

**IEEE Region 3 Meeting  
Report  
20 March 2011**



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  - <http://www.linkedin.com/pub/ron-jensen/2/747/a24>
  - <http://twitter.com/ronjensen>
- 
- **IEEE-USA Facebook page**
  - **IEEE-USA LinkedIn group**



## Strategic Themes for 2011

- Increasing member engagement (i.e. member involvement, utilization and/or awareness of IEEE-USA and its products and services), and
- Diversifying IEEE-USA's revenue sources in order to reduce our budgetary reliance on the U.S. membership assessment.

# **IEEE★USA Member Engagement 1**

- Must deliver program to members
  - Local activities
    - Local engagement can be the best
    - Prepared programs for local volunteers to deliver (will have a list of PowerPoints with speaker notes and recorded presentations)
    - Need to reach Millennial's and Gen Xer's
    - 3 or more programs per section chosen based on local needs/interests
    - Must deliver whether section has a Pace Chair or not
    - Availability of Professional Development Funds to support local activities



## Member Engagement 2

- Webinars to be increased to reach broad audience
- Greater communications on topics members are interested in.
- Professional Home
  - Develop communities of common interests
  - IP Professionals (R1-6 initiative)
  - Professional Engineers (CEUs/PDHs)
  - Unemployed
  - STEM, Policy, Practicing Engineers ...

# IEEE★USA Member Engagement 3

- Update web site to encourage member and volunteer involvement
- Need more volunteers
  - Regular volunteers
  - Virtual volunteers
  - Micro volunteers
  - Crowdsourcing
- **Must build relationship with members**
  - Need cooperation from all sections and chapters- best engagement

# **IEEE★USA Financial Opportunities**

- Working on joint conferences/  
workshops related to professional  
activities and government relations
  - Suggest opportunities
- Looking for additional eBook topics/  
markets
- Other ideas?

# IEEE-USA



## ■ Intellectual Property Professionals

\$50k

- Develop an organizational “home” and series of targeted products and services for intellectual property professionals active in technology.
- Engagement with a community of intellectual property practitioners – patent lawyers, technical professionals, entrepreneurs, and others employed in both small businesses and large industries whose interests overlap law, public policy, technology and engineering practice.
- 1 October 2010: 10,004 active patent agents and 30,326 active attorneys with licenses to practice before the U.S. Patent and Trademark office.

## ■ On-Line Career Manager

\$25k

- Develop an integrated set of web-based tools and resources for career self assessment, benchmarking, skills practice and mentoring.

## ■ Employment Networks

\$10k

- Provide opportunity for members to network with employers to learn company hiring needs, employment trends and job opportunities.
- Promote and deliver IEEE employment-related projects and services (including IEEE-USA employment assistance services) to members in need.

**Will participate in Metro Conferences**  **IEEE**



Mar 20, 2011



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# IEEE★USA Annual Meeting



- Held 3-6 March 2010 in Austin, Texas. Regular program plus full-day workshop on electric vehicles.

See program at: <http://www.ieeeusa.org/calendar/conferences/annualmeeting/2011/default.asp>

- Selected keynote/session videos on-line at:

<http://www.ieeeusa.org/calendar/conferences/annualmeeting/2011/video/default.asp>

- Mark the date for **2012 – 3-6 May in Cincinnati**, with focus on aviation/aerospace. Marc Apter will chair.

# Hot Policy Issues

- Federal S&T Funding (America COMPETES versus HR 1 budget cuts)
- NIST Smart Grid Interoperability Standards
- Patent Reform Legislation (S23)
- Immigration Reform
- Engineering Education (E2) Act
- An Energy Bill?????

**Questions????**

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## IEEE★USA Mission

- “shall be to recommend policies and implement programs specifically intended to serve and benefit the members, the profession, and the public in the United States in appropriate professional areas of economic, ethical, legislative, social and technology policy concern.”
- “IEEE-USA shall be the organizational unit that represents the professional interests of the IEEE before U.S. governmental bodies”

*Source: IEEE-USA Bylaw I-303(8); IEEE-USA Policy 1.1*

## IEEE★USA History

- 1972-1973 - IEEE Constitution amended by member referendum to add "b) Professional, directed toward the advancement and standing of the members of the profession it serves,.." to purposes of IEEE.
- 1973 - U.S. Activities Committee (USAC) of the IEEE Board established, with Harold Goldberg as chair.
- 1974 – USAC reconstituted as IEEE U.S. Activities Board (USAB), chaired by IEEE Vice President of Professional Activities (appointed by IEEE Assembly)
- 1997 – USAB reconstituted as IEEE-United States of America, with member-elected President. IEEE VP, Professional Activities abolished after transition year. First elected IEEE-USA President was John Reinert (1998)
- For more history, see: <http://www.ieeeusa.org/about/history/>



