



# *IEEE-USA PROGRAM BOOK 2015*

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## **INTRODUCTION**

The IEEE-USA (Institute of Electrical and Electronics Engineers – United States of America) is a major organizational unit of the IEEE that traces its origins to the formation of the IEEE U.S. Activities Committee in 1973. IEEE-USA was created to advance the public good and promotes the careers and public policy interests of over 200,000 engineers, scientists and allied professionals who are U.S. members of the IEEE. IEEE-USA is led by a volunteer board of directors chaired by the member-elected IEEE-USA President. IEEE-USA's operations are supported by a professional staff of 18 based in the IEEE-USA's Washington office.

The IEEE-USA Program Book (2015) highlights the mission, goals and programs of IEEE-USA, and was developed to increase member awareness of the programs and services provided by IEEE-USA to advance the profession and for the benefit of IEEE's U.S. members. It also serves as a reference for members seeking information on specific programs or issues or who are looking for opportunities to volunteer their time and expertise in support of their profession.

## **IEEE-USA MISSION AND PURPOSE**

As provided in our By-Laws, IEEE-USA's mission is "recommend policies and implement programs specifically intended to serve and benefit the members, engineering professionals, and general public in the United States. IEEE-USA shall be the organizational unit that represents the professional interests of the IEEE before U.S. governmental bodies. It shall also be responsible for coordinating and reporting, under federal disclosure laws, all official communications with government." This mission is further described by IEEE-USA Policy 1.2, which defines as our organizational purposes the responsibility to:

- Promote the professional, social, economic and ethical status of electrical, electronics, communications, and computer engineering, as well as computer science and allied branches of engineering and the related arts and sciences and technologies, and related technical professionals in the United States with a special emphasis on U.S. IEEE members.
- Provide technical advice and policy perspectives to U.S. policy-makers at all levels in the areas of electro-technology and information technology to improve the quality of life and for the benefit of the public.
- Work with U.S. policy-makers and regulators to enhance the careers and improve the working conditions of U.S. engineers and other technical professionals.
- Develop products and services that support the lifelong professional development and career vitality needs of the IEEE's U.S. members and other technical professionals.
- Support communication with and among U.S. IEEE members, potential members, their employers and the public about IEEE-USA and the professional issues that affect our members and their professions.
- Enhance public awareness and understanding of electrical, electronics and computer engineering and related technical fields.

## **IEEE-USA STRATEGIC GOALS**

IEEE-USA's current Strategic Plan represents IEEE-USA's commitment to build upon our strengths in order to address the challenges facing IEEE-USA and IEEE U.S. members, as well as to bring us to a higher level of member satisfaction and financial security. This will require that IEEE-USA achieve the following strategic goals:

- Serve the career and professional interests of IEEE-USA members, and support lifetime member careers in engineering and related disciplines.
- Increase IEEE-USA membership to have the greatest effect in influencing trends affecting our members' interests and well-being.
- With IEEE's Educational Activities Board, assure our members valuable and affordable graduate level educational products, to provide lifetime learning and to avoid obsolescence.
- Advance public policies that are technically sound, advance the public welfare, and serve the needs of the engineering profession and IEEE U.S. members.
- Use state-of-the-art communication tools and practices to assure that IEEE U.S. members solidly understand and appreciate IEEE-USA's programs and services, and to provide our members with an influential role in the larger public community.
- Promote and nurture communities of interest among our members and volunteers in conjunction with IEEE Member and Geographic Activities, Technical Activities, Educational Activities and Standards in areas of technology, public policy and career management in order to optimize the interests of our members and volunteers.

We must focus our resources on high priority activities, where we can have clear impact. In support of these goals, IEEE-USA has identified a number of strategic activities supported by operational plans, which are reflected in this program book and which are also detailed at: <http://www.ieeeusa.org/volunteers/files/IEEE-USAStrategicPlan2008.pdf>

## **IEEE-USA'S STRATEGIC FOCUS FOR 2015**

IEEE-USA President James Jefferies identified his presidential focus areas for 2015 as:

- **Communications and Outreach:** taking advantage of our new flagship publication IEEE-USA Insight and all alternative channels of delivery including the Annual Meeting, with the goal of broadening awareness of IEEE-USA, our products and services, our key messages, and the value we provide members.
- **Young Professionals:** building relationships with IEEE's young professional members and making sure that IEEE-USA is providing targeted value to the rising generation of IEEE members who are essential to IEEE-USA's future.
- **Program Prioritization:** "Keep the best and streamline the rest" in order to ensure that IEEE-USA programs deliver maximum value to the broadest possible membership within the resources available.

