



# Building Careers & Shaping Public Policy For You

**Jim Howard**  
**IEEE USA President – 2012**

**IEEE Region 3 SoutheastCon – Orlando, FL**  
**March 18, 2012**



# Topics

- IEEE-USA Mission and Vision
- Leadership
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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*



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.

# IEEE-USA's Leadership



**Evelyn Hirt**  
2010 President  
(Region 6)



**Ron Jensen**  
2011 President  
(Region 5)



**Jim Howard**  
2012 President  
(Region 3)



**Marc Apter**  
2013 President  
(Region 2)



**Ralph Wyndrum**  
2006 President  
(Region 2)



**John Meredith**  
2007 President  
(Region 5)



**Russell Lefevre**  
2008 President  
(Region 6)



**Gordon Day**  
2009 President  
(Region 5)

# Career & Member Services

<http://www.ieeeusa.org/careers/>

- CareerNavigator with Online Career Manager
- IEEE-USA Salary Service with Online Calculator
- Career-related Webinars and Ebooks
- Employment Assistance
- Consultants Networks
- Licensure & Registration
- Entrepreneurs Village
- STEM Literacy



**Gary Blank**  
Vice President,  
Career & Member  
Services  
(Region 4)

# Highlights – Careers (#1)

- **Salary Service**: Taking advantage of the enhanced IEEE-USA Salary Service Platform developed in partnership with Gallup, Inc., member participation in the annual IEEE-USA Salary Survey increased 19% (to over 17,000) and associated revenues from salary products doubled in 2011.
- **Employment Networks**: IEEE-USA recently awarded \$1000 grants to assist eight IEEE Sections in forming or maintaining Employment Networks. The sections receiving grants were: Huntsville (AL), Philadelphia (PA), Princeton/Central Jersey (NJ), Melbourne (FL), Foothills (CA), Pikes Peak (CO), North Jersey (NJ), and Schenectady (NY).
- **Webinars**: IEEE-USA delivered 22 webinars that have been viewed by nearly 3000 members on a variety of career and professional topics in 2011. Webinars are digitally archived and available for review at any time on the IEEE-USA website.

# Highlights – Careers (#2)

- **High Tech Start-Ups**: On Dec. 19, IEEE-USA met with representatives from the Commerce Department's Office of Innovation and Entrepreneurship, the Export-Import Bank, the United States Trade Representative, and the Small Business Administration to discuss how U.S. IEEE members can better take advantage of programs that promote small high-tech businesses, as well as how federal agencies can better support high-tech businesses start-ups. The meeting was arranged with the assistance of Sen. Olympia Snowe (R-Maine).
- **Career Workshops**: IEEE-USA conducted two highly rated Career and Employment Workshops as part of the IEEE Metro Area Workshop (MAW) in Huntsville, AL and in Austin, TX. IEEE-USA also organized a Career Survival Workshop for the Philadelphia Section in April and a Managing Your Career Workshop for the Denver Section in May.



# Highlights – Careers (#3)

- **Consultants Fee Survey**: 782 IEEE Consultant members participated in our 2011 Consultants Fee Survey, a 24% increase over 2010.
- **Future Media Skills**: For the past two years, IEEE-USA has been supporting a series of events, workshops, conferences and industry roundtable discussions organized by Georgia Tech as part of its Future Media program. Our focus has been on future engineering skills, innovation and entrepreneurship. In December, Georgia Tech released its Future Media [2012 Outlook Report](#), which reflects the information and data that was gathered during these collaborative sessions.

# Communications & Public Awareness

<http://www.ieeeusa.org/communications/>

- Awards & Recognitions
- *IEEE-USA In Action*
- *IEEE-USA Today's Engineer*
- Career/Professional Ebooks
- National Engineers Week
- E-Week Family Day
- Mass Media Fellowship
- Student Video Competition
- Media Relations



**Nita Patel**

Vice President,  
Communications &  
Public Awareness  
(Region 1)

# Highlights –Communications (#1)

- **IEEE-USA in ACTION**: IEEE-USA interactive digital publication received a Silver Award of Distinction from the Int'l Academy of the Visual Arts in 2011. In August, IEEE-USA unveiled an *IEEE-USA In-Action* App available from I-Tunes. The Winter 2011 edition achieved an “open” rate of 24% -- bringing the yearly average to 22.69% -- the best of all IEEE e-pubs – including The Institute and Spectrum.
- **Ebooks**: Members downloaded 29,894 IEEE-USA career and professional ebooks in 2011, an increase of over 1000% from 2010. **Starting last October, IEEE-USA is now offering a free ebook title for download each month as a member benefit.**

