

IEEE-USA GOVERNMENT RELATIONS COUNCIL
STRATEGIC DISCUSSION NOTES

26 March 2010

1) What Are the Desired Attributes of an Effective IEEE-USA Government Relations Program and How Might We Obtain Them?

Clear Identity (who are we...do people know? Presenting ourselves in their terms or our terms. Hill staffers getting visits from different components of IEEE, IEEE-USA.). (is Fellowship program visible enough?)

- Notice to GRC of Fellowship placements

Highly visible (referenced source, well-known, quoted).

- More visits
- More communications
- More briefings
- PR distributions to Hill staffers (selective option)
- Website and other electronic media
- Use social media

Authoritative (reputation for credibility, knowledge).

- Pre-identified experts in areas

Strategic intelligence – (familiarity/knowledge of process, people, issues that are current in legislative/executive process).

- Listing Hill staffers we're in regular contact with and/or trying to reach; sharing info from those visits

Support of our membership.

- Communicate with our members (various mediums and channels are available, which are most effective for the target audiences?)
- Poll our members?
- Asks (ask them to do things for us)
- Recruiting volunteers (and how best to utilize members as volunteers?)
- How do you mentor/prepare volunteer leaders?

Grassroots that is large, active, educated/informed and engaged.

Positioning -- not partisan, not political (campaign money), positions based on balancing of interests.

Synched with the legislative process/federal budget cycle (content and timing of positions).

- Expediting position statements through the approval process.
- Knowing what the timeline and approval process is (and working to deadlines).

Content (positions) that is relevant/helpful to policy-makers (i.e. provides implementable solutions to address the issues they are working to resolve in legislation or regulation).

Capability to be reactive (able to respond on short notice to important emerging issues).

- Having position statements in place
- Expedited process for approving positions/communications
- White papers and other tools in place.

Proactive vs reactive? (finding/maintaining the right balance).

- News release or interview requests as “reactive” mode

Partnering with people/groups that can provide strategic intelligence, access, and/or other assistance.

Effective communications tools to engage knowledgeable experts/volunteers who are not interested in mail list participation

- Passive tools (releases, websites, etc.)

Effective communications tools to inform/educate IEEE US members (and get their feedback) on policy issues (social networking?)

- Improving communications through PACE?
- Assure that there is a regional government relations program (coordinators network, communications, etc.)
- Social networking tools to communicate
- Clips on You Tube

- How do you effectively target your communications?

Cultivated contacts on the Hill (and in Executive Branch)...both IEEE-USA and volunteer/member contacts.

Coordinated (able to coordinate effectively) with other IEEE entities interested/involved in policy/advocacy.

- More communication with society presidents
- Policy tracks at tech society conferences

External alliances...how effectively are we leveraging?; membership versus interaction/alignment with outside groups?

Media and communications (educating public, influencing legislators, and raising our visibility)

2) Key Implementation Issues?

Access to expertise – current method of soliciting societies for representatives versus model of direct recruiting (on selected/proactive issues).

Enhancing visibility – value of Cong. Briefings, regular visits.

Public Visibility Initiative – how can we leverage?

3) Keys to Improving Effectiveness?

- Importance of setting priorities.
- Defining/setting specific and measurable outcome goals (legislative/regulatory content; public awareness/knowledge, etc).

- Working all parts of the process – legislative, regulatory, legal.
- Fixing disconnect from technical societies.
 - Collaborations on conferences/briefings (including GR/policy content in TAB technical conferences)(Lots of success stories: MTPC & EMPS, EPC & PES, etc.)
 - Annual Meeting topical focus
- Membership awareness/satisfaction (how do we measure)?
 - General member survey (annual, limited questions)
 - Pulse survey (rarely used)
 - Feedback from PACE Network
 - Feedback from Annual Meeting
 - Direct member feedback (emails/phone calls/feedback at meetings/letters to the editor)
- Linkages/overlapping interests between committees – collaboration tools/methods
 - Cross-committee communications/liaison requirements?
 - Collaboration website – wiki?
 - Put activities report on GRC website (and update regularly)
 - Repository/document management system for position statement drafts (easy to use/seamless)

- Need for specific feedback/suggestions, not general comments (hard to incorporate) when reviewing position statements.
- Recruiting younger members to the committees and their subsequent development.

4) Emerging Issues?

- Job Creation

5) Other

- Idea: Gov't/Policy awareness/advocacy training as a CEU eligible topic state by state.
- GRC is okay with current process for reviewing/endorsing position statements to the Board