# **Operations (Summary)**

- **Budget:** \$5.4 million in 2011
- **Volunteer Structure:** Board of Directors, Operating Committee and Assembly, plus 25 chartered committees/councils, overseeing programs and operations of 750+ volunteers (including volunteers in the PACE Network).
- **Staff:** 21 full time positions
- **Office:** 2001 L Street, N.W., Suite 700, Washington, DC (shared with IEEE Computer Society)
- **Web:** <http://www.ieeeusa.org>

# **IEEE★USA** Program Areas

## **Career & Member Services**

*(CareerNavigator, Salary Service, Consultants, Entrepreneurs, 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.)*

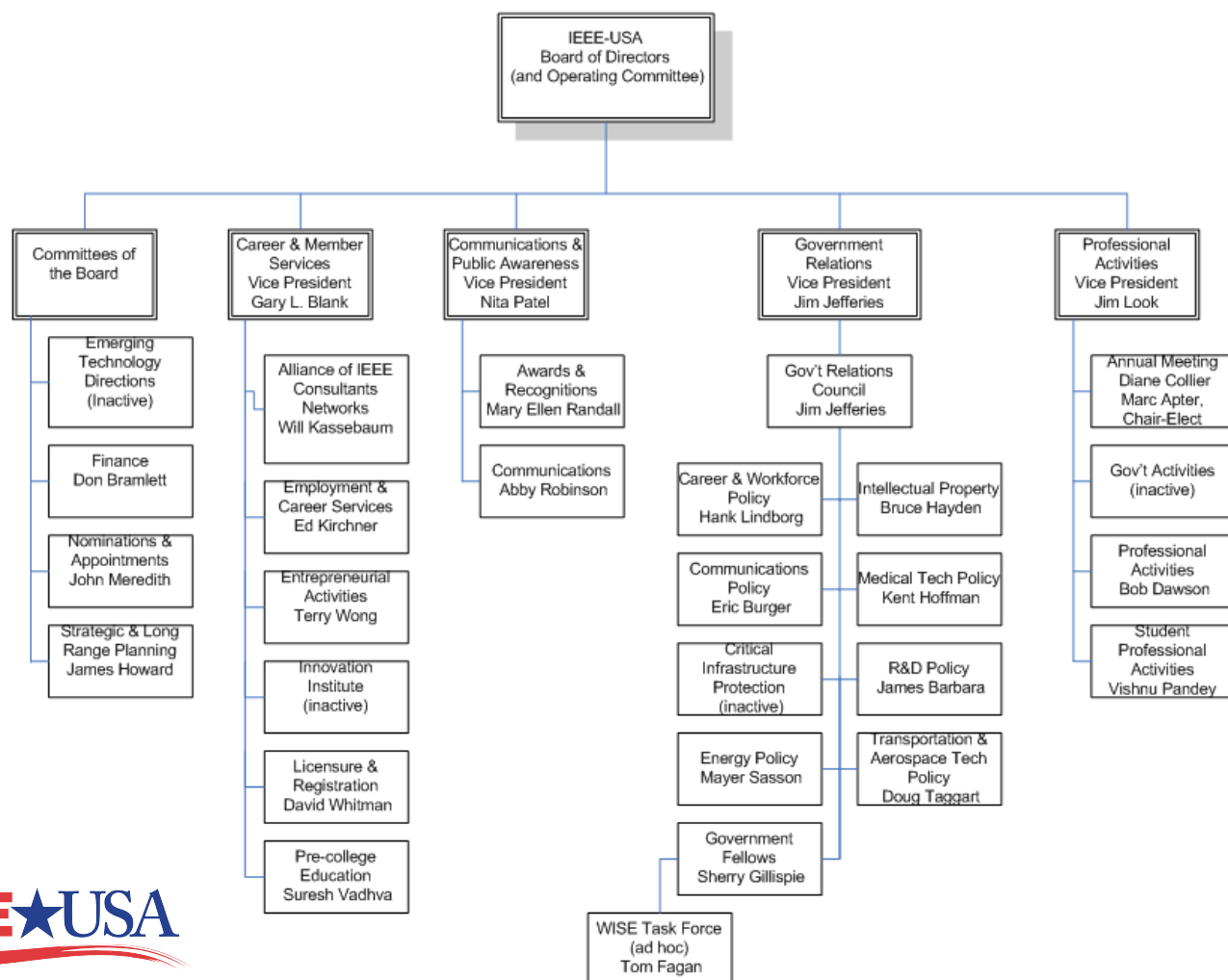
## **Communications & Public Awareness**

