



**Ron Jensen**  
**2011 IEEE-USA President**

**Region 3 Meeting**  
**Charlotte**  
**21 March 2010**



# IEEE-USA Overview

- **MISSION** -- Per IEEE Bylaws, is "recommend policies and implement programs specifically intended to serve and benefit the members, engineering professionals, and general public in the United States. IEEE-USA shall be the organizational unit that represents the professional interests of the IEEE before U.S. governmental bodies."
- **VISION** -- To be the best resource for our members, the profession, and the public on U.S. policies and programs that promote lifelong career vitality for engineers and a high quality of life for all through electrotechnology and information technology.
- **STRATEGIC FOCUS :**
  - Supporting Members' Careers
  - Shaping Public Policy
  - Increasing the Public Visibility of IEEE and Engineering
  - In partnership with MGA – Advancing the Globalization of IEEE's Professional Activities

# IEEE-USA Operations

- The IEEE-USA Board of Directors and IEEE-USA 2010 President Evelyn Hirt oversees 750+ volunteers serving on standing and ad hoc committees and in our PACE Network.
- IEEE-USA operates with a balanced budget of \$5.4M (2010) and 22 FTE staff administering four program areas:
  - 1) Career and Member Services
  - 2) Communications/Public Awareness
  - 3) Government Relations
  - 4) Professional Activities/PACE Network
- 90% of IEEE-USA's revenues are derived from an assessment of IEEE's U.S. members. Balance from conferences, advertising, on-line products and publications sales.
- ▣ **Office:** 2001 L Street, N.W., Suite 700, Washington, DC (shared with IEEE Computer Society)
- ▣ **Web:** <http://www.ieeeusa.org>

## What Does IEEE-USA Do?

- 1) Provides non-technical career and member services to IEEE's U.S. members, ranging from employment assistance, job search and soft skills training, to salary and unemployment surveys, to assistance for consultants and entrepreneurs.
- 2) Publishes the *IEEE-USA Today's Engineer* on-line magazine and associated print digest.
- 3) Works to raise member and public awareness of IEEE-USA, engineers and their contributions to society.
- 4) Responds to media queries/opportunities.
- 5) Advocates workforce and technology policies to benefit the profession and the public good.
- 6) Educates members and policy-makers on technology-related public policy processes and issues and engages members in personal advocacy.
- 7) Promotes professional activities in IEEE's U.S. regions, sections and student branches with direct funding and through conferences, professional development seminars and related activities, including an Annual Meeting.
- 8) Represents the professional (and corporate) interests of IEEE and its other operating units in dealings with the U.S. government.

# IEEE-USA Program Areas

- **Career & Member Services**  
*(CareerNavigator, Salary Service, Consultants, Entrepreneurs, Innovation Institute, career webinars, etc.)*
- **Government Relations**  
*(policy advocacy on S&T and career/workforce issues affecting member's careers, CARE grassroots network, government fellowships, WISE Internships, etc.)*
- **Professional Activities**  
*(supporting local section/chapter/branch professional activities through the PACE Network, student/SPAC conferences, Professional Development Seminars, the Annual Meeting, etc.)*
- **Communications & Public Awareness**  
*(Awards & Recognitions, Today's Engineer e-zine and digest, Ebooks, annual E-Week celebration, Future Cities Competition, Introduce a Girl to Engineering, "Discoveries & Breakthroughs", Mass Media Fellows, Engineering Video Contest, etc.)*