- **Role-model and Partner:** Offering IEEE-USA's assistance and sharing our experiences with other IEEE entities seeking to deliver career, professional and policy-related products and services to their constituencies and joining forces with other IEEE organization units as partners to better leverage resources and serve the members.

The Presidential Priorities align closely with IEEE-USA's long-standing strategic themes, which include increasing member engagement (i.e. member involvement, utilization and/or awareness of IEEE-USA and its products and services) and diversifying IEEE-USA's revenue sources in order to reduce our budgetary reliance on the U.S. membership assessment. These themes relate to our broader strategic efforts, which are focused on:

- Building Member Careers
- Shaping Public Policy
- Promoting Science, Engineering and Technical Literacy
- Revitalizing IEEE's U.S. Membership

Our Government Relations priorities for 2015 are focused on federal support for research and innovation, skilled immigration reform, and patent protection. IEEE-USA also continues to work in the areas of energy policy, communications and information policy, K-12 STEM education, entrepreneurship/innovation policy, transportation and aerospace policy, and emerging issues in medical technology policy. In addition, IEEE-USA is actively supporting IEEE's policy interests on the subjects of public access to scholarly publications, data and standards, federal participation in conferences, and supporting IEEE Board Initiatives to build an IEEE capability and process for global public policy.

## **IEEE-USA FUNDING**

IEEE-USA operates on an annual budget approved by the IEEE Board of Directors. IEEE-USA's 2015 operations budget is \$5.61 million. This budget supports the programs, volunteer activities and staff highlighted in this book.

IEEE-USA's budget is primarily funded through a mandatory assessment of all U.S. IEEE Higher Grade members, which is indexed to inflation. The 2015 assessment is \$43. This assessment generates approximately 93% of IEEE-USA's operating revenues. IEEE-USA is working to expand its non-dues revenues from conference registrations, proceedings, and sales of products and services, which currently comprise 7% of total revenues.

In addition to IEEE-USA's operating budget, tax-deductible member contributions to the IEEE-USA Fund provides seed money for new career and professional programs and services, while gifts to IEEE-USA's Awards Fund helps sustain that program, which recognizes professional leadership and achievement. For information on how you can support IEEE-USA through a voluntary contribution, see: <http://www.ieeeusa.org/about/development.asp>

IEEE-USA's 2015 Treasurer is John Twitchell.

## PROGRAM HIGHLIGHTS

IEEE-USA's programs are organized into four departments: Career & Member Services, Professional Activities, Government Relations, and Communications and Public Awareness, each of which operates under the direction and oversight of an IEEE-USA Vice President.

### **Career and Member Services**

Lead by 2015 IEEE-USA Vice President Will Kassebaum, IEEE-USA's Career and Member Services encompasses programs designed to support IEEE U.S. members and their careers, assist them in employment and career transition, enhance their professional status and recognition, and help sustain the engineering educational pipeline. Specific program offerings include:

**Consultants Services:** IEEE-USA's Consultants Services program coordinates and supports the IEEE Consultants Network, providing various products and services including a directory of local IEEE Consultants Networks, annual consultants workshops and publications, and the on-line Consultants Database. The database is a fee-based listing service that connects technical consultants with potential clients, including a questionnaire-based tool that matches consultants to projects.

Budget: \$16.1K (Revenues: \$46.8)

Oversight: Alliance of IEEE Consultants Networks Coordinating Committee (Bill Grist, Chair)

Staff Contact: Daryll Griffin, [d.r.griffin@ieee.org](mailto:d.r.griffin@ieee.org)

URL: <http://www.ieeeusa.org/business/>

**Employment & Career Services:** IEEE-USA offers a package of services and publications designed to enhance members careers and assist those in career transition. Programs/services include the IEEE-USA Salary Service (salary survey and salary calculator), Employment & Career Strategies virtual community, the Career Webinar Series, Ebooks and related publications (e.g., Career Planning Guide, Beyond Job Satisfaction Workbook), on-line courses, EmploymentNavigator job listings (complimenting the IEEE Job Listing Service), and PE Review videos.