*(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.)*

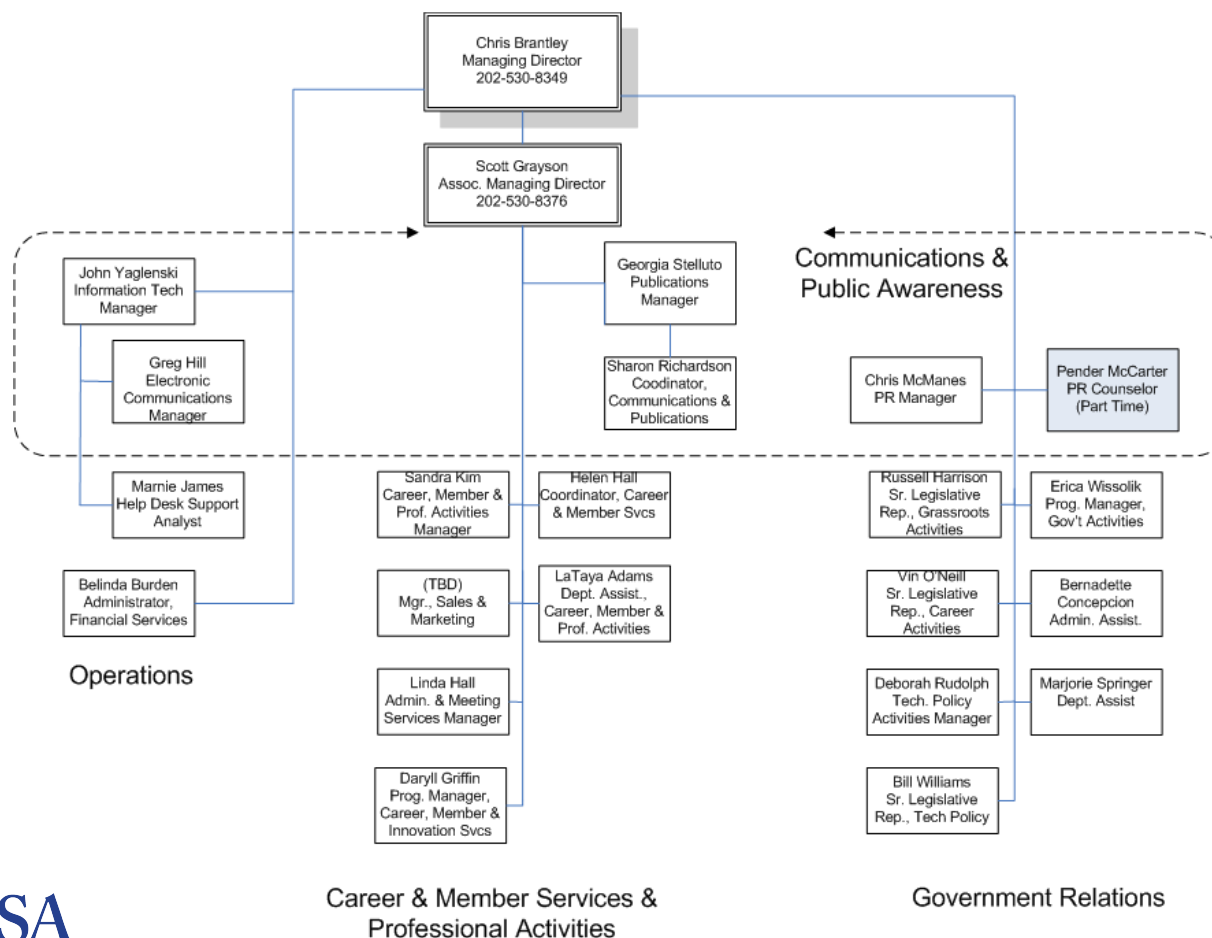
# IEEE's Washington Office

- IEEE-USA assists IEEE in representing the professional and corporate interests of IEEE and its other operating units in dealings with the U.S. government.
  - Open Access
  - Standards (e.g. interconnection)
  - Smart Grid
  - OFAC (foreign policy related restrictions on overseas business)
  - ITAR (security-related controls on technology exports)
  - Visa Processing Issues

# IEEE-USA's Volunteer Structure



# IEEE-USA Staff



11-Mar-11

# IEEE★USA Web Site

Our primary on-line presence, comprised of over 14,500 web pages and files, 3.5Gb of information (not counting videos), and 91,000 hyperlinks.

