

# IEEE NEW INITIATIVE: SEED GRANT PROPOSAL

**Please submit the New Initiative Proposal to [newinitiatives@ieee.org](mailto:newinitiatives@ieee.org).  
You may be contacted for additional information.  
You will be notified of the decision within 45 days of submission.**

Proposed New Initiative	
Initiative Name	<b>Career Development Benchmark Study of Engineering Professional Associations</b>
Initiative Number	<i>To be assigned upon submission</i>
Date Submitted	December 3, 2008
Initiative Leader Contact	Greg Hutchins PE (Initial)
Alternate Contacts	
Contacts E-Mail Addresses	GregH@europa.com
Phone/Extension	503.233.1012
Organizational Unit Sponsor(s)	TBD

*Note: For additional information or questions regarding the Seed Grant Process, please contact  
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Matt Loeb at [m.loeb@ieee.org](mailto:m.loeb@ieee.org) or phone +1 (732) 562-5320*

Please complete the form below describing your proposed New Initiative
<b>1. Provide a description of the proposed initiative to be funded by a one year seed grant. Do not exceed 100 words.</b>
<p>Baseline and benchmark the career development, career management and career transition best practices of 34 professional engineering associations (29 ABET associations as well as 5 additional associations well known for providing best practices in career management. The list of associations can be found on Question #6.</p> <p>The proposed work breakdown of the Seed Grant Proposal includes:</p> <ul style="list-style-type: none"> <li>▪ Review engineering association websites for career management initiatives and products.</li> <li>▪ Evaluate web presence, look/feel, and use of current web technologies to deliver member benefits specifically around career management.</li> <li>▪ Review professional magazine for training and development opportunities.</li> <li>▪ Review association professional development, training, and educational development strategies.</li> <li>▪ Review association professional licensing strategies and tactics.</li> <li>▪ Review association catalog of courses (technical, managerial, and career management).</li> <li>▪ Develop list of survey questions and share with IEEE USA staff and New Initiative sponsors (Please see sample questions on page 4).</li> <li>▪ Edit and update questions with feedback from NI sponsors and IEEE USA staff.</li> <li>▪ Contact engineering associations to determine key person for career management and</li> </ul>

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professional development.

- Interview Career Development person at each society and association.
- Distill interviews into notes for comparison analysis.
- Follow up with additional questions if required.
- Obtain demographic of membership, age, professional registration, certifications, sex, Readex etc.
- Develop histograms of type of career development activities.
- Develop histogram of types of professional activities.
- Develop list of best practices.
- Develop list of career development products.
- Complete draft report and share with project sponsor and IEEE USA staff.
- Review, revise, and develop final report.
- Present results to IEEE USA in DC.
- Share executive summary with participating societies.

### 2. Describe briefly and succinctly the desired outcomes / deliverables of this initiative at the conclusion of the one year seed grant funding. Please be brief and specific. Do not exceed 200 words.

The desired outcome is to benchmark 34 professional associations. The deliverables of this Seed grant include:

- Executive summary of best practices of professional career management and development benchmark study (shared with all survey groups).
- Report of benchmark study results.
- SWOT analysis of IEEE USA career management/development activities.
- List of best practices of societal professional development.

### 3. Assuming that the desired outcomes of this initiative are achieved, describe what happens after the seed grant initiative is completed. Do not exceed 100 words.

Upon completion of the project, IEEE USA can:

- Review the SWOT analysis to improve its current career management practices and member benefits.
- Use the best practices of other associations to improve its current career development activities.
- Develop partnerships and synergies with other professional engineering associations to develop career management products.
- Conduct similar baseline and benchmarking study of trade associations and professional associations OUTSIDE of engineering.

### 4. Check the specific IEEE goal(s) that the initiative will address. (Check all that apply.)

**X**    **Goal A — Profession: Industry and Practitioners**

Industry professionals and their employers will value IEEE as a major resource to achieve success.

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**X Goal B — Profession: Education**

The IEEE will improve professional competencies through shaping the education of students and professionals.

**X Goal C — Public: Global Advocacy**

IEEE will increasingly be valued by the global community as a catalyst for a balanced dialogue on technology-related AND CAREER MANAGEMENT issues.

**X Goal D — Public: Image of IEEE and the Profession**

The public will increasingly value the role of IEEE and technical professionals in enhancing the quality of life and the environment; IEEE will fulfill its requirement to serve the public good.

