted twenty years ago, reflecting the relationships, needs, and opportunities of that time. The world has changed since then and so has CEPIS. For strategic goals to be able to be executed as they are proposed it may be necessary to amend the Statutes accordingly, this is also foreseen in this document.

1.3 Achievements to date

CEPIS's success to date has been driven by individuals who are committed, professional and engaged, and who have made the effort, giving their own personal time to engage in sometimes complex matters and in consensus building activities in order to achieve a result. CEPIS successes in the past 20 years, such as ECDL, the creation of EUCIP and the completion of various research reports together with the ongoing Professionalism agenda have been achieved only because the challenges in Section 1.4 below have been overcome and the principles of a strategy as outlined in Section 2 have been recognised.

Today, the CEPIS Secretariat, some CEPIS Execom Members and some CEPIS Member Societies have built strong, credible relationships within Europe and have influenced or have the ability to influence within Europe. This success should be acknowledged, but Members should also recognise that we can only maintain this in the long term if we have a coherent, valuable and relevant message to convey to the European institutions.

1.4 Challenges of implementing strategy

The greatest challenges within CEPIS are:

- Active engagement by Member Societies and engaging the right people within Member Societies to determine what the relevant common content areas are.
- For Member Societies to be flexible enough to understand that compromise is not just important, but essential in consensus building.
- For Member Societies to be able to distinguish between daily actions and activity, and long-term strategic goals, and identify how these two things work together.
- For Member Societies to properly understand the nature of the European institutions to which CEPIS represents their interests, and the long-term process of lobbying.

2 General Principles of a CEPIS Strategy

- **CEPIS is the representative body of its 36 Member Societies.**
- The proposal of a CEPIS strategy is a function of the Execom, however the authority of approval rests with the Member Societies. Council approval ensures the relevance of the views, interests and aspirations of membership.
- CEPIS creates strategic objectives and delivers on those strategic objectives with the active engagement of Member Societies.
- CEPIS success is dependent on the active engagement of Member Societies, who believe in the value of having a representative body for informatics societies in Europe and understand the processes and capabilities of influencing EU policy making.
- CEPIS will only ever grow through the engagement and activity of its Member Societies.
- The CEPIS Secretariat implements the strategy as determined by the CEPIS Execom which is elected by CEPIS Member Societies.
- In order to lobby on any particular area, expertise must be provided by Member Societies on that topic. Without this expertise it is not possible to lobby effectively in any area.
- Not every topic in informatics is of interest to the European Commission or European institutions. To make any topic of interest, there must be strong engagement, participation and activity by a broad, if not a majority, group of Member Societies.
- The CEPIS strategy should take into consideration the opportunities and limitations of European policy making and recognise that often CEPIS has to compete and collaborate with other actors to achieve its objectives.
- CEPIS strategy should take into consideration the level of experience and expertise of its members, their willingness to participate as well as the resources available to the organisation.

3 Proposed Top Level Strategic Objectives

It is recognised that CEPIS cannot always have a common view on many areas within ICT, given the diversity that exists within the sector at national and international levels and also the level of technical complexity of many areas. As such, the CEPIS strategy focuses on the fundamental building blocks of informatics, which ultimately determines the basis from which the IT sector develops. It is at this level that CEPIS can have the strongest influence and that commonality and the potential to build consensus can be found across Europe.

Outlined below are 6 strategic areas which CEPIS Execom has identified to be the core part of the CEPIS strategy moving forward. CEPIS is already active and influential in some, and less active in others. Under each strategic area there is a short statement or paragraph to outline the top level strategic objectives. The operational actions and activity to deliver on these objectives are defined in sections 4 and 5 of this document. **All activities performed by CEPIS and CEPIS Secretariat should relate to these top level strategic objectives outlined in 3.1 to 3.6.**

3.1 Strategic Objective 1 – Skills

- To continue to be the leading influential body in Europe in the development of the e-Skills agenda, and to monitor activity and engage members as appropriate in the various European forums, communicating as appropriate the activity and output of these groups.

3.2 Strategic Objective 2 – Professionalism

- To continue to highlight the importance of professionalism in IT practice, through the active work of the Professionalism Task Force, and develop/mature this agenda within the relevant European institutions.

3.3 Strategic Objective 3 – Education & Research

- To continue to look at the standardisation issues within informatics education, particularly through the EQANIE project which targets accreditation of bachelors and master level computer science education under the Bologna process in Europe.
- To begin, through active member engagement, to identify common issues and concerns with regard to informatics research in Europe and align these to the relevant areas within the European institutions.
- To act as a bridge between industry and universities and research centres in the interest of all partners.

3.4 Strategic Objective 4 – Green ICT

- To begin, through active member engagement, to understand the breadth of this topic area, and agree a common area of interest for CEPIS Member Societies, where CEPIS can bring relevant and representative communications to the appropriate European institutions.

3.5 Strategic Objective 5 – Women in ICT

- To continue to build on the work done in 2009 through CEPIS membership in the ECWT (European Centre for Women in Technology), and communicate and engage with members as appropriate on this topic area.

3.6 Strategic Objective 6 – Member Relationships & Communication

- To continue to enhance the level of communication to and with Member Societies, seeking to engage Member Societies at an operational level (beyond that of the CEPIS representative to Council).
- To continue to develop the external image/profile of CEPIS to all stakeholders particularly those within European institutions
- To function as an open forum to discuss Member Societies' initiatives and to provide a majority view on actual IT issues.

4 Goals / Tasks to achieve objectives

In most cases, given the fluid nature of the various topic areas, and the complexities of working with an ever-changing agenda and through multi-stakeholder groups, it is difficult to define time-specific goals for achieving the strategic objectives listed in Section 3. As such the activities defined below are the specific task areas on which CEPIS and CEPIS Secretariat will work towards achieving the strategic objectives above in Section 3. These will change and evolve over the course of time.

