

# **NDIA Leadership Conference**

**DIVISIONS WORKSHOP**

**October 31, 2018**

# Agenda



- **1:00 PM** Introductions
- **1:20 PM** Divisions Overview
- **1:35 PM** Event Planning POAM
- **2:20 PM** Break
- **2:45 PM** COI Discussion
- **3:00 PM** Division-Chapter Collaboration  
Co-location, Consolidation
- **3:15 PM** Charters
- **3:20 PM** Resources
- **3:30 PM** Break
- **4:00 PM** Next Steps (All)

- **One of two main components of NDIA value**
  - Divisions and Chapters are central to NDIA
  - NDIA value dependent on volunteers
- **Critical interface point with Defense Community**
  - Relevance and alignment with DoD & Services
- **Center of thought leadership and influence**
- **Volunteers are critical**
  - Develop and deliver thought leadership
  - Represent the pulse of membership
  - Lead functional specific programs
- **Increase engagement and value**

- **Supporting and enabling critical resource**
- **Goals**
  - Increase number of volunteers
  - Improve volunteer satisfaction (value, retention)
    - Value to home organization (company, agency)
    - Value to individual (career, mission, satisfy desire to make a difference)
  - Improve the communications (HQ – Volunteers, Division– Chapter, Division – stakeholder)
  - Convert sponsors/members and organizational stakeholders to volunteers
  - Convert volunteers to sponsors

- **Events**

- Declining attendance, fee structure, link Div/Chap to NDIA events, visibility into event financials

- **Strategy**

- Increase emphasis on Division strength/effectiveness, relevance (purpose, scope, topics), sync with USG
- Connect Div/Chap to Board, consortia, related Assoc.

- **Administrative**

- List management, prospective participants, communications, tools for collaboration on-line
- Volunteer recruitment

- **Interaction limited to isolated events**
  - Annual conference or meeting, difficult to sustain momentum and engagement
- **Limited ability to share information**
  - On-line connectivity limited to e-mail and website
- **No connection with chapters**
- **Minimal marketing**
  - No highlights of Division activity that would entice additional participants

- **Do you agree these are the right challenges?**
- **What are the top two priorities?**
- **What actions do you recommend we take to address?**

# Advancing the Mission through Engagement



- **We need to do better**
  - Compressed planning cycles, inadequate process
  - Late to decide and act
  - Expectations vs actual outcomes
  - Program content is rarely the problem
- **POA&M Concepts**
  - Start earlier! (as early as practical)
  - Allow for variation (not all Divisions or events are the same)
  - Apply to major annual programs
    - Concepts apply to all

**An earlier start results in maximum opportunity  
to deliver great event**



- **Divisions with PD**

- Lead development of concept, content, coordination with USG liaison
- Make early decisions on when, where, de-confliction or cooperation, structure of the event

- **M&BP**

- Coordinate with Divisions/PD on venue, date, footprint, reg fees/prices, exhibits, sponsorships, event logistics
- Lead Marketing efforts with Division, includes Creative Brief concepts at quarterly/monthly meetings
- Execute plan, advise on choices

