

**IEEE-USA Employment & Career Services Committee**  
**2006 ACTION PLAN**  
*(21-March-06)*

<b>PROJECT</b>	<b>DUE DATE</b>	<b>CHAMPION</b>	<b>COMMENTS</b>
<b><u>Salary Product</u></b>		<b>Committee/Chris Currie/Scott Grayson</b>	
– <b>Explore limiting free uses</b>	<b>14-Apr-06/</b>	<b>Chris Currie</b>	Limiting number of salary calculator accesses to members in order to reduce employers use of calculator rather than purchasing the salary service products. Chris Currie will explore the technological feasibility of doing this.
– <b>Put enhancements on hold</b>	<b>3-Mar-06/</b>	<b>ECS Committee</b>	Committee decided that enhancements to the salary service should be put on hold until the product generates greater revenue. It was determined that the product works very well and does not currently need to be enhanced. (This recommendation does not include the need for enhancements to integrate with IEEE's BMS (Business Management System)).
– <b>Sell PDF of Report as a separate product.</b>	<b>14-Apr-06/</b>	<b>Chris Currie</b>	Chris Currie will explore separately selling the Salary Report to whoever wants it. It would not necessarily be packaged with the Salary Service but could be a stand alone product.
– <b>Explicit Marketing Strategies &amp; Targeted</b>	<b>14-April-06/</b>	<b>Chris Currie</b>	Chris Currie will provide the Committee with a formal marketing plan for 2006 with respect to the Salary Service.
– <b>Retain member survey calculator</b>	<b>3-Mar-06</b>	<b>ECS Committee</b>	The Committee decided that it was essential to retain the Salary Calculator as a member benefit.
– <b>\$50K Realistic Revenue Estimate</b>	<b>3-Mar-06</b>	<b>ECS Committee/Gregg Vaughn, VP MAC</b>	The Committee recommended that a reasonable revenue projection for 2007 should be \$50K as opposed to the \$153K. Gregg Vaughn will bring this forward to the OpCom in May 06 for discussion.
– <b>On line update for Committee discussion</b>	<b>Week of 17-Apr-06</b>		On line discussion regarding business plan, revenue and marketing plan will take place during the week of 17 April 2006.
• <b><u>Expanding Webinars</u></b>			

– Interviewing Skills	<b>3<sup>rd</sup> Quarter</b>	???	Need a Champion & Specific Dates/Times Need to Be Determined
– Resume Writing	<b>3<sup>rd</sup> Quarter</b>	???	Need a Champion & Specific Dates/Times Need to Be Determined
– Job Skills for the Future	<b>4<sup>th</sup> Quarter</b>	???	Need a Champion & Specific Dates/Times Need to Be Determined
– Finding a Job that Fits My Skills & Interest	<b>4<sup>th</sup> Quarter</b>	<b>Peggy Hutcheson</b>	Specific Dates/Times Need to Be Determined
• <b><u>Workshops/Conferences w/certificates</u></b>		<b>Scott Grayson</b>	Scott Grayson will ensure that face to face, webinars and on line workshop (Achieve Global) provide members with opportunities to earn professional development hours (PDHs)
– Annual Meeting (formerly Leadership Workshop)	<b>Date TBD (Labor Day 2007?)</b>	<b>ECS Committee &amp; Scott Grayson</b>	Members of ECS Committee will present and prepare a track for the upcoming Annual Meeting.
– Technical Conference	<b>By 4<sup>th</sup> Quarter</b>	<b>ECS Committee members</b>	Members of ECS Committee will speak at one Technical meeting about Career Development
– Region Meetings (2) <ul style="list-style-type: none"> <li>• Student Meetings</li> </ul>	<b>By 4<sup>th</sup> Quarter</b>	<b>ECS Committee members</b>	Region Coordinators are responsible for getting committee members invited to speak at Region Meetings. Members of ECS Committee will attempt to speak at one Regional or SPAC meeting about Career Development. Members should register as an MPAC/SPAC Contact: Sandra Kim at <a href="mailto:Sandra.kim@ieee.org">Sandra.kim@ieee.org</a> to register as a speaker and indicate topic and title of talk.
• <b><u>Career Check Up (Web)</u></b>			
– Provide Chuck with Recommendations for elements to go into the Career Check Up	<b>30-Jul-06</b>	<b>Chuck Elliott</b> (lead), <b>Peggy Hutcheson</b> (will assist), committee provide Chuck and Peggy input as to what should be part of a career check up.	ECS Committee members will provide input to Chuck Elliott <a href="mailto:Chuck.Elliott@asu.edu">Chuck.Elliott@asu.edu</a> and Peggy Hutcheson <a href="mailto:p_hutcheson@odysseygroupinc.com">p_hutcheson@odysseygroupinc.com</a>