Focus for 2011 is a update to the website's "look and feel" and adjustments to site navigation compatible with the forthcoming IEEE website 2.0. Our goal is to better integrate all our electronic communications channels and better leverage social media tools for communications.



<http://www.ieeeusa.org>



# Grassroots Activities



6-7 April 2011

<http://www.ieeeusa.org/policy/cvd/>



GR Webinar Series



<http://www.ieeeusa.org/policy/careerflyin/>



<http://www.ieeeusa.org/policy/energy-flyin>



# **IEEE**

## **Region 1 – Region 6**

### **Revitalization Initiative**

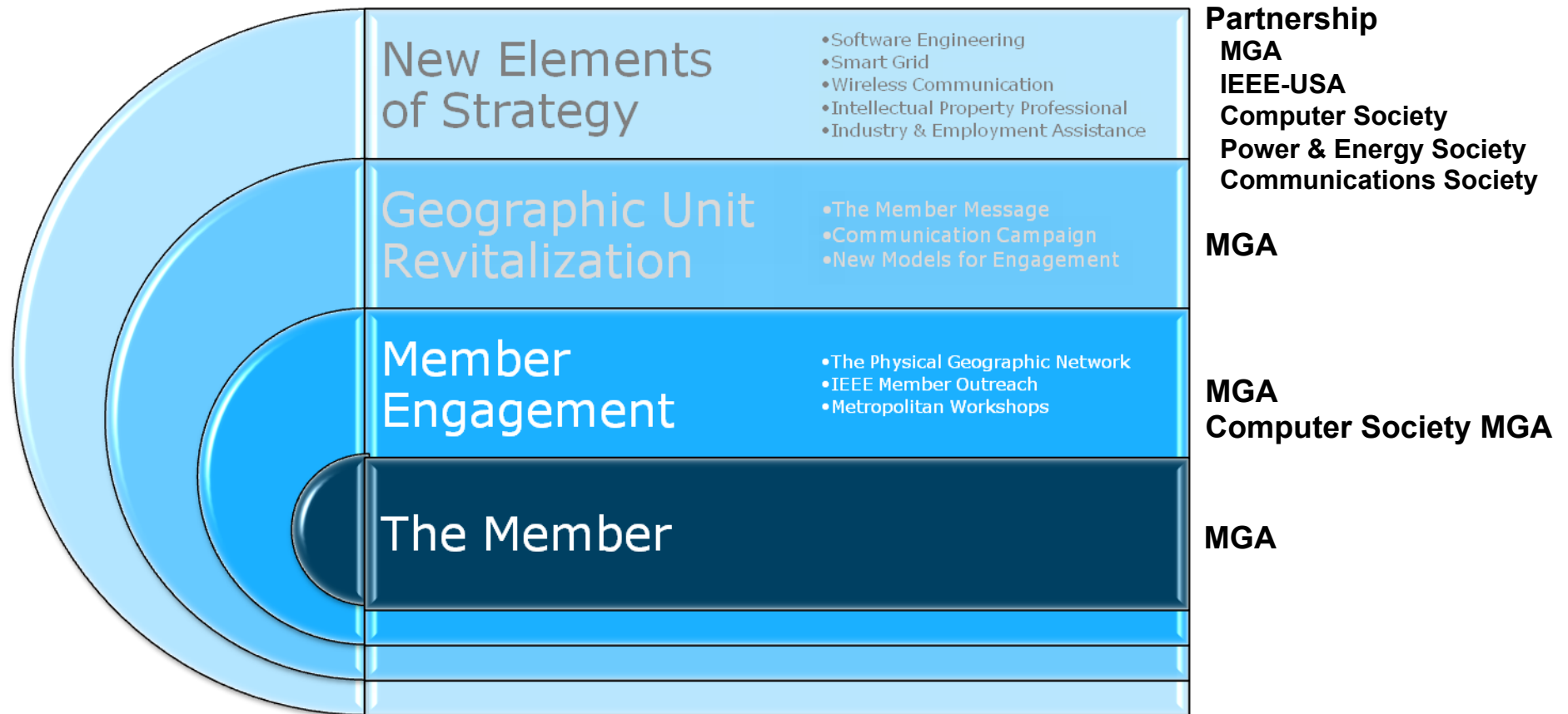


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# The Region 1-6 Strategy