Budget: \$33.4K (Revenues: \$60.7K from Salary Service products)

Oversight: Employment & Career Services Committee. (Holly Cyrus, Chair)

Staff Contact: Scott Grayson, [s.grayson@ieee.org](mailto:s.grayson@ieee.org)

CareerNavigator URL: <http://www.ieeeusa.org/careers/>

Salary Service URL: <http://www.ieeeusa.org/careers/salary/>

**Licensure & Registration:** IEEE-USA distributes information on licensure, monitors and provides input on changes in state licensure law and provides input to the National Council of Examiners for Engineering and Surveying (NCEES) concerning P.E. exam questions and format. The committee provides support to NCEES for administration of the software engineering licensure model examination and publishes an associated exam guide.

Budget: \$16.3K (Revenues: \$5K from software exam guide)  
Oversight: Licensure & Registration Committee (Mike Behnke, Chair)  
Staff Contact: Darryl Griffin, d.r.griffin@ieee.org  
URL: <http://www.ieeeusa.org/volunteers/committees/lrc/>

**K-12 STEM Literacy:** IEEE-USA seeks to support improvements in the math, science, and technology education of U.S. precollege students and to help raise their functional and technological literacy. In addition to coordinating member and financial support for IEEE Educational Activities Board's Teacher in Service, TryEngineering.Org and other technical literary program, IEEE-USA makes Teacher Grants and recognizes teacher-engineer collaborations with its Teacher-Engineer Partnership Award. IEEE-USA provides an IEEE presence by participating in national STEM educational events such as National Engineers Week, National Lab Day, and the U.S. Science and Engineering Festival.

Budget: \$34.3K  
Oversight: K-12 STEM Literacy Committee (Joe Burns, Chairs)  
Staff Contact: David Iams, d.iams@ieee.org  
URL: <http://www.ieeeusa.org/volunteers/committees/pec/>

## **Professional Activities**

Lead by 2015 Vice President Guru Madhavan, IEEE-USA professional activities programs support the Professional Activities Committees for Engineers (PACE), which are volunteer entities established in IEEE U.S. regional, sections, student branches, divisions, technical societies, and chapter organizations. IEEE-USA help coordinate this PACE Network within the U.S. and assists their efforts to help members outreach to the public, develop an awareness of professional issues, and develop skills in such areas as job searching, communications, and project management. PACE programs encompass meetings, conferences, competitions, networks, publications and other activities focused primarily on the non-technical aspects of technology careers. Key program elements include:

**Annual Meeting:** The 2015 Annual Meeting (AM) will be held on 14-17 May in Milwaukee, Wisconsin in conjunction with the 36<sup>th</sup> Great Lakes Biomedical Conference. The AM disseminates information to volunteers on IEEE-USA's key missions, goals and priorities and provides a mechanism for communication of member interests and concerns. It complements the PACE Network's effort to train leaders and disseminate information, products and services to members through local sections and chapters. Other program components include technical tutorials and career-related continuing education sessions designed to build soft-skills and tools for professional development, job search and networking.

Budget: \$80.0K (Revenues: \$90K)

Oversight: Annual Meeting Committee (Tom Habetler, Chair)

Staff Contact: David Iams, d.iams@ieee.org

Scott Grayson, s.grayson@ieee.org

URL: <http://www.ieeeusa.org/calendar/conferences/annualmeeting/2015/default.asp>

**IP Professionals:** The IP Professionals Committee was charged to develop and launch a "home" for U.S. intellectual property professionals (technical, legal, business, inventor, etc.) within IEEE similar to an affinity group, and to provide relevant information on intellectual property as a member service. The committee is currently inactive.