– Launch of on line Career Check-up	<b>4<sup>th</sup> Quarter</b>	<b>Chuck Elliott &amp; Peggy Hutcheson (Scott will interface with IEEE-USA Web Developers)</b>	
• <b><u>Development of Career &amp; Employment eBooks</u></b>			
– Careers Conference Articles	<b>30-Sept-06</b>	<b>Chuck Elliott &amp; Scott Grayson</b>	Joe DeVita will notify Scott by 14 April-06 if he has access to a high quality optical scanner to scan the conference proceedings.
– Career Planning Guide	<b>30-Jul-06</b>	Scott Grayson working with IEEE-USA Publications Staff	<b>Completed: 10-Mar-06</b> <a href="http://www.ieeeusa.org/communications/eBooks/">http://www.ieeeusa.org/communications/eBooks/</a>
– Chapters from Engineers Guide	<b>30-Jul-06</b>	<b>Jean Eason</b>	Develop individual Chapters (30-35 pgs) for individual eBooks.
– Project Management	<b>30 Sept-06</b>	<b>Tarek Lahdhiri</b>	Develop a project management eBook based on Tarek Lahdhiri's lecture series
• <b><u>Develop Study and Pilot Program to Assist Members in Determining Future Work Trends &amp; Skills Needed</u></b>	<b>Ongoing: 2006-07</b>		
– Identify sources for future work trends and legacy technologies	<b>30-Sep-06</b>	<b>Peggy Hutcheson (Chair ECS) &amp; Ed Perkins (CWPC Committee member)</b>	Study Legacy Technologies (example: <a href="http://www.dell.com/downloads/global/vectors/legacy.pdf">http://www.dell.com/downloads/global/vectors/legacy.pdf</a> )  Work with appropriate IEEE Societies: Computer & Nanotechnology, and Industry Trade Organizations
– Outline of Product/Program	<b>30-Dec-06</b>	<b>Peggy Hutcheson (Chair ECS) &amp; Ed Perkins (CWPC Committee member)</b>	
• <b><u>Improving Marketing Communications</u></b>		<b>ECS Committee working with Chris Currie and IEEE-USA Communications Staff</b>	As determined by an ECS Survey and a recent IEEE-USA member value survey the number one response is that members are not aware of IEEE's products and services. The Committee determined that it would spend a great deal

			of its resources on helping to market their products and services.
– Push down to local members	<b>On going 2006</b>	Peggy Hutcheson working with Julie Gaevert (PACE Chair)	Utilize communications vehicles but put heavier emphasis on utilizing the PACE Network to disseminate information on products and services.
– Publicity	<b>On going 2006</b>	ECS Committee Members	ECS Committee members to submit articles to Scott Grayson <a href="mailto:sgrayson@ieee.org">sgrayson@ieee.org</a> . Region Coordinators are responsible for disseminating information to their Region. Region Coordinators are responsible for getting committee members invited to speak at Region Meetings.
– Tie in with MyIEEE	<b>On going 2006</b>	Scott Grayson	Scott will serve as the ECS Committee's liaison to MyIEEE website.
– Publish ECS Survey Results with explanation of what IS available (Chuck & Peggy)	<b>30-May-06</b>	<b>Chuck Elliott &amp; Peggy Hutcheson</b>	The Survey and Report can be posted to the web along with an article.
– One product or service highlighted every month in an IEEE/IEEE-USA publication.	<b>Monthly</b>	<b>Chris Currie &amp; IEEE-USA Communications Staff</b>	Scott Grayson will work with Chris Currie & IEEE-USA Communications Staff.
– Send press release out to local section newsletter editors.	<b>Periodically</b>	<b>IEEE-USA Communications Staff</b>	Scott Grayson will work with Chris Currie & IEEE-USA Communications Staff.
– Investigate & develop a strategy to get career/employment services into industry (career development & HRD directors)	<b>1-Sep-06</b>	<b>Tarek Lahdhri &amp; Joe Kalasky</b>	Discuss strategy and progress during week of 17 April.