

INCOSE Model Communities Outreach: Meeting Minutes

Meeting: Jan 29, 2019, at INCOSE IW2019

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Summary of Meeting: (details later below) (see also meeting slides in Attachment 1)

1. Introduction by meeting participants, as to their interests and own work in the meeting topic.
2. Reviewed INCOSE goal of increasing existing outreach to model-oriented community segments, including technical societies, standards bodies, trade groups, model users, and other model stakeholders.
3. Reviewed existing historical INCOSE relationships with subset of this community, in some cases quite substantial in intensity, longevity, and positive impacts—but still scratching the surface of the large and growing community.
4. Discussed participant ideas as to goals for additional outreach, who to engage in order to plan further, types of entities, related needs for more “in-reach” to INCOSE working groups, next steps.
5. Agreed to next steps:
 - a) Distribution of these minutes to attendees
 - b) Generation of a draft charter
 - c) Socialize draft charter with INCOSE leadership and attendees
 - d) Distribution of draft charter (possibly updated) to friends in extended community segments
 - e) Assemble extended community listing
 - f) Distribution of draft charter to extended community listing

Meeting details:

6. Refer to meeting slides in Attachment 1.
7. Why might INCOSE and others in different model community segments be interested in each other?
 - a) At a minimum, simple awareness of additional model-oriented community segments and members;
 - b) Possibly beyond that, where common interests offer potential to share the load of community events, co-promotions, making resources go farther, keeping up with developments, advancements in the current state of theory, practice, technology, availability of standards, guides, education, publications, identification of community needs, etc. Contact with these community segments may help determine if any of these or other potentials warrant pursuit.
 - c) The SE community (INCOSE, etc.) is particularly interested because of the connecting nature of systems engineering;
8. Further discussion of different types of relationships (see also Attachment 1 meeting slides) led to the following listing, in order of increasing involvement and potential values:
 - a) Awareness of each other
 - b) Tiered pricing or reciprocity, for events, information, etc.
 - c) Leveraging of mail lists
 - d) Concurrent, co-located, or sequentially timed meetings/events
 - e) Planning for shared use of other resources
 - f) Shared industry roadmaps
9. The relative value and cost of a plausible basic activity was discussed—compiling a list of known entities, brief statement of activities or interests, their contacts, and links to contacts.
10. Advice from participants included being prepared to expected resistance, especially “our plate is already full” and “we already take care of that”.
11. An example of a technical subject of possible wide interest across community segments was discussed—the model-neutral “wrapper” discussed in Attachment 1 meeting slides, characterizing many diverse models, developed by or with INCOSE, ASME, and V4 Institute. Joe Walsh expressed interest in this as a subject for the ASSESS meeting later this year.
12. Both Al Hoheb (Aerospace Corporation) and Joe Walsh (ASSESS), in attendance, are actively operating networking activities with some segments of these communities, and offered suggestions.
13. Although the original subject of this meeting was considering needs for outreach to external segments with model-oriented interests, there was also acknowledgment that networking among the internal INCOSE working groups with model-oriented interests could itself also continue to improve, so that those groups and teams should be added to such a listing.
14. Types of entities to consider contacting were discussed by the attendees:
 - a) Professional technical societies
 - b) Trade groups (e.g., NDIA, AIAA,
 - c) Standards making groups
 - d) Government entities
 - e) Educational and research institutions
 - f) Internal INCOSE groups
15. Some specific example groups were brought up by attendees:
 - a) To reach the decision-maker, model consumer stakeholders: American Society for Engineering Management, AMA, PMI, others.
 - b) Example of: Medical Device Innovation Consortium (MDIC) pioneered by FDA and others
 - c) Emerging or recent new segments, such as data science and analytics community

16. Additional brainstorming by attendees resulted in a longer list of potential needs that might be addressed. It was observed that some of these might be addressed with relatively limited effort or other resources, by leveraging existing assets by the larger community:
- a) Simple awareness of each other
 - b) Improved awareness of applicable standards and standards in development
 - c) Participation in future advancement of ISO 15288
 - d) Leveraging of existing lists
 - e) Joint promotions
 - f) Better availability of both global as well as specialized community definitions
 - g) Ways to address the apparent gap between needs for skilled people and current availability
 - h) Joint publications
 - i) Joint events
 - j) Strategies for digital threads and digital twins
 - k) Planning of future instruments and tools, or improvements thereof
 - l) Cross-promotions of each other's assets (standards, guides, other)
 - m) Places to go for sounding boards or feedback review on one's plans for implementing aspects of model-based environments, capabilities
 - n) Exemplars and examples
 - o) Speaking to suppliers on behalf of the needs of the community
 - p) Increased engagement by tech community segments (mention of AWS, Google, Apple) in adaptations to the expectations of the younger generations
17. It was suggested that describing (in the draft Charter) a summary of the "current state" and the desired "future state" would be one good way to summarize the impact sought.
18. Discussion of "vision" and "mission" words and phrases to consider:
- a) Federation
 - b) Ecosystem
 - c) Whole greater than sum of parts
 - d) Reduced costs
 - e) Enabling digital transformation
 - f) Awareness
 - g) Cross channel promotion
 - h) Network
 - i) Leveraging local learning
 - j) Collaboration to enable Digital Engineering
 - k) Shortness of available time, other resources, but needs remain and grow
 - l) Organizations often think they have some unique assets in hand, but would like them to reach others
 - m) Enterprise of practice

19. Consider replacing "outreach" with "collaboration"

Next steps:

20. Distribute these meeting notes to attendees
21. Generate draft charter at high level and sufficient to elicit feedback
22. Socialize draft charter with INCOSE leadership to solicit feedback
23. Distribute draft charter to attendees for feedback
24. Identify initial target entities and contacts
25. Distribute draft charter to friendly subset of targets, gain some agreement as to interests and participation
26. Distribute charter to larger target list, obtain feedback and agreement as to interests and participation.

Reference Materials: Attachment 1: Meeting slides, 01.29.2019