Budget: \$20K

Chair: (Vacant)

Staff Contact: Erica Wissolik, e.wissolik@ieee.org

URL: <http://www.ieeeusa.org/ip-pros/>

**PACE Network:** PACE (Professional Activities Committees for Engineers) is a grassroots network of IEEE volunteers and committees organized at the section and chapter level in the United States with support from their respective regions and the IEEE-USA. The PACE Network promotes the professional interests of IEEE's U.S. members and provides a mechanism for communication of members' views on their professional needs. Through PACE, IEEE-USA provides advice, speaker lists and limited funding support to IEEE U.S. regions and sections to help them sponsor professional development activities, including Professional Development Seminars (PDSs, formerly Member Professional Awareness Conferences). PDSs cover a broad range of career and professional topics such as active career management, negotiation,

consulting, setting up a business, and often provide a venue for briefings and discussion on public policy issues of interest to the engineering profession.

Budget: \$35.4K  
Oversight: PACE Committee (Ed Kirchner, Chair)  
Staff Contact: David Iams, d.iams@ieee.org  
URL: <http://www.ieeeusa.org/volunteers/pace/>

**Professional Development Fund:** IEEE-USA allocates funding for support of local professional activities to the six U.S. regions and to the IEEE technical chapters in 2015, through a combination of project grants and a formula based distribution to the regions. No more than 45% of the funds distributed can be used to support regional/section participation in the IEEE-USA Annual Meeting.

Budget: \$148.9K  
Oversight: Vice President, Professional Activities Guru Madhavan  
Staff Contact: David Iams, d.iams@ieee.org

**Student Professional Activities:** IEEE-USA provides advice, speaker lists and limited funding to IEEE U.S. student branches to support Student Professional Activities Experiences (SPA-X), a program which allows students to develop customized events to meet their professional needs, expectations and interests. SPA-X emphasizes the non-technical skills an engineer needs to succeed, including effective communication, leadership and career-development skills. The program was reengineered and rebranded in 2014 to increase flexibility and streamline process, resulting in a significant increase in the number of student events held (70+) over previous years.

Budget: \$54K  
Oversight: Student Professional Activities Committee (Nicole Skarke, Chair)  
Staff Contact: Scott Grayson, s.grayson@ieee.org  
URL: <http://www.ieeeusa.org/volunteers/committees/spac/>

**2016 Student/Young Professional Conference (Ad Hoc):** This ad hoc committee is laying plans for a Student/Young Professional Conference, to be held by IEEE-USA at Tulane University in New Orleans in July 2016.

Budget: (Drawn as needed from Department funds)  
Oversight: IEEE-USA Board of Directors (Guru Madhavan, Ad Hoc Chair)  
Staff Contact: Scott Grayson, s.grayson@ieee.org

## **Government Relations**

Lead by 2015 Vice President Thomas Tierney, IEEE-USA government relations programs (<http://www.ieeeusa.org/policy/>) are directed toward the related goals of:

- informing/educating IEEE U.S. members on public policy issues of professional concern,
- informing/educating U.S. public policy makers on the technical implications of important public policy issues, and
- advocating for specific public policy positions to policy-makers at the federal, state and local levels on technology and career-related issues of concern to IEEE's U.S. members.

These goals are accomplished through direct and grassroots lobbying, government fellowships and internships, publications and related informational programs, amicus curiae filings in federal and state courts, and related activities.

Each year, in addition to approving the government relations program budget, the IEEE-USA Board of Directors endorses a slate of public policy priorities as an advocacy focus for the forthcoming session of Congress. IEEE-USA's public policy priority issue areas for 2015 (114<sup>th</sup> Congress, 1st Session) include innovation & competitiveness, skilled immigration, patent protection, energy, internet/communications, engineering workforce (including K-12 STEM education), transportation and aerospace, critical infrastructure protection E-health.. For more information and status reports, see: <http://www.ieeeusa.org/policy/>

Members with questions regarding the compatibility of lobbying activities with IEEE's not-for-profit status should consult the IEEE Lobby Compliance Guidelines (<http://www.ieeeusa.org/volunteers/files/ieeelobbycomplianceguidelinesVer12.09.pdf>). As a general note, IEEE has made the IRS 501-H tax election, which provides a "safe-harbor" for allowable lobbying activities with expenditures of up to \$1 million annually on non-partisan U.S. lobbying activities (defined as efforts to influence specific legislation). IEEE-USA discloses its lobbying activities through biannual reports to Congress and also supports IEEE's disclosures through the annual IRS Form 990, Schedule A tax filing. For more information on applicable lobbying laws, contact Erica Wissolik at [e.wissolik@ieee.org](mailto:e.wissolik@ieee.org).

