

Address by IEEE Executive Director

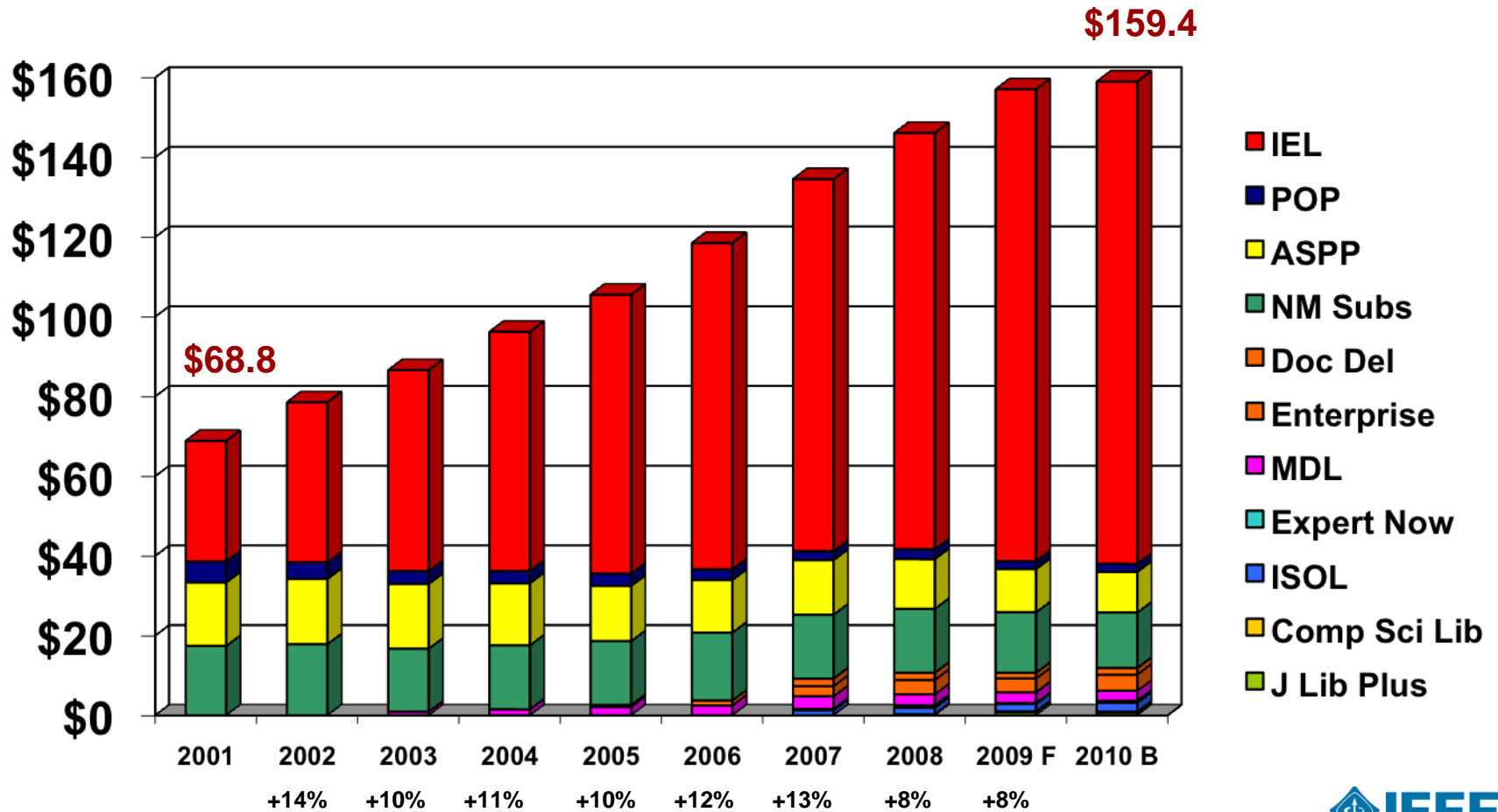
James Prendergast

**IEEE REGION 10 ANNUAL MEETING
27th & 28th February, 2010**

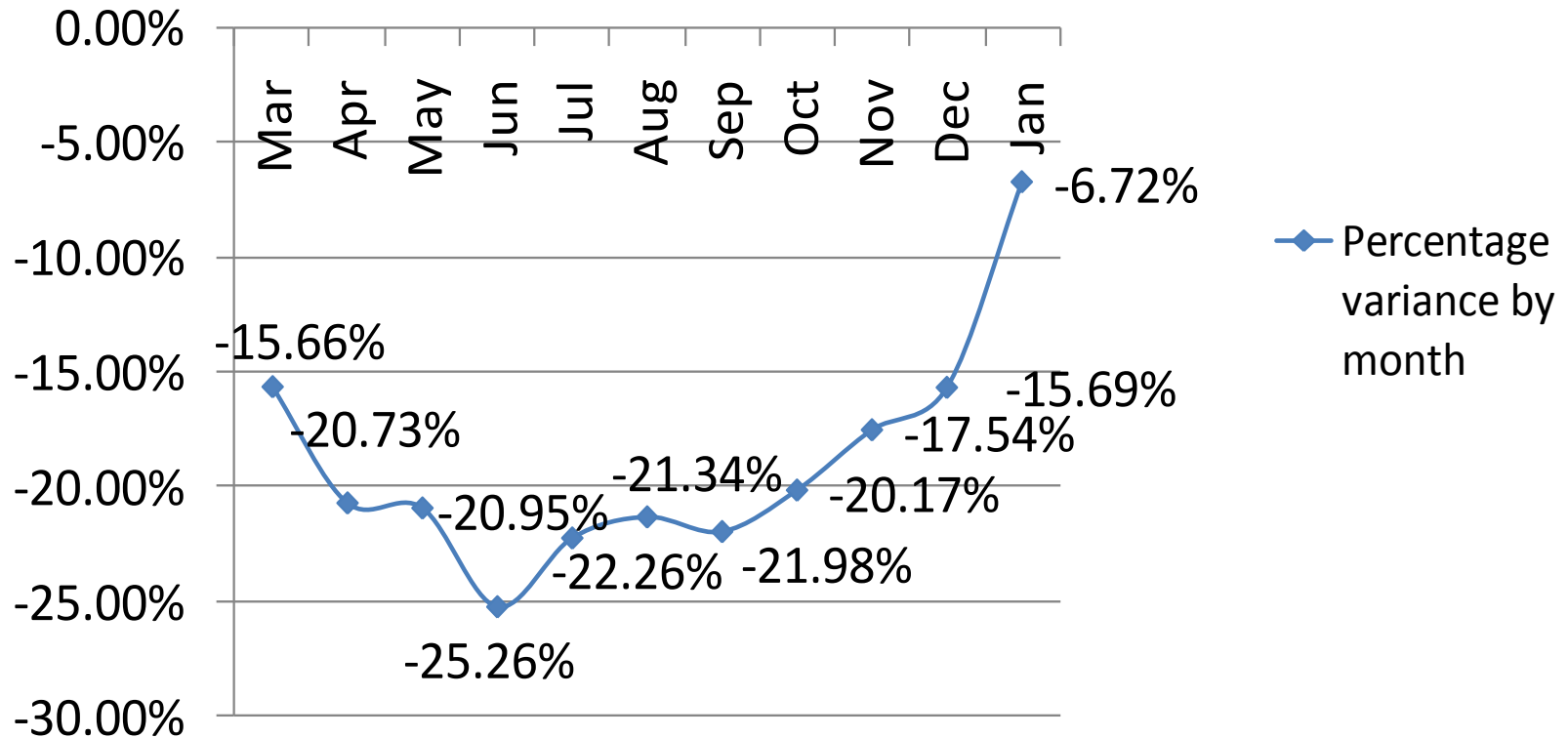
Cebu, Philippines

Key IEEE Product Sales Trends

2000-2010B in \$ millions earned sales



2009 Conference Focus 50 Net Surplus vs. Budget Variance



* The remaining 500+ conferences represent the about 40% of the net. Financial projections are \$1M less than forecast or \$2M less than budget indicating an overall surplus 6% below forecast or 11% below budget.

