

**JCS REVIEW and STRATEGY
MEETING**

21th January, 2009

REVIEW OF THE JCS

- Founded -1973
- Incorporated - 1975
- First Technology Conference -1976
- Secretariat Opened -1986
- JCSEF Launched -1992
- 50% share in 2 ³/₄ Ruthven Rd - 1999
- Awarded Silver Musgrave Medal - 1999

REVIEW CONT'D

- Launch of UWI Chapter -
- Publication of “Bits and Bytes” Magazine
- Launch of Toronto Chapter
- Representation on National Telecommunications Advisory Committee
- Representation on National Industrial Policy – ICT Sector

REVIEW CONT'D

- Representation on NACOLIS
- ReBranded JCS Conference
 - ‘ Biztech Forum’

WHAT HAS CHANGED?

- Greater range of specialization that the Professional can go into
- The entrepreneurial spirit was hit a death blow during time of financial meltdown.
- Diversification of what it is to be an IT professional. Initially it was basically programming. Now Information Systems, Computer Engineering, etc.
- Recognition of the importance of ICT to an organization (CIO)

WHAT HAS CHANGED? Cont'd.

- Use of computers in business made accounting functions easier. There has been a move from data processing to the use of management information systems.
- Quality of persons coming to the market, who claim to be IT professionals, missing a lot of the fundamental principles. Dilute esteem to which the profession should be held.

WHAT HAS CHANGED? Cont'd.

- Convergence of IT and Telephony has had a revolutionary impact on the industry.
Changed how IT professionals interact with the customer.
- The internet has allowed business to be transacted electronically.

NATIONAL CHANGES

- The introduction of IT in high school curriculum.
- The Microsoft revolution and computer gaming has influenced more of our young people to take an interest in IT. Has it affected consumption more than education?
- Liberalization of the telecommunications industry.

NATIONAL CHANGES

- Uncertainty of who is an ICT professional.
- Computing devices has become more available and more portable.
- ETA facilitates electronic transactions.
- View of the importance of computers, accessibility of computers to individual.

JCS OPERATIONAL CHANGES

- JCS doesn't hold the perception of relevance as it once did. Needs to rebrand itself. The industry has mushroomed but the JCS membership has diminished.
- Community that we serve has changed, but the JCS has not kept in step. We should be a step ahead.

WHAT SHOULD THE JCS BE?

- Should identify each segment of the industry, from student to established professional, to the executive, to the government; and be the bridge. The JCS needs to provide a professional development process to take the individual at all levels from a basic interest in the technology to the highest professional level.
- Membership should be tiered.
- JCS should have a voice to influence the ICT sector in Jamaica.

WHAT SHOULD THE JCS BE?

- Needs to be agile enough to be able to respond to the changing needs of the persons in the industry.
- Needs to be in the fore-front of national policy development for the industry.
- JCS should be meaningful and relevant to the professional.

SWOT ANALYSIS - Strengths

- Legacy of the JCS.
- Resolve of a core group of members in the JCS.
- Some national recognition of the JCS.
- BizTech Forum.
- Industry connections through its affiliations.
- The secretariat.
- Part ownership of 2¾ Ruthven Road

SWOT ANALYSIS - Weaknesses

- Poor visibility
- Out-dated image
- Lack of resources
- Weak operational structure
- Difficulty attracting & retaining members
- Lack of support from local practitioners
- Inability to identify the profile of the membership

SWOT ANALYSIS - Weaknesses

- Inability to retain archived information
- Inability to disseminate information
- Limited benefits to members
- Limited sources of income

SWOT ANALYSIS - Opportunities

- Repositioning, rebranding
- Thousands of ICT professionals as potential members
- Expanded industry awareness and impact allows for increased visibility and influence
- No established national ICT reference point
- Existence of widely recognized bodies to which the JCS can be affiliated.

SWOT ANALYSIS - Opportunities

- Access to several recognized certification programs in many sub-areas of IT from which the JCS can develop its own recommended programmes
- Large body of technical literature that can be distilled and re-targeted for the Jamaican context
- There is a steady increase in students wanting to enter the profession.

SWOT ANALYSIS - Opportunities

- Widening & deepening of technology and maturing of individuals provides an opportunity for the JCS to raise the overall image of its professional members
- Easier to reach target audience through the technology
- Monthly meetings and publications
- Existing online community (TechJamaica)
- Expatriate ICT professionals

SWOT ANALYSIS - Threats

- Economic environmen
- Migration of ICT professionals
- Scarcity of ICT jobs
- Misalignment of the JCS' role and external perceptions of the JCS