Key components of IEEE-USA's government relations program include:

**Communications Policy:** IEEE-USA promotes formulation of sound legislation, regulation and policies relating to communications, computer and information technology development. Current focus issues include cybersecurity, telecommunications reform and deregulation, advancing broadband deployment, policy implications proposed reforms to FCC governance and radio-frequency spectrum management.

Budget: \$11.0K

Oversight: Communications Policy Committee (Terry Davis, Chair)

Staff Contact: Erica Wissolik, e.wissolik@ieee.org

URL: <http://www.ieeeusa.org/volunteers/committees/ccip/>

**Energy Policy:** IEEE-USA has outlined a comprehensive set of national energy policy recommendations designed to increase energy efficiency, transforming the transportation sector, greening the electric power supply, and building a more reliable and “smarter” electrical energy infrastructure. IEEE-USA is tapping the expertise of its members to advocate these and related energy policies, and engaging in such efforts as congressional grassroots fly-ins, congressional briefings, testimonies, workshops and related outreach.

Budget: \$14.0K

Oversight: Energy Policy Committee (Veronika Rabl, Chair)

Staff Contact: James Savage, james.savage@ieee.org

URL: <http://www.ieeeusa.org/volunteers/committees/epc/>

**Entrepreneurship and Innovation Policy:** This committee was renamed and moved from the careers area to the government relations department in 2015 with a redirected mission to advance the entrepreneurship and innovation policy interests of electrical, electronics and computer engineers as well as related information technology professionals, and a specific focus on the small technology business needs of IEEE’s U.S. members. In its new role, the committee will continue to work with U.S. Small Business Administration and SCORE through a strategic alliance memorandum on activities designed to assist high-tech entrepreneurs starting new businesses, and will engage with other federal agencies that support small and start-up businesses to offer advice and assistance to improve their effectiveness. IEEE-USA’s Entrepreneur’s Village (and its associated products and services) remains available, but is the process of being reevaluated in recognition of a proposed global IEEE entrepreneurship initiative.

Budget: \$18.4K

Oversight: Entrepreneurship and Innovation Policy Committee (Mark Wingate, Chair)

Staff Contact: Scott Grayson, s.grayson@ieee.org

URL: <http://www.ieeeusa.org/careers/entrepreneurs/>

**Government Fellowships:** Each year, IEEE-USA offers fellowships for qualified IEEE U.S. members to spend a year in Washington, DC serving on the staff of a Member of Congress or congressional committee or in an executive branch agency. For 2015, IEEE-USA plans to sponsor two Congressional Fellows, one Engineering & Diplomacy Fellow (State Department) and one Engineering and International Development Fellow (USAID). Fellowships link engineers with government, providing a mechanism for IEEE-USA Government Fellows to learn

first hand about the public policy process through personal involvement and to apply their knowledge and experience toward the development of technically-sound public policies. The Fellowships also provide the federal government with access to current expertise on technology and engineering principles.

Budget: \$245.1K

Oversight: Government Fellows Committee (Jack Cedarquist, chair)

Staff Contact: Erica Wissolik, e.wissolik@ieee.org

URL: <http://www.ieeeusa.org/policy/govfel/>

**Grassroots Activities (CARE Network):** IEEE-USA enlists IEEE U.S. members as grassroots advocates through the Congressional Advocacy Recruitment Effort or CARE Network. CARE is a voluntary network of IEEE U.S. members who receive and take action on Legislative Updates and Action Alerts on specific legislation forwarded by IEEE-USA. The grassroots program also includes outreach through support of speakers at conferences, region and section meetings and other venues to inform members of public policy issues and raise their awareness/understanding of the public policy process and why engineering involvement is important. Related grassroots activities include participation in the multi-society Science, Engineering & Technology Congressional Visits Day (aka CVD), which is set for 17-18 March.