Membership – as of Jan 2010

- Membership: 406,575 (Pre-February Service Deactivation)
 - Total +3.8% YoY ... +15,015 members
 - Higher grade +0.4% YoY ... +1,257 members
 - Undergraduate +10.8% YoY ... +6,181 members
 - Graduate Students +22.3% ... +7,577 members
- Society Memberships
 - Total +0.7% YoY ... +2,138 members
- 2010 Renewal: 7,500 ahead of same period 2009

IEEE Contact Center Improvements

- The contact center expanded coverage to 24 hours x 5 days per week, increasing service hours from 40 to 120 hours per week; and initiated a first call resolution improvement program

9,400 Contact Center interactions surveyed in 2009

Result:

Overall rating of Satisfied/Highly Satisfied increased from 70% (before expanded hours pilot) to 85.5% in 4Q 2009

First Call Resolution: 74.1% vs. Industry Benchmark of 60%

Technical Focus Areas

- SmartGrid
 - Standards, Web Portal, 2 New Conferences, 2 New Transactions,...
- PhotoVoltaics
 - Hosting Photovoltaics New Technology Forum at Photovoltaic Specialist Conference, July 2010
 - Developing new IEEE Photovoltaics Journal
- Cloud Computing
- Next Generation Computing Architecture
- Networked Multimedia
- Health and Bioscience

Society Membership

- In 2009, membership
 - increased in 19 Societies
 - decreased in 12 Societies
 - no significant change in 7 Societies
- In 2010, volunteer and staff emphasis in understanding these trends; TA and MGA collaborating
- Analysis being done on individual Society retention as well as relationship to overall IEEE membership.
- Outreach to members around the world

Educational Activities

■ Pre-University Education

- TryEngineering.org received 5.1 million hits in 2009 (4.5 million in 2008 & 5.5 million goal in 2010).

■ University Education

- Technical English Program workshop in Abu Dhabi in March
- Conference with IBM: *Transforming Engineering Education..*

■ Continuing Education

- IEEE Expert Now:
 - The new eLearning Portal is now available for hosting society elearning content (Camtasia, podcasts, PowerPoints, etc.)
 - Working with MGA Member Loyalty Program to give 1st-year renewing members five free Expert Now eLearning Tutorials.

■ Standards Education

- Workshop with China National Institute of Standardization, will be held in May.

Standards

- **Smart Grid Standards Progress: 2010**
 - IEEE has largest number of standards on NIST's top list
 - IEEE P2030 Fourth Plenary 25-28 May 2010, Santa Clara, CA
- **Expanding Relationships Worldwide**
 - China Office/SA participated in IEEE1680 EPEAT/GEC joint conference (Beijing)
 - International Guest Researcher Project: Ms. Dongmei Xu (CESI) studying standards development in IEEE (June-Oct)
 - Corporate Advisory Group outreach and seminar in Bangalore and New Delhi (March)
- **Corporate Advisory Group mentoring Cloud Computing, Sensor Networking, and Green Technologies**
- **Conformity Assessment**
 - 4 MOUs with Conformity Assessment Labs by year-end 2009
 - Strong engagement with NIST Smart Grid effort via Enernex

ieeetv 2.0 Launched January 7th, 2010

Traffic across all ieeetv web destinations increased by 62.3% to 70,747 (vs. January 2009)

Video Viewer traffic Grew 40% to 40,791

The screenshot shows the ieeetv 2.0 website interface. At the top, there is a navigation bar with the ieeetv logo, 'Public Access', and links for 'Login', 'Join IEEE', 'About IEEE.tv', 'Feedback [+]', and a search bar. Below the navigation bar is a large video player area. On the left, there is a sidebar with text about 'IEEE.tv Public Access' and a 'Join IEEE Today' button. The main video player area shows a video titled 'Scene from: Wind Power: The Technology' with a thumbnail of a wind turbine. Below the video player, there are tabs for 'New Programs', 'Most Viewed', and 'Series'. A row of video thumbnails is displayed, including 'DualCool NexFET Power MOSFETS', 'Drexel Presidential Panel - IEEE Presidents of...', 'Drexel Presidential Panel - IEEE Presidents of...', 'Schwartz-Pumpe', 'IEEE Medal of Honor Recipient (2009): Dr. Rob...', 'IBM T.J. Watson Research Center', and 'Mobile Internet Devices at Intel'. At the bottom, there is a banner for 'IEEE Real World Engineering Projects' with the tagline 'Your students want to build a better world?' and the IEEE logo.

