

AGENDA ITEM IV-A

IEEE Executive Committee – Feb. 2008

SUBJECT: 2008 IEEE-USA Goals and Major Activities

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EXECUTIVE SUMMARY:

The following report highlights IEEE-USA's strategic focus and current operational goals for 2008 along with major activities and/or preliminary performance metrics assigned to each of our major program areas. Generally, IEEE-USA's goals align with the 3-5 year goals stated in IEEE's Envisioned Future having to do with promoting career success, professional competency through education, balanced dialog on technology-related issues, advocating policies that enhance the quality of life and the environment, and member involvement, while operating in a manner consistent with IEEE's global outlook. Our 2008 plans will be reviewed by the IEEE-USA Operating Committee on 12 January and this document may be updated as a result of that planning meeting.

IEEE-USA'S OVER STRATEGIC FOCUS:

During 2008, IEEE-USA will continue its focus on the following strategic goals of the past two years:

1. Promoting innovation and competitiveness
 - Urging U.S. Congress and the Administration to fund Federal S&T programs at levels authorized in the America Competes Act.
 - Continuing year two of the implementation plan and evaluating progress of IEEE-USA's Innovation Institute.
 - Promoting immigration reforms that will enable our country to admit technical talent as new Americans.
 - Continuing to work with other IEEE OUs to sponsor high tech workshops and conferences to highlight policy aspects of emerging technologies.
 - Identifying and recommending policies to strengthen U.S. manufacturing capabilities.
 - Expanding cooperative activities in these and other areas of mutual interest with the Semiconductor Industries Association and other industry/trade groups.
2. Supporting K-12 math and science education to encourage technical literacy and train future technologists
 - Supporting expansion of IEEE-EAB's Teacher in Service Partnerships into Region 6 and with awards and grants that encourage teacher-engineer partnerships.
 - Supporting other national pre-university programs.
 - Helping promote the IEEE-sponsored PBS "Design Squad" television program.

- Urging Congress to support funding for key federal K-12 STEM educational programs
 - Publicizing the TryEngineering.org web portal.
 - Encourage IEEE members to support local initiatives to increase understanding of engineering and science in the K-12 environment.
 - Continuing to support the Future Cities competition, Introduce a Girl to Engineering, and Family Day programs as part of IEEE-USA's co-sponsorship of Engineers Week.
3. Offering increased member value in products and services
- Adding/continuously improving IEEE-USA's CareerNavigator and its career-related on-line tools and resources, including enhancements to the CareerCheck-Up, IEEE-USA's Salary Service, and the Consultants Directory.
 - Working with MGAB and PSPB to launch an integrated IEEE Career Portal on-line.
 - Conducting and publishing surveys on compensation, consultants fees, and unemployment.
 - Offering a full schedule of career enhancement workshops and webinars.
 - Targeting assistance to mid- and late-career engineers in the form of a "Globalization Toolkit" of products, information and services.
 - Conducting an engineering skills symposium to identify skills in high demand by industry.
 - Holding three Innovation Forums and related activities to provide innovation education.
4. Providing serious, career-long continuing education to maintain a competitive USA workforce, and to preserve careers
- Helping EAB promote its Xpert Now and Educational Partnership continuing education programs.
 - Expanding educational content in IEEE-USA/IEEE publications.
 - Promoting benefits of IEEE technical society membership.
 - Offering IEEE-USA "soft-skills" courses and a related webinar series.
 - Encouraging U.S. Congressional action to address negative effects of globalization.

In addition to these continuing strategic priorities, IEEE-USA will put additional emphasis on the following areas in 2008:

- Improving member outreach and communications.
- Diversifying and expanding IEEE-USA non-assessment revenues through partnered conferences on emerging technology issues.
- Supporting a proactive membership marketing/development effort in the U.S.
- Promoting professional activities and the adaptation and deployment of IEEE-USA products and services by Regions 7-10.

Major Activities and Operational Metrics

IEEE-USA's efforts are coordinated through four program areas, each managed by a Vice President, who works closely with staff and our large contingent of over 750 volunteer participants. 2008 plans are under review, but as of this date, our major planned activities and assigned metrics for 2008 in each of these areas are highlighted below.

