

## 2002 Mid-year Report

### Region 3 Corporate Relations Committee

The RAB Industry Relations Committee met in June to discuss plans for industry relations activities. We developed an Industry Relations Representative job description for use by sections, chapters, and regions. An abbreviated version of the IR Rep job description is inserted at the bottom of this report. It is in the form of a HELP WANTED ad that can be placed in the section or region newsletter. We need volunteers from the Region 3 ExCom, sections and chapters to become involved in industry relations. Nobody else is going to reach out to employers of our members and tell our story for us. Let me know if you would be willing to get involved. Let me know your success stories and problems if you are already involved in contacting employers on behalf of the IEEE.

We are working with the Atlanta Section and Lockheed Martin to support a Lockheed Martin "Association Day" during E-week next year. Lockheed Martin will help promote the IEEE and other engineering societies to its engineering staff. This project may also provide an opportunity for the IEEE to interact with some of our society counterparts in other engineering fields. There could be strength in numbers and other benefits of working with them.

#### HELP WANTED

### IEEE Industry Relations Representatives

Atlanta Section and Region 3 Executive Committees

#### DUTIES AND RESULTS EXPECTED

- These IEEE volunteer positions include input and participation in Institute-wide strategy, planning and development of industry relations objectives with staff and volunteers at all levels of the IEEE organization
- Provide leadership and coordination in all areas of section/chapter organization that have interests and goals relating to building relationships with industry
- Identify local industries and key players that either employ IEEE members or potentially have need of IEEE products and services
- Work with industry to establish our understanding of their needs and to determine and demonstrate how the IEEE can help address their needs
- Survey local industries to determine the extent of IEEE membership and involvement of employees

- Plan and coordinate industry visits with key industry executives by local, regional and national volunteer leaders and appropriate IEEE staff
- Promote IEEE to industry as a relevant information provider to enhance their employees' technical expertise
- Establish and maintain a local IEEE Industry Advisory Board
- Identify ways to recognize industry for contributing to technical and professional achievements relevant to IEEE, including high levels of IEEE involvement

#### PEOPLE AND PROBLEM SOLVING SKILLS

- Interest and ability to monitor changing markets and trends, deduce the implications for the IEEE and its members, and apply this knowledge to the organization's strategy to develop relationships with industry organizations.
- Human relations skills, combined with resourcefulness and professionalism, to contact and gain access to senior managers and executives of targeted corporations.

#### CONTACT

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