Budget: \$60.5K (\$15K revenue from societies participating in 2015 CVD)

Oversight: Vice President, Government Relations Thomas Tierney

Staff Contact: Russell Harrison, r.t.harrison@ieee.org

URL: <http://www.ieeeusa.org/policy/care/>

**Intellectual Property:** IEEE-USA addresses intellectual property policy as it relates to the interests of IEEE's U.S. membership (employed engineers, faculty, scientists, inventors, entrepreneurs, etc.) and its implications for fast moving technology, technology transfer, and U.S. competitiveness. Current focuses include efforts to improve the U.S. patent system, enhancing inventor's rights, and proposing methods to discourage the practice of "patent trolling." In recent years, IEEE-USA has also filed amicus curiae briefs before the United States Supreme Court successfully advocating the adoption of an "active inducement" standard for digital copyright infringement in *MGM vs. Goldwyn-Mayer* and a "foreseeable bar" standard for patent amendment cases in *Festo Corp. v. Shoketsu Kinzoku Kogyo Kabushiki Co.*

Budget: \$20.0K

Oversight: Intellectual Property Committee (Keith Grzelak/Chris Katopis, co-chairs)

Staff Contact: Erica Wissolik, e.wissolik@ieee.org

URL: <http://www.ieeeusa.org/volunteers/committees/ipc/>

**Medical Technology Issue Network:** IEEE-USA seeks to assist in the formulation of medical technology legislation, regulation, and policy in the U.S., drawing on our members' technical expertise to address such topics as electric medical records, interoperability, and privacy. Other issues of interest include the role of technology in improving health care/patient safety, the quality of health information on the Internet, and social/ethical issues related to use of genomic information.

Budget: \$12.0K

Oversight: Vice President, Gov't Relations Thomas Tierney

Staff Contact: Russ Harrison, r.t.harrison@ieee.org

URL: <http://www.ieeeusa.org/volunteers/committees/mtpc/>

**Research & Development Policy:** IEEE-USA promotes strong federal investments in engineering (civilian and defense) research and development in the United States with the broader goal of promoting innovation, U.S. technological competitiveness and enhancing homeland security. IEEE-USA also addresses related policy and regulatory issues, such as technology-related export controls and visa restrictions on travel of international researchers. In addition to a strong advocacy focus, IEEE-USA educates members on key R&D budget trends through an annual Engineering Societies R&D Symposium and educates Congress on selected R&D topics by co-chairing the Advisory Committee to the Congressional R&D Caucus (see <http://www.researchcaucus.org/>). IEEE-USA participates as a member of the Alliance for Science and Technology Research in America (ASTRA), the Coalition for National Science Funding, the Coalition for National Security Funding, the Task Force on American Innovation, the Council on Competitiveness, the R&D Tax Credit Coalition, and related organizations.

Budget: \$14.0K

Oversight: R&D Policy Committee (Sherry Gillespie, Chair)

Staff Contact: James Savage, james.savage@ieee.org

URL: <http://www.ieeeusa.org/volunteers/committees/rdc/>

**Transportation and Aerospace Policy:** IEEE-USA seeks to contribute engineering perspectives to the formulation of sound legislation, regulation and policy in the United States in the areas of aviation, intelligent transportation and other air, space and ground transportation related issues. Current issue priorities include privacy and security issues related to drones and autonomous vehicles, the use of technology to increase security of the intermodal transportation system, and maintenance of a technology program at NASA.

Budget: \$13.0K

Oversight: Transportation & Aerospace Policy Committee (Roger Oliva, Chair)

Staff Contact: Russ Harrison, r.t.harrison@ieee.org

URL: <http://www.ieeeusa.org/volunteers/committees/ctap/>

**Skilled - Immigration Reform Issue Network:** Chaired by Ed Perkins, the Immigration Issue Network maintains a broad focus on promoting skilled immigration reform and curbing abuses of the H-1B and L-1 temporary visas. Our “green cards, not guest workers” position provides protections for both American and non-American technology workers in the United States, while also promoting the growth of a strong and skilled American high-tech workforce built with native and immigrant technology professionals.

Budget: \$20.0K

Oversight: Vice President, Thomas Tierney

Staff Contact: Russ Harrison, r.t.harrison@ieee.org

URL: <http://www.ieeeusa.org/volunteers/committees/cwpc/>

**Washington Internships for Students of Engineering (WISE):** Each year, IEEE-USA, the IEEE Life Members Committee and IEEE's Technical Activities jointly sponsor two or three IEEE student members to participate in the Washington Internships for Students of Engineering (WISE). Through WISE, outstanding engineering students from a half dozen sponsoring societies are selected to spend nine weeks in a special summer program in Washington, D.C. learning how government officials make decisions on complex technological issues and how engineers can contribute to legislative and regulatory public policy decisions. Student research is published in the WISE EJournal of Engineering and Public Policy.