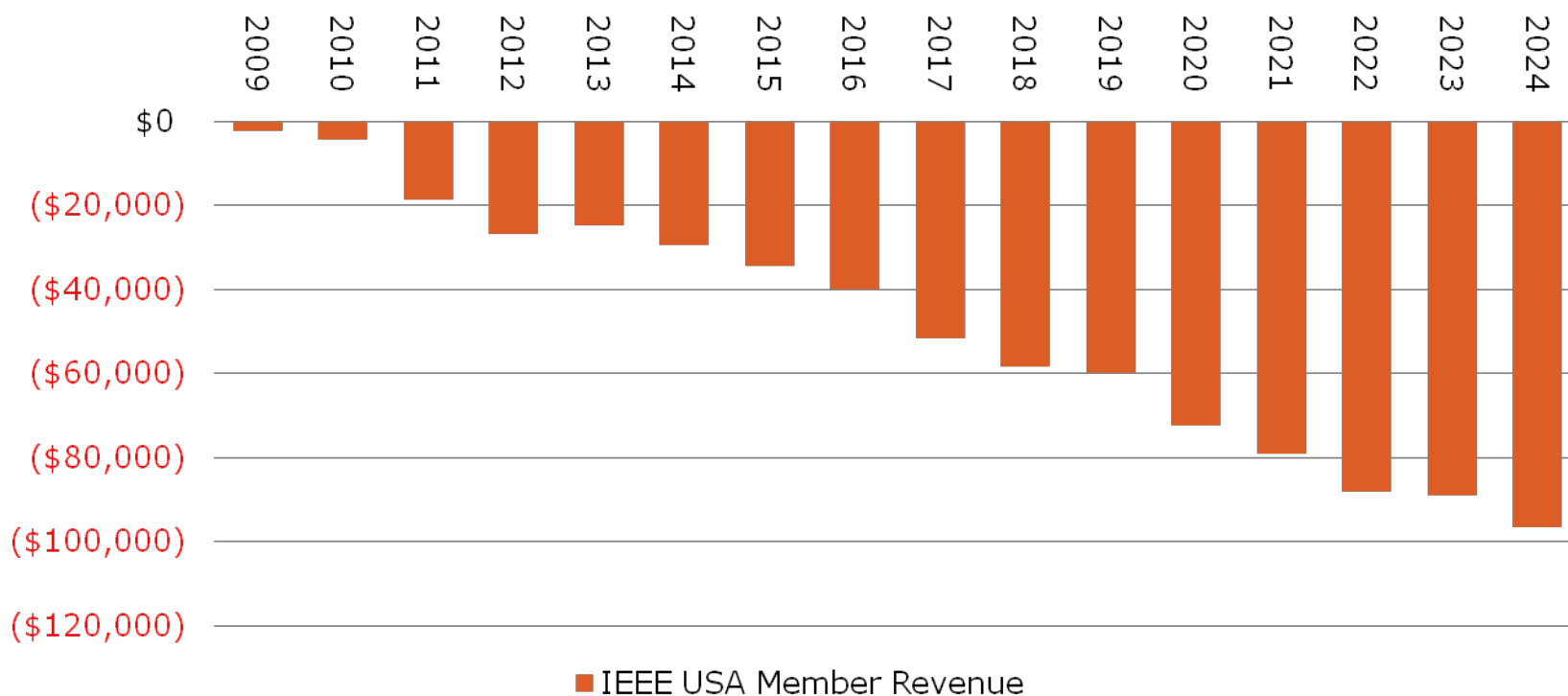
See: <http://www.ieeeusa.org/volunteers/files/ProgramBook-2008.pdf>

# IEEE-USA Board of Director 2010

- **3 Presidents**
  - *(Evelyn Hirt 2010, Ron Jensen 2011, Gordon Day 2009)*
- **4 Vice Presidents**
  - **Career & Member Services** – Gary Blank
  - **Government Relations** – Jim Jefferies
  - **Professional Activities** – David Pierce
  - **Communications & Public Awareness** – Nita Patel
- **Secretary-Treasurer** – Jim Howard
- **Directors Regions 1 -6**
- **2 Members-at-Large**
  - *(Emily Sopensky 2009-2010 & Winnfort Myles 2010-2011)*
- **Technical Activities Rep.** – Robert Hebner
- **Non-Voting Members**
  - **GOLD Representative** – Cathy Strickland
  - **Managing Director** – Chris Brantley

# The IEEE Life Member Issue

## Lost Assessment Revenue



# IEEE-USA Strategic Direction & Goals

- Following established in 2009



# Strategic Direction for 2010

- IEEE-USA will review its 2008-2012 Strategic and Operational Plan\*, beginning in June and adjust direction accordingly. Anticipated changes include:
  - IEEE-USA will “redirect” the IEEE-USA Innovation Institute (either a new business model or program shut-down) this year, to take effect for 2010).
  - Two “strategic” areas anticipated for increased operational emphasis in 2010 include:
    - Increased emphasis on “career survival” services to assist members affected by market downturn.
    - Improved tools for PACE Network to enhance local involvement and network communication.