- **Strategic Session**

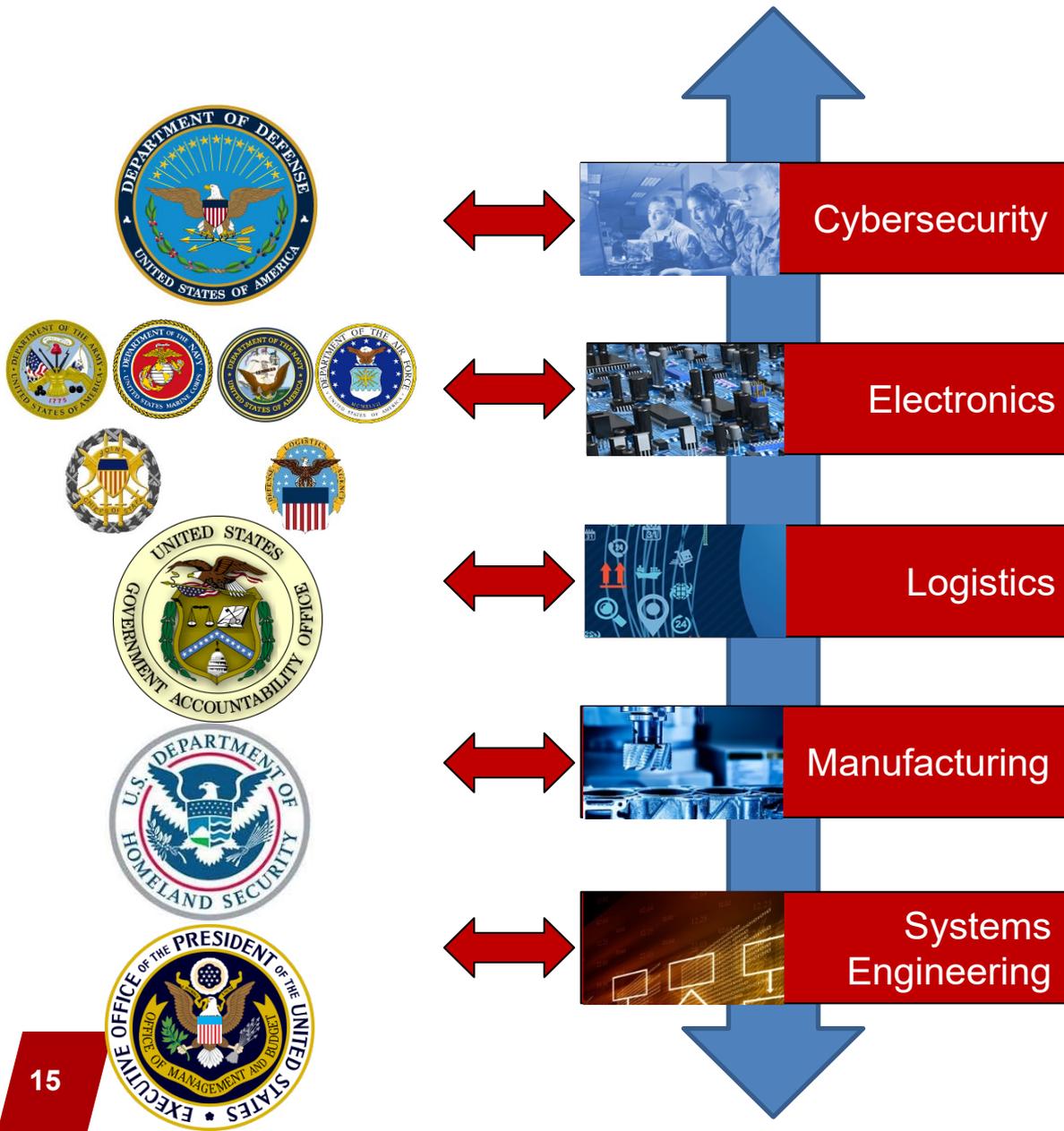
- Division and NDIA leadership
- Goals and activities for the year ahead
  - Conference, meetings, studies
  - USG relations, recruiting and growth
  - Relevance and impact
- Parameters for annual conference
  - Where and when – launch RFP process
  - Structure (plenary, tracks, tutorials, etc.)
  - Objectives (attendance, sponsorship, financial)
  - Keynote speaker coordination across enterprise
    - Need to monitor invitations to senior officials
    - Multiple uncoordinated invitations have caused problems for NDIA in the past

# Questions and Discussion

- **What are your views regarding conference planning?**
- **Do you agree we need a better process with earlier timeline?**
- **What other improvements can be made?**

- **Address cross-cutting issues**
- **Enhance enterprise collaboration**
  - Not a new Division
  - Started with Manufacturing Division Supply Chain Committee
- **How?**
  - Steering Committee
  - Identify Liaisons within Divisions and Chapters
  - COI topics into existing programs, component events
  - Position as industry lead: coordinate papers, studies, etc.
- **Issue – additional volunteer burden**