## A Layered Strategy



# Strengthening the Foundation



# Elements of the Region 1-6



# IEEE-USA



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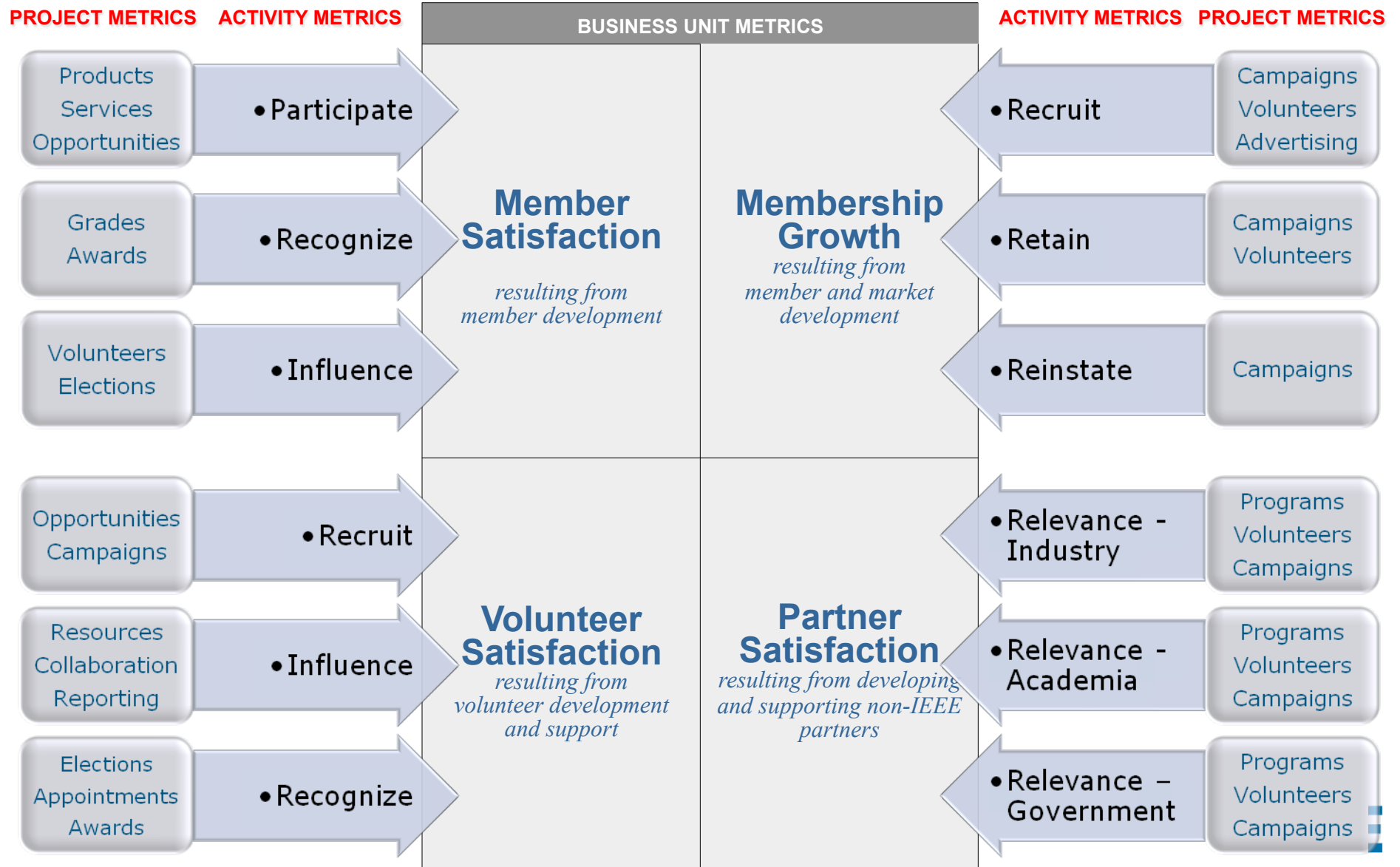
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# Measures of Success



# Measuring Success

	Member Satisfaction	Membership Growth	Volunteer Satisfaction	Partner Satisfaction
Geo Unit Revitalization	✓		✓	
Metropolitan Workshops		✓	✓	✓
Communications Campaign		✓		
First Year Experience	✓	✓		
Employee Assistance and Employment Networks	✓	✓		
Software Engineering Bundle	✓	✓		✓
Computing Professionals Conference	✓	✓	✓	✓
Intellectual Property Professionals		✓		
Online Career Manager	✓			

# Other Opportunities for Collaboration?

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Remember **IEEE★USA** believes in  
traditional and micro volunteering.