\* See plan at: <http://www.ieeeusa.org/volunteers/files/IEEE-USAStrategicPlan2008.pdf>

# Strategic Direction for 2011-2013

- IEEE-USA will continue to focus on continuous improvement in the basic mission areas of career/member services, government relations, communications/public awareness and professional activities.
- Diversifying IEEE-USA's income sources to reduce reliance on member assessment has been and will remain a major emphasis and challenge.
- IEEE-USA also anticipates globalization of professional activities will create new opportunities for collaborations and raise operational questions that will need to be addressed.

# Career/Member Services Goals

(New goals for 2010 highlighted)

- Continue collaborations through the IEEE Careers Committee with a focus on career survival benefits.
- Develop next generation of IEEE-USA Salary Service and Consultants Directory on-line services
- Promote member entrepreneurship through expanded services to the IEEE-USA Entrepreneurs Network **including a strategic collaboration with the federal Small Business Administration.**
- Continue enhancement of IEEE-USA's CareerNavigator website.
- Enhance IEEE-USA Career Webinar series (increasing # of webinars and # of members served).
- Help EAB promote awareness and participation in its mid-career and pre-university education programs.
- **Help promote IEEE's new TryNano.org with the professionals, university students, and pre-university communities.**
- Help implement recommendations to promote the globalization of professional activities in IEEE.

# Government Relations Goals

(New goals for 2010 highlighted)

- Support legislation and advocate policies designed to enhance innovation and U.S. technological competitiveness, energy independence, the engineering and technology workforce, and Ehealth.
- Work with other members of the Science, Technology, Engineering and Math Coalition to secure FY 2009 appropriations to continue the National Science Foundation's Math and Science Partnership Program and other targeted federal K-12 educational support programs.
- **Review existing IEEE-USA Public Policy statements for current relevancy and appropriateness of language used to identify those needing updates or sun-setting.**
- Publish IEEE-USA Eye on Washington newsletter (20+ issues)
- Increase member engagement in grassroots advocacy
- Sponsor 3+ Congressional and State Department Fellowships
- Sponsor 3+ Washington Internships for Students of Engineering.
- Sponsor revenue-generating technical conferences on emerging technology topics with important technology-related policy implications.

# Communications/Public Awareness Goals

(New goals for 2010 highlighted)

- Publish monthly IEEE-USA Today's Engineer and Email Update, TE Digest, advertorials and Annual Report.
- Add 8+ titles to IEEE-USA Ebook catalog
- Sponsor/support 208 Engineers Week events, including EWeek Family Day and the Future Cities Competition.
- Offer Mass Media Fellowships.
- Conduct a proactive public awareness effort subject to resource limitations.
- Conduct IEEE-USA Awards & Recognitions Program.
- **Create a communications campaign for section volunteers to expand their understanding that they are the local window into all of IEEE-USA's products and services.**

# Professional Activities

(New goals highlighted)

- **Compile a one-stop volunteer's tools box to be delivered on the IEEE-USA's Volunteer Central that would link to the various IEEE-USA resources that the volunteers can use to promote professional activities in their communities.**
- Support local professional activities programs through regional funding allocations and project grants.
- Sponsor 15+ Professional Development Seminars (aka MPACs).
- Sponsor 40+ Student Professional Awareness Conferences/Events.
- Enhance IEEE-USA Annual Meeting, including multiyear planning.

# Operations Goals

(New goals highlighted)

- Manage resources to achieve break-even budget outcome.
- Increase non-assessment revenue by 2%+ (through conferences, advertising, on-line products and publications sales).
- Provide a financial incentive for membership recruitment by regions and sections and work with IEEE's Membership Development Committee to promote recruitment/retention in order to achieve yearly growth (not loss) in IEEE higher grade membership for Region 1-6.

# Backup



# IEEE-USA's Structure (2010)