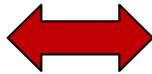
# The Problem



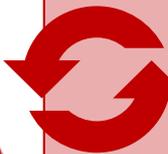
- Multiple USG offices have similar issues
- USG often goes to multiple NDIA Groups independently on these topics for industry perspectives or input
- No structure or mechanism exists for coordination of effort or response

# Supply Chain COI

# NDIA



# NDIA



**Enhancing the Voice of the Industrial Base Through the Collective Voice of our Divisions**



Cyber



Electronics



Logistics



Manufacturing

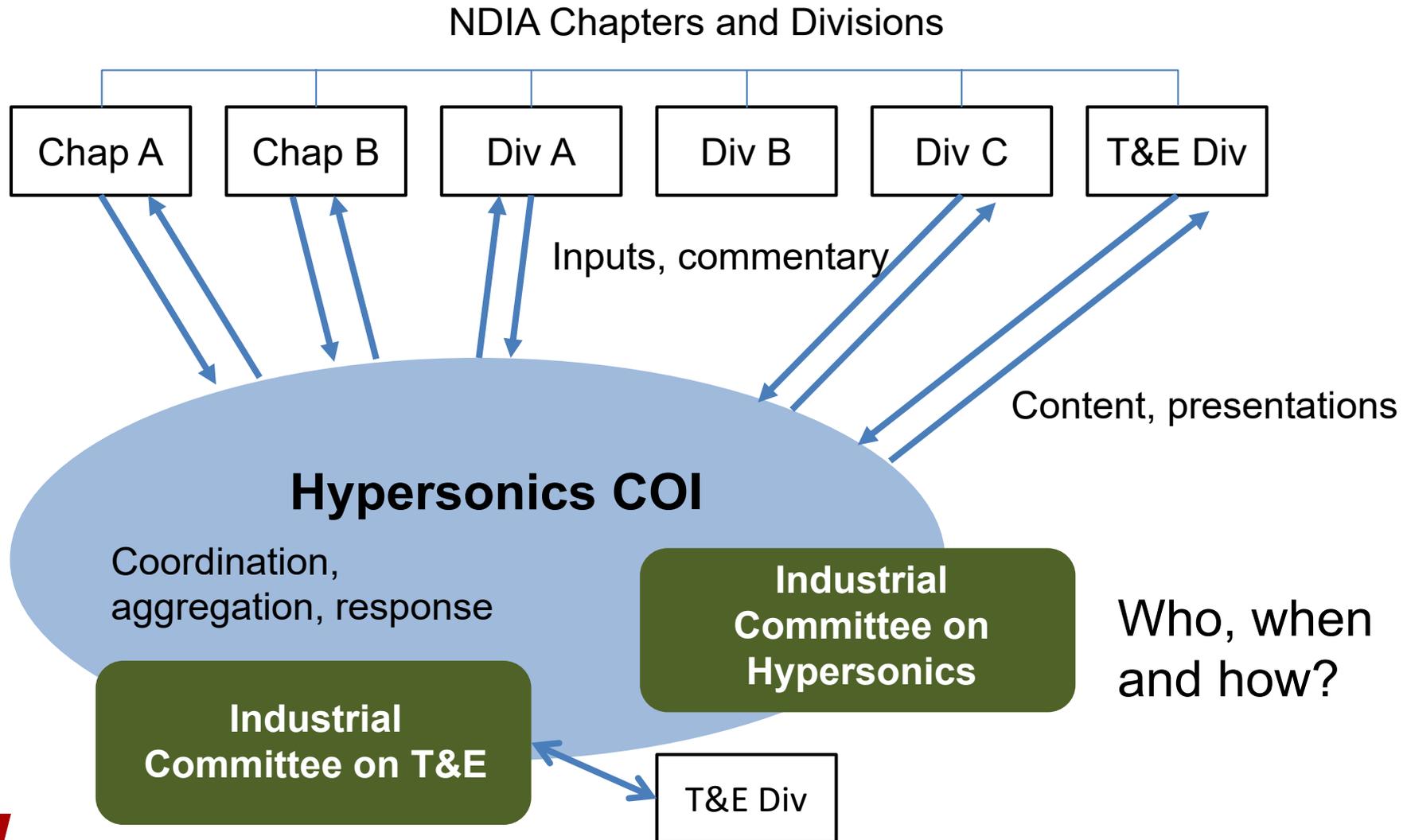


Systems Engineering

Other Divisions Chapters

- **NDIA has 3 industrial committees**
  - CBDIAF, ICOTE, ICAP
- **Industrial Committee Construct**
  - Industry and Sr Govt co-chairs
  - Focused on specific functional area (e.g ICOTE)
  - Participation by invitation
    - Criteria relate to expertise, leadership in the area
  - Regular meeting cadence (quarterly, bi-annual)
- **Can this construct be enabling framework for a COI?**

# Example - Hypersonics



# Questions

- **Does the COI concept make sense?**
- **Challenges?**
- **Opportunities?**
- **Next Steps**

- **Divisions and Chapters share and collaborate**
  - Improve communications
  - Better products, wider engagement, greater value
  - NDIA and WID
- **Examples**
  - Logistics and Systems Engineering Conferences in Tampa
  - T&E Conference in Ft Walton Beach
  - Robotics conference in Columbus GA
- **Tools to enable opportunities**
  - Intra-division, multi - division, division – chapter
  - Increase enterprise value and impact

# Questions

- **Do we agree this makes sense?**
- **How do we institutionalize this?**

- **What are Necessary Requirements?**
  - Messaging
  - Document sharing
  - Whiteboard
  - Video
  - Wiki
  - Polls
  - Resource locator
  - On-demand meetings
  - Calendars
  - Other?
- **Considerations**
  - Cost, use patterns, USG access, governance/control
- **NDIA e-Web**
  - Replacement for SharePoint 2007 Committees <http://ndia-updates.idevdesign.net/>
- **Other possibilities**
  - APAN, Slack, purchased solution?

- **NDIA e-Web (NDIA Website login)**
