



The IET Strategic Framework

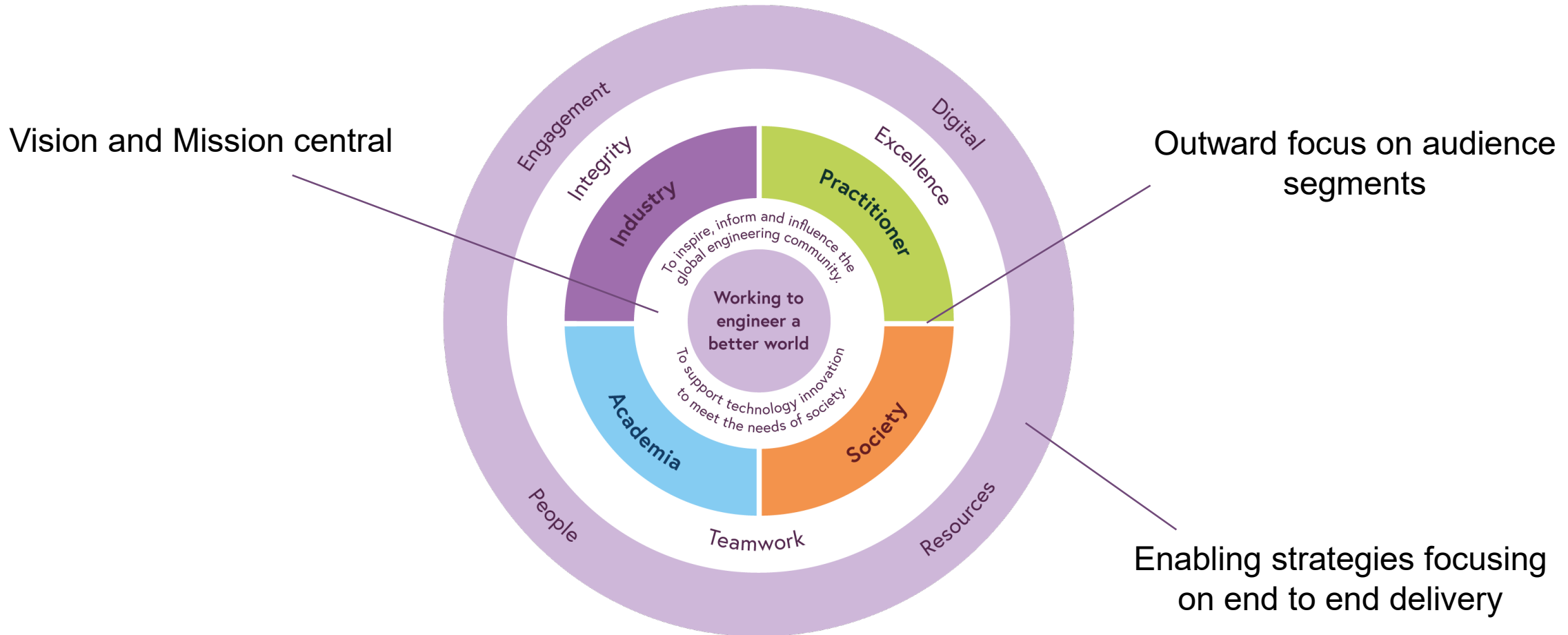
Our Vision & Mission



Working to
engineer
a better world

To **inspire**, **inform** and **influence** the global engineering community, supporting technology innovation to meet the needs of society.

Our Strategic Framework



The IET's strategic framework focuses on our four audience segments: Industry; Practitioner; Academia and Society.

Each segment has its own headline strategic ambition, supported by three strategic objectives focused on those positive outcomes.

Definitions

Both engineering organisations and non-engineering organisations that employ engineers are included in the Industry segment.

This includes micro-SME through to large multi-national companies.



Practitioner includes any practicing engineer or technologist (where they may not identify as an engineer), in addition to those who are on a pathway to becoming an engineer.

Academia includes any recognised learning provider supplying qualifications to learners in their post compulsory education phase.

This segment includes both the learner and the academic researcher and also supporting roles including faculty and librarians.

Society includes the general public; children, adults, parents, school teachers – anyone who is impacted by engineering and technology.

Other Professional Engineering Institutions and other like-minded organisations are included. Government is also included within this segment.

PRACTITIONER

We champion excellence and professionalism in engineering and technology

What we do

- We enable our community to demonstrate competency, professionalism and achieve recognition
- We provide relevant, inspiring and up-to-date knowledge and lifelong learning
- We connect and promote a diverse, inclusive and engaged profession



How we measure it

- Annual numbers of IET members achieving Engineering Council registered status in-year
- Annual number of users engaged with IET Learning and Development products
- Annual number of members under the age of 40 (excluding Students, Apprentices, India and China)

INDUSTRY

We partner with industry to support quality, efficiency and innovation in engineering

What we do

- We work with Industry to understand its needs and meet the need for skilled professionals
- We share technology innovation and promote engineering best practice
- We set high professional and ethical standards to deliver safe and reliable solutions to Industry



How we measure it

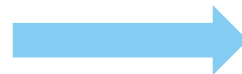
- % of IET Scholars entering the profession
- Number of Students engaged with IET On-Campus funded activities
- Event Attendees and Net Promoter satisfaction from a clearly defined mix of event categories
- IET proliferation on knowledge and guidance on ethical principles and practices in the design of engineering and technology developments

ACADEMIA

We drive innovation and insight in engineering and technology to solve global challenges

What we do

- We deliver insight and intelligence to enable effective and innovative research
- We facilitate the application of engineering and technology research to create sustainable impact
- We promote high quality trainee and student learning



How we measure it

- Inspec market penetration
- Inspec Analytics usage and satisfaction
- Average Journal Impact Factors
- IET Accredited university schemes as a proportion of the addressable market

SOCIETY

We promote the contribution of engineering and technology to make a real difference to society

What we do

- We want every child to think positively about engineering and will ensure that they have the opportunity to become an engineer
- We promote engineering solutions that solve world problems
- We support Government to adopt effective engineering and technology solutions



How we measure it

- Annual numbers of young people, parents, teachers that are engaged with an IET education initiative / resource
- Societal engagement with IET identified messages, themes and campaigns
- Government engagement with specific engineering topics that the IET is targeting for adoption