Features Added:

- Upgraded searching, sorting, and other utilities.
- A new member only benefit, Video Transcripts available for download.
- Social media integration. Post videos on Facebook and other sites, or embed in an e-mail.
- Improved navigation at ieeetv

About page traffic Grew 530% to 18,033

The screenshot shows the ieeetv 2.0 website interface with a grid of video thumbnails. At the top, there is a navigation bar with the ieeetv logo, 'Home', 'About IEEE.tv', 'Login', 'Feedback', and a search bar. Below the navigation bar is a large video player area showing a video titled 'The Truth About the JFK Assassination: Signal Processing Tells The Story'. Below the video player, there are tabs for 'New Programs', 'Most Viewed', and 'Series'. A grid of video thumbnails is displayed, including 'DualCool NexFET Power MOSFETS', 'Drexel Presidential Panel - IEEE Presidents of...', 'Drexel Presidential Panel - IEEE Presidents of...', 'Schwartz-Pumpe', 'IEEE Medal of Honor Recipient (2009): Dr. Rob...', 'IBM T.J. Watson Research Center', and 'Mobile Internet Devices at Intel'. At the bottom, there is a banner for 'The power to go from line to load' with the tagline 'Your students want to build a better world?' and the IEEE logo.

IEEE Xplore 3.0 Launched February 13th, 2010

- Biggest upgrade since its launch
- Contemporary interface
- Enhanced search function
 - Facets let users narrow a search by various attributes: Author, topic, document type, etc.
- Personalization
 - Registered users can set agent to alert them when new articles match their keyword searches
- IEEE Press books as a member benefit
 - 220 titles older than 3 years are available to any IEEE member at no additional charge

IEEE Technology Navigator 2.0 – Feb.

The screenshot shows the IEEE Technology Navigator 2.0 interface. On the left, a sidebar lists various industry sectors, with 'Computing & IT' selected. The main area displays a grid of technology tags, each with a color-coded background. A search bar at the top allows filtering tags by keyword. A 'Sort by' dropdown is set to 'Alphabetical'. At the bottom, a 'Connectedness' slider is set to 'Low', and a 'Switch to Visual Map Interface (Beta)' button is visible. Callouts provide the following information:

- See technology concepts (tags) by Industry Sector or IEEE Society. The matching tags will then appear.** (Points to the sidebar)
- Narrow the results by searching for tags that contain your keyword.** (Points to the search bar)
- Order tags by alpha, overall connectedness, or more detailed statistics.** (Points to the 'Sort by' dropdown)
- Zoom in or out to see more or fewer tags at once.** (Points to the zoom slider)
- A tag's color shows how connected it is to sectors, to other tags, and to IEEE resources.** (Points to a tag)

- New Features:
 - Live Search toolbar by industry sector or by Society-Council
 - Results return Xplore abstracts

My Top Priorities

- Growth – impact, member/customer, financial
- Stability – greater diversity of revenue streams
- Globalization – member/customer & functional
- Nimbleness in an interdisciplinary world
- Agile, efficient infrastructure
- Bureaucracy reduction

The Next 90 Days & Beyond:

- Complete approval & kick-off for IBP
- Fully integrate new CIO & new CFO
- Hire new CMO
- Flesh out globalization plans, esp. Asia
- Drive Future of Information workshop
- Plan Regions 1-6 membership revitalization
- Continue to Automate/standardize activities
- Increase cross-organizational collaboration
 - Smart-grid
 - Life Sciences activities
- 80/20 spirit



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for Humanity*