  - Documents, chat, calendar, roster management, groups
  - Pros: NDIA controlled, integrated with database and website
  - Cons: limited functionality
- **APAN (All Partners Access Network)**
  - Documents, chat, adobe connect, members, wiki, media, announcements
  - Pros: USG can access, evolved capability, groups, sites
  - Cons: USG controls, HADR focus, unclear how much NDIA can use

# Questions

- **What are minimum requirements?**
- **What is desired end state?**

- **Are there opportunities for economy of scale?**
  - Fewer but larger events, Broaden appeal
- **Co-location Concept**
  - Events held at same time, in same place
  - Degree of common sessions varies
    - Share plenaries, share exhibits, share meals, etc (or not)
  - Retaining each event’s “personality” identity
  - Serving the Division’s community
  - Increases planning horizon timeline
- **Consolidation**
  - Combining similar groups
  - More of a strategic decision (e.g. C4ISR into CAO)

# Questions

- **Can co-location work for some events?**
- **Can we find a test case?**

- **Traditional governance for Divisions**
- **Wide variations amongst Divisions**
- **Functions**
  - Establish Division purpose and direction
  - Define boundaries and limitations
  - Guide/govern operations
- **Charter update and annual review**
- **Objectives**
  - Strategic alignment
  - Relevance
  - Baseline standardization

- **Implement a standard for succession planning and elections?**
  - Opportunities for leaders to share success stories and challenges
- **Should Charters be reviewed periodically for relevance to current environment?**
  - Examples of Divisions that have Charter review schedules

- **Enable Objectives**
  - Expand our reach
  - Increase efficiency and effectiveness = greater value
  - Growing involvement
  - Greater impact
  - Improve event performance
- **NDIA HQ support**
- **Communications**
- **Information**

- **How do we become a more effective, efficient and impactful association?**
- **What do NDIA Divisions look like in 2025?**
- **How do we develop the resources necessary to achieve the vision?**
- **What do we want to accomplish by 2019 LC**