

## AGENDA ITEM IV-A(3)

### MEMORANDUM

TO: IEEE-USA Board of Directors

FROM: John Twitchell, Vice President, Member Activities  
Peggy Hutcheson, Chair, Employment & Career Services Committee

DATE: 5 June 2007

SUBJECT: \$23K Voluntary Contribution Fund Request for  
2008 Engineering Skills Symposium

At the 26 May IEEE-USA OpCom meeting, it was requested that the IEEE-USA Employment & Career Services Committee (ECS) come back to the IEEE-USA Board of Directors at its 16 June meeting, with their initial proposal and divide the project into two phases of funding while reducing the expense for video production.

Therefore, the *IEEE-USA Employment and Career Services Committee* (ECS) would like to request **\$23K** for Phase 1 instead of the originally requested \$50K for the IEEE-USA Engineering Skills project from the IEEE-USA Voluntary Contribution Fund. It was suggested by OpCom that ECS first conduct the initial skills symposium, record the proceedings using video and transcription. Phase 2 would focus on developing deliverables for members to manage their careers. The information would be disseminated through various modes such as: eBooks, webinars, IEEE.tv, and streaming video on the IEEE-USA website. Additional workshops would be conducted throughout the U.S. Regions to share the original findings with members throughout the U.S. to help them plan their career paths. Phase 2 will be developed in a future request.

The purpose of the Engineering Skills Project is to gather useful engineering skills data and to disseminate among IEEE's membership. A one-day symposium with strategically invited participants representing academia, employers, and government will be held to explore technical skills most needed to sustain an engineering community that contributes to global competitiveness and innovation. Invited presenters will bring important thinking about what skills they see as emerging needs for the technical workforce.

**The Need:** The Employment and Career Services Committee of IEEE-USA is charged with providing information and services to members to support life-long, satisfying careers in electrical and electronics engineering fields. Over the past several years, a robust product line has evolved dealing with information and skills for employment and job search.

The pendulum is now beginning to swing from concern over where currently displaced engineers can find meaningful employment to how the future demands for talent will be met, given demographic shifts over the next 10 – 15 years.

Little has been done, however, to connect the work of this committee with the anticipated needs of employers in the areas of new and continuously changing technology. This proposed symposium would address this need and lead to a new line of products and services to help members identify and prepare for new skills that will serve their career interests.

**The Proposal:** A one-day symposium with strategically invited participants representing academia, employers, and government will be held to explore technical skills most needed to sustain an engineering community that contributes to global competitiveness and innovation. Invited presenters will bring important thinking about what skills they see as emerging needs for the technical workforce.

The conference would be hosted at an employer location or academic site in an area of the country with major engineering employers and universities. The event will be coordinated with other key IEEE-USA functions such as Government Relations, Career Workforce Policy, Innovation, and interested technical societies.

The content of the one-day symposium would be captured on video with a highlight program produced to air on IEEE-USA website and/or IEEEtv. Following the symposium, presentations will be published and the information gained from this symposium will be used to develop products (e.g., workshops, e-books, or webinars) to share the information with members (Phase 2). Existing career products will be updated to include information derived from the symposium to help members identify where they need to focus on-going technical learning and experience.

**The Benefits:** The information collected and disseminated as an output of the Engineering Skills Symposium will benefit our members by informing them of the anticipated needs of employers in areas of new and continuously changing technology.

The symposium will serve to highlight to employers how IEEE-USA is a resource to them and the technical community, with a focus on the needs of all the stakeholders associated with engineering careers.

By leveraging the Symposium into a series of products and services offered directly to members, IEEE-USA will enhance the value of membership.

## Financial Breakdown

<b>\$Amount</b>	<b>Description</b>
	<b>Phase 1--TOTAL: \$23K</b>
\$3K	Pre-Conference Marketing (2008)
\$2K	Meeting room(s) and A/V (2008)
\$5K	Travel support for key presenters (2008)
\$3K	Lunch and break (50 people) (2008)
\$10K	Video filming and editing for an on-line educational piece to be shown via IEEE-USA website and/or in collaboration with IEEE.tv (2008)

### Action Requested

*That the IEEE-USA BoD authorize the transfer of \$23K in IEEE-USA Voluntary Contributions Funds for the ECS 2008 budget (60035) to develop, conduct, and videotape an Engineering Skills Forum.*