# Highlights –Public Awareness

- **NAS Science & Entertainment Exchange**: In partnership with the National Academy of Sciences, IEEE-USA sponsored a program for the Directors Guild of America on “Engineering Our Future: Dreams Need Doing,” which drew 150 Hollywood film professionals (producers, directors and screenwriters) to hear three speakers discuss the future implications of biological molecules and organisms, social assistive robots and the search for earth-like planets. Video of the event was carried by IEEEtv.
- **The Discover Engineering E-Week Family Day**: This 2001 Eweek event, held at the National Building Museum in Washington, DC drew a record 13,994 participants, a 70% increase over the previous milestone. Originated by IEEE-USA in 1993, Family Day is a multi-society event targeted at parents, children and teachers, which introduces children to basic engineering concepts with hands-on and thought-provoking activities.

# Government Relations

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

- Policy Advocacy in Areas of:
  - Aerospace & Transportation
  - Career & Workforce Policy
  - Communications/Information Policy
  - Energy
  - K-12 STEM Education
  - Research and Innovation
  - Intellectual Property
  - Medical Technology Policy
  - Research and Innovation
- Congressional Briefings
- Government Fellowships (State/Visits/Fly-Ins Congress)
- Washington Internships (WISE)
- Grassroots Advocacy
- *Eye on Washington* Newsletter



**Keith Grzelak**

Vice President,  
Gov' t Relations  
(Region 6)

# Highlights – Gov' t Relations (#1)

- **Skilled Immigration Reform**: IEEE-USA legislative proposals have been captured in two bills currently pending before Congress to enhance skilled immigration reform, making it possible for STEM graduate students to bypass H-1b temporary work visas for permanent resident status. IEEE-USA's proposals were highlighted in June testimony before the House Judiciary Committee.
- **Research and Development**: Advocacy for strong sustained federal investments in research and development saw Congress approve modest increases in federal basic research investments despite overall federal budget cuts.
- **Small Business Innovation**: The federal Small Business Innovative Research (SBIR) and Small Business Technology Transfer (STTR) programs were reauthorized through 2017.

# Highlights – Gov' t Relations (#2)

- **Congressional Caucuses**: IEEE-USA hosts the websites and co-chairs the Advisory Committees for the Congressional Research and the Congressional Robotics Caucuses. Caucuses are informal groups of legislators organized around common interests, and serve as vehicles for educating Members of Congress and their staff about new and emerging technology issues and opportunities.
- **Congressional Briefings**: Working in partnership with Discover Magazine, the National Science Foundation, and other organizations, IEEE-USA organized 15 successful congressional briefings this year on such topics as Electric Vehicles, How Simulation With Drive 21st Century Manufacturing and The Cloud of Things: The Next Phase of Computing. IEEE-USA also supported 6 briefings arranged by the Institute for eHealth Policy and arranged a public briefing for the Federal Communications Commission on "Terahertz Technology: The Next Frontier for Radio."

# Highlights – Gov' t Relations (#3)

- **Inventors Rights**: In the latest in a series of successful amicus curiae briefs, the U.S. Supreme Court upheld the position recommended by the IEEE-USA, the American Association of University Professors and IP Advocate in a joint brief filed in the Stanford vs. Roche case, which involved an issue of inventor rights for IP derived from federally-funded research conducted at the university. On 6 Sept., IEEE-USA filed an amicus curiae brief with the U.S. Supreme Court in the Hyatt vs. Kappos case, in which IEEE-USA argued to preserve the due process rights of inventors to introduce evidence of patentability and obtain a de novo review in patent appeals to the federal district courts. A Supreme Court ruling in this case is expected in early 2012.



# Professional Activities

<http://www.ieeeusa.org/volunteers/pace/>

- PACE Network  
(Training, resources and funding for support of regional and local section/chapter/branch professional activities)
- Student Professional Awareness (SPAC/SPAVE/SPAWs)
- IEEE-USA Annual Meeting
- Professional Development Seminars and PACE Webinars



**James Look**  
Vice President,  
Professional Activities  
(Region 5)

# Highlights – Professional Activities

- **Annual Meeting**: IEEE-USA's 2011 Annual Meeting, on the theme "Engineering in Motion" was held on 3-6 March in Austin, Texas and featured a one-day special workshop on Electric Vehicles/Personal Transportation and keynote talks by former NASA Space Center Director James Kennedy and Karl Rabago, Vice President of Austin-Energy
- **Student Professional Awareness**: In 2011 IEEE-USA worked with student branches in all six U.S. regions to sponsor 54 Student Professional Awareness Conferences (SPACs) or similar events/workshops, reaching over 3000 student members on career and professional topics.