**X Goal E — Organization: Members and Volunteers**

IEEE members will increasingly find value and enjoyment through their involvement in the organization.

**X Goal F — Organization: IEEE the Association**

IEEE will operate as a model global association, with aligned purpose, energy, and infrastructure that facilitates the development and execution of coordinated strategy FOR CAREER MANAGEMENT.

**None of the above.** Please explain below.

Use this space to explain why “none of the above” is selected

**5. Please indicate the estimated funding required for this one year initiative. (Note that seed grant funding cannot be expended for capital equipment or salaries)**

Duration of initiative:  1 Year

Budget: *To complete, Double Click on the Spreadsheet to enter data.*

**\$22,000**

Greg Hutchins is the initial project sponsor.

Nick Quinata is the research analyst for this project. Nick Quinata is the recipient of all seed grant monies and is an independent contractor.

**6. Please provide any additional information you would like the New Initiatives Committee to consider when evaluating the proposed initiative.**

### PROFESSIONAL SOCIETIES TO BENCHMARK

**AAEE**: American Academy of Environmental Engineers.

**ACSM**: American Congress on Surveying and Mapping.

**AIAA**: American Institute of Aeronautics and Astronautics.

**AIChE**: American Institute of Chemical Engineers.

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**AIHA:** American Industrial Hygiene Association.□  
**ANS:** American Nuclear Society.□  
**APICS:** American Production and Inventory Control Society.  
**ASABE:** American Society of Agricultural and Biological Engineers.□  
**ASCE:** American Society of Civil Engineers.□  
**ASEE:** American Society for Engineering Education.□  
**ASHRAE:** American Society of Heating, Refrigerating, and Air-Conditioning Engineers.  
**ASME:** American Society of Mechanical Engineers.  
**ASQ:** American Society of Quality.  
**ASSE:** American Society of Safety Engineers.□  
**BMES:** Biomedical Engineering Society.  
**CSAB:** Computer Science □ Information Systems □ Information Technology □ Software.  
**HPS:** Health Physics Society.  
**IEEE:** Institute of Electrical and Electronic Engineers.  
**IIE:** Institute of Industrial Engineers.  
**INCOSE:** International Council on Systems Engineering.  
**ISA:** Instrumentation and Control Systems.  
**NCEES:** National Council of Examiners for Engineering and Surveying.□  
**NICE:** National Institute of Ceramic Engineers.  
**NSPE:** National Society of Professional Engineers.  
**PMI:** Project Management Institute.  
**SAE:** Society of Automotive Engineers.  
**SME:** Society of Manufacturing Engineers.  
**SME-AIME:** Society for Mining, Metallurgy, and Exploration.  
**SNAME:** Society of Naval Architects and Marine Engineers.  
**SPE:** Society of Petroleum Engineers.  
**TMS:** The Minerals, Metals, and Materials Society.  
**MRS:** Materials Research Society.

### SAMPLE SURVEY QUESTIONS:

1. Who is the (the society) primary audience for professional development?
2. What is the primary focus of professional development (i.e. technology development, career management, continuing education, management education, life skills, etc.)? What was the reasons for this focus? Approximately how much is invested in each activity?
3. What is the delivery mechanism or channel for each type of professional development?
4. Have these activities been validated as a benefit acknowledged by members (i.e. through surveys, CEUs, etc.).
5. What are the specific areas for professional development (i.e. career guidance, career management, etc.)?
6. How does (the society) keep its content current?
7. How much is charged for each type of professional program?

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8. Are professional development programs a 1. Cost, 2. Self-sustaining, or 3. Profit center to (the society)?
9. What is the average cost for each type of event?
10. Does (the society) use staff resources, member resources, or outside professional development resources? What is the number and percentage of each? What are relative merits to the society of each?
11. Does (the society) have presentation modules? How is consistency ensured for deployment?
12. Does (the society) offer local sections/chapters funding and support for professional development? And if so, how much funding does (the society) provide the local chapter/section?
13. Are the professional programs/events organized at the national society or the local level?
14. Is staff dedicated at (the society) headquarters, or do members lead and/or staff the professional development organization?
15. If members lead and/or staff professional development, how are materials developed and how is continuity maintained?
16. How does (the society) measure success of professional development programs?

Q:CPC/2009 Meetings/IEEE New Initiative Proposal - Hutchins