4.1 Goals/ Tasks for Strategic Objective – Skills

- Active participation in e-Skills week 2010
- Active participation in e-Competence framework developments
- Participation in the e-Skills ILB PR committee
- Leading a session at the European E-Skills conference 2010 in Thessaloniki

4.2 Goals/ Tasks for Strategic Objective – Professionalism

- Continued lobbying of the European Commission on the Professionalism in IT agenda
- Possible hosting of second Professionalism conference to build on November 2009 Conference
- Maintenance and development of EUCIP Professional profiles
- Promotion of EUCIP Professional profiles to the relevant institutions
- Consideration of the free movement of IT professionals within greater Europe
- Launch of CEPIS IT Professional awards

4.3 Goals/ Tasks for Strategic Objective – Education & Research

- Active engagement in EQANIE, promotion of EQANIE to all stakeholders and communication of EQANIE to members
- Conduct a review of common research issues in Europe
- Establish a short-term research working group to discuss the issues
- Short list areas of common concerns for more specific work under this objective
- Prepare reports expressing the CEPIS view on Education & Research

4.4 Goals/ Tasks for Strategic Objective – Green ICT

- Complete Green ICT issues review and communicate to members for feedback
- Establish short-term Green ICT working group
- Short list areas of common concern on this topic

4.5 Goals/ Tasks for Strategic Objective – Women in IT

- Active engagement in the ECWT group
- Communication of output to Members
- Engagement of Member Societies with ECWT
- Launch of CEPIS IT Professional Awards for Women in Technology

4.6 Goals / Tasks for Strategic Objective – Members Relations & Communication

- CEPIS Execom
- CEPIS Council
- Production of Monthly Newsletters
- Consider the review of constitution/standing orders
- Consider the importance of individual CEPIS membership
- Building relationships with Member Society staff engaged in day to day national operations
- Continued development of CEPIS website
- Encouraging greater Member contribution to CEPIS newsletters
- Encouraging Members to highlight the work of CEPIS
- Communicating the work activities of the SIN's (LSI)
- The use of UPGRADE to communicate CEPIS strategic progress
- Getting Member opinion through surveys

5 Vehicle/Methodology for Achieving

The activities listed below define how to approach the goals and objectives listed in Section 4 in order to achieve the strategic objectives listed in Sections 3.1 to 3.6. These are not strategic objectives in themselves, they are simply the means/vehicles necessary to achieve the CEPIS Strategy.

5.1 Lobbying Activity

Initially lobbying activity will be used primarily as one part of the activities to achieve the goals of the Skills (3.1) and Professionalism agenda (3.2). The other strategic areas (3.3, 3.4, 3.5) are less developed and will not require lobbying activity until a later stage.

5.2 Communications Activity (Web/Newsletters/PR/Press Release)

In strategies 3.1 to 3.5, internal communication is of prime importance to engage members, and also to communicate outputs to members for wider dissemination. External communication (PR and Press Releases) will not play a large role in 3.1 to 3.5 until such point as critical milestones have been reached or a significant event which CEPIS has led (e.g. E-Skills / Professionalism Conference) has occurred. Members groups such as the LSI SIN, which produce a number of papers annually, eventually to be adopted as CEPIS position papers on respective issues, will be primarily communicated through internal channels and the CEPIS website. In terms of 'Member Relations' communication, this should be primarily through existing channels.

5.3 Conferences

Potentially strategy areas where a conference would form part of the activities to achieve the strategic goals would be Strategies 3.2 – Professionalism and 3.5 - Women in ICT. Others areas are to be explored with the participation of Member Societies.

5.4 Task Forces

The Professionalism Task Force will continue to exist for Strategic Objective 3.2 – Professionalism. A sub group/taskforce may need to be established as part of the closer involvement with CEPIS Professional Profiles.

5.5 Meetings

Meetings are a necessary activity in all strategic areas.

5.6 Strategic Partnerships

Currently we have 3 strategic partnerships:

Innovation Value Institute (IVI) – Professionalism (3.2)

European Quality Assurance Network for Informatics Education (EQUANIE) – Education & Research (3.2)

European Centre for Women in technology (ECWT) – Women in ICT (3.5)

If a beneficial partnership aligned to any of the 6 Strategic Objectives is identified, CEPIS Execom will review and put before Council for approval if necessary, prior to establishing the partnerships.

5.7 Awards

CEPIS awards can form an important part of building the external profile of the organisation and directly can support the Professionalism Strategy (3.2) and the Women in ICT Strategy (3.5).

5.8 Position Paper / Statements

Last year position papers were produced under the Skills Strategic area (3.1) and under the Education & Research Strategic area (3.3).

LSI SIN as a select Member Societies group also produced a number of statements.

Moving forward, as the output evolves in all strategic areas 3.1 to 3.5, LSI SIN will determine the appropriateness of releasing statements/papers and submit them to Execom for approval. There may be other SINS established which eventually result in respective CEPIS position papers.

5.9 Surveys

CEPIS Secretariat may use surveys to gather Member Societies' opinion on any of the strategy areas 3.1 to 3.6 as appropriate.



6 Performance Metrics

Unlike in many organisations, success of achievement against strategic objectives cannot be measured by sales figures. In general, the success of achievement against these strategic objectives will be measured, and also determined by the quality of the internal and external relationships developed, the level of active engagement by CEPIS Members, tangible outputs in terms of published papers, statements and events held, and the quality of ongoing administration and organisation by the CEPIS Secretariat. In particular, for any strategic objective that is to be realized through a specific project or activity, a specific metrics will be proposed to be able to measure the performance and progress.