1) Career and Member Services

- Hold three Innovation Forums on a cost-neutral basis
- Grow enrollment in Consultants Network by 25%
- Conduct and publish surveys on compensation, consultants fees, and unemployment
- Grow enrollment in Entrepreneurs Network by 25%
- Hold initial entrepreneurs "Tech-Match" event in partnership with venture capitalists.
- Enhance the on-line "Career Check-Up" (career assessment tools & resources)
- Release a "Globalization Tool-Kit"
- Conducting an engineering skills symposium to identify skills in high demand by industry.
- Support development/launch of an integrated IEEE Careers web portal
- Plan/develop/release Salary Service (ver. 2.0)
- Hold a Career "soft skills" webinar and workshop series
- Produce one or more licensure exam review videos.

2) Government Relations

- Engage in direct and grassroots advocacy and public communications as appropriate to advance our 2008 public policy priorities related to innovation and competitiveness, patent reform, immigration reform, engineering workforce security, energy independence, critical infrastructure protection and E-health (see appendix)
- Participate actively as a member of the Task Force on the Future of American Innovation, the Alliance of Science and Technology in America, the Council on Competitiveness, the Coalition for National Science Funding, the Coalition for National Security Research, the Science, Technology, Engineering and Math (STEM) Coalition, the Savings Coalition, and other coalitions that help to advance our policy agenda
- Support the Congress' R&D, RFID and Robotics Caucuses with a full calendar of briefings
- Hold successful SET Congressional Visits Day and Careers Fly-In events and coordinate 150+ member visits with their legislators as part of our grassroots program
- Support two 2008 Government Fellows (with placements in Congress and the State Department) and recruit three Government Fellows for 2009.
- Support three IEEE student members in the 2008 Washington Internships for Students of Engineering program (www.wise-intern.org) and provide the program secretariat.
- Publish 20+ issues of IEEE-USA's Eye on Washington electronic newsletter and increase readership

- Support IEEE and its OU's with U.S. government relations interests (e.g. PSPB and open access, IEEE-SA and standards issues, Robotics and Automation Society, ITAR/OFAC, visa processing issues, etc.)
- Work collaboratively with the Semiconductor Industries Association and other industry/trade groups on competitiveness, innovation, immigration reform and other issues where our interests align.

3) Professional Activities

- Hold a successful Annual Meeting (26-27 April in Indianapolis) to train PACE volunteers and provide leadership training.
- Sponsor 40+ student professional awareness conference, ventures or events.
- Rejuvenate Member Professional Awareness Conferences (MPACs)
- Publish new PACE "Impact" newsletter to help promote professional activities to the PACE Network.

4) Communications and Public Awareness

- Publish 12 issues of Today's Engineer on-line and two direct mailed Today's Engineer Digest issues.
- Publish 10 advertorials (featuring products and services) in IEEE Spectrum and Potentials
- Publish 8+ new Ebook titles on career & professional topics
- Publish 2007 Annual Report and updated 2008 Program Handbook
- Expand Presidential communications with regional talks and an on-line blog
- Increase average monthly IEEE-USA website utilization by 5% over 2007.
- Generate \$50K+ in advertising and sales revenue
- Focusing PR to emphasize marketing communications and with goal of 10%+ increase in media placements over 2007.
- Support a full Awards & Recognitions program
- Support a strong National Engineers Week program, including co-sponsorship of EWeek Family Day and the Future Cities Competition and active promotion of Introduce a Girl to Engineering and the Global Marathon for Women in Engineering.
- Sponsor two Mass Media Fellows
- Hold a successful IEEE-USA Online Engineering Student Video Competition
- Co-sponsor AIP's "Discoveries and Breakthroughs" S&T video program for local TV newscast distribution
- Hold a successful IEEE-USA Engineering Video Competition ("Engineers Making a World of Difference")
- Help promote IEEE's co-sponsorship of the PBS "Design Squad" television program

In addition to our program-area goals, the IEEE-USA Board of Directors will also oversee several important special initiatives:

- Support IEEE/MGA membership development initiatives with goal of Increasing U.S. membership by 1% in 2008.

- Co-sponsor the 2008 RFID, Technologies for Homeland Security and HIVE Conferences, and pursue incremental steps to expand IEEE-USA conference sponsorship with related opportunities for revenue generation.
- Work with IEEE and the IEEE Computer Society to resolve facilities issues and plans, leading to a successful co-location with the IEEE Computer Society Washington staff.
- Participate proactively in planning for a new IEEE Membership Model.