# R1-R6 Membership Revitalization Initiative and IEEE-USA

## IEEE-USA ON-LINE CAREER MANAGER EMPLOYMENT NETWORKS IEEE METRO WORKSHOPS (Career Track Support)



**Ed Kirchner**

Chair, IEEE-USA Employment & Career Services Committee  
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**Gary Blank**

IEEE-USA, Vice President, Career & Member Services  
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## IP PROFESSIONALS



**Evelyn Hirt**

Chair, Ad Hoc IP Professionals Committee  
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# New Initiatives For 2012

## IEEE-USA CONFERENCES



**Charles Rubenstein**

Chair, IEEE-USA  
Conferences Committee  
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## MEMBERSHIP DEVELOPMENT



**Lee Stogner**

Chair, IEEE-USA Ad Hoc  
Membership Development Committee  
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# We Need Your Help



- PACE Chairs in Place, PACE Programs Active and Timely Reporting of Results
- Support for Section-Level Membership Development Efforts (IEEE-USA is providing \$\$ Incentives)
- Active Grassroots Engagement With our Government Relations Activity
- Partnerships on Local/Regional Conferences
- Nominations for IEEE-USA Awards & Recognitions

# YOU ARE ALL INVITED!



- ★ Special Workshop on Aerospace and Autonomous Systems
- ★ Volunteer training
- ★ Leadership skills
- ★ Latest career products and services
- ★ Networking
- ★ IEEE-USA Awards Ceremony

<http://www.ieeeusa.org/calendar/conferences/annualmeeting/2012/>

# Get Involved With Grassroots Government Relations Activities



**24-25 April 2012**



**TBD (Feb/March 2012)**



**18-19 June 2012**



**Monthly Webinar**

For more information, go to:  
<http://www.ieeeusa.org/policy>





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2001 L Street, N.W., Suite 700, Washington, DC  
<http://www.ieeeusa.org/about/visit.html>





## What is a Solutionist?

### engineer [en-juh-neer]

A person trained and skilled in the art or science of making practical application of the knowledge of pure sciences.

### solution [suh-loo-shun]

The act of solving a problem.

### solutionist [suh-loo-shun-ist]

A person trained and skilled in the art or science of making practical application of the knowledge of pure sciences to solve a problem.

## Engineers, Exciting a New Generation of What If

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Watch how engineers are crossing engineering disciplines and industries to apply computing, technology, math and science to solve complex world problems. The video encourages viewers to think about how the 1.6 million engineers worldwide are behind some of the greatest innovations and inventions of modern times.

### Featured Solutionists



**JOHN H. CLAPPE**

Mr. Clappe is a pioneer of DSL management software sold to DSL service providers, specifically known for introducing Dynamic

Spectrum Management or DSM. Continue reading →

[\(prev\)](#) [\(next\)](#)

Select a Topic:

**Poll Question:** In which of the following areas is society most in need of innovative technology solutions?

- ☐ Healthcare
- ☐ Sustainability
- ☐ Consumer Electronics
- ☐ Education
- ☐ Infrastructure

[Vote](#)

LEARN MORE

<http://solutionists.ieee.org/>



# National Engineers Week 19-25 Feb 2012

<http://www.eweek.org>

- Future Cities Competition Finals (17-22 Feb)  
<http://www.futurecity.org/>
- Discover Engineering Family Day at the National Building Museum (18 Feb.)  
<http://ewekdcfamilyday.org/>
- Introduce a Girl to Engineering Day (24 Feb)
- New Faces of Engineering  
(Professional and Collegiate Editions)
- Global Marathon By, For, About Women in Engineering and Technology (on-going 5-10 March)





# IEEE-USA Membership Development Incentive

- IEEE-USA is offering a financial incentive to reward year-over-year improvements in recruitment of higher-grade, dues-paying members in IEEE's U.S. sections.
- \$20 dollar payout per net new member (split 50/50 between region and section).
- For August 2010-2011 member year, IEEE-USA awarded over \$6K in incentives to 33 U.S. sections and their regions.
- This incentive compliments IEEE's Member-Get-a-Member Incentive Program.

For more information, go to:

<http://www.ieeeusa.org/volunteers/membership/>