Budget: \$10.0K (IEEE-USA) (+5K each from IEEE-TA and IEEE Life Members Committee to sponsor IEEE WISE Interns)

Oversight: WISE ad hoc Task Force (IEEE-USA Government Fellows Committee)

Staff Contact: Erica Wissolik, e.wissolik@ieee.org

URL: <http://www.wise-intern.org>

**IEEE-USA SMART BRIEF:** SMART BRIEF is a weekly e-newsletter available free to opt-in subscribers, which highlights important federal legislative and regulatory developments that affect U.S. engineers and their careers.

Budget: \$0K (Revenue \$2-3K advertising)

Staff Contact: Erica Wissolik, e.wissolik@ieee.org

URL: <http://www.smartbrief.com/news/IEEEUSA/index.jsp>

**Other Opportunities:** In addition to the above committees and programs, the IEEE-USA Vice President, Government Relations controls discretionary funds (\$85.5K), which can be used for support of special projects and activities consistent with IEEE-USA public policy priorities and government relations interests. Funds may be requested through a special proposal submission process, and are available until exhausted. For details, contact Erica Wissolik, e.wissolik@ieee.org

## Communications and Public Awareness

Led by 2015 Vice President Murty Polavarapu, IEEE-USA's Communications and Public Awareness program encompasses several related communications, public relations and publishing functions:

- Keeping U.S. IEEE members informed of new products and services, as well as the organization's accomplishments
- Using communications and public relations tools to advance IEEE-USA's government relations agenda through the public media
- Informing and educating the members on trends, issues, skills and opportunities of potential benefit to them and to the engineering profession
- Recognizing volunteer service to the IEEE, the professional and public through awards and recognitions
- Raising awareness among members and the general public about science and technology generally, and about issues affecting technology professionals' careers
- Improving the public's understanding and appreciation of engineers and their contributions to society.

The key priorities for 2015 are:

- Successful roll-out and support for IEEE-USA's new "flagship" electronic publication (*IEEE-USA INSIGHT*) and associated E-Commerce storefront (1Q2015).
- Working with IEEE-IT to redesign and build an enhanced IEEE-USA website for launch in early 2016.
- Enhanced member engagement/awareness through social media
- Revamping of all IEEE-USA promotional materials
- Review and update of IEEE-USA's e-book catalog and product design
- Successful engagement in the range of National Engineers Week programs and activities
- Developing an IEEE-USA presence in IEEE Collabratec
- Increased advertising revenues to diversify IEEE-USA's funding sources

Key components of the communications and media relations program include:

**IEEE-USA INSIGHT:** *INSIGHT* is an on-line publication devoted to the issues affecting U.S. IEEE members' careers, such as professionalism, management skills, engineering performance, engineering skills and competencies, product development practices, project management issues, innovation and entrepreneurship, business practices. *INSIGHT* includes articles and commentary on the topics that are shaping legislation, the technology workplace, and the engineering world. *INSIGHT*'s @IEEE-USA feature carries announcements and highlights of IEEE-USA products, services, programs and activities

Budget: \$86K (Revenues: \$50K from associated advertising)  
Editor-in-Chief: Greg Hill, g.hill@ieee.org  
Oversight: Communications Committee (Gus Gaynor, Chair)

URL: <http://insight.ieeeusa.org>

**IEEE-USA INSIGHT Email Update:** An adjunct to the *INSIGHT* publication, the Email Update is a monthly opt-out email news service sent to all U.S. IEEE members to highlight the upcoming issue along with career and public policy-related news and product information.

Budget: (subsumed within *INSIGHT* budget)  
Editor-in-Chief: Greg Hill, [g.hill@ieee.org](mailto:g.hill@ieee.org)  
Oversight: Communications Committee (Gus Gaynor, Chair)  
URL: TBD

**IEEE-USA E-Book Series:** A series of career, professional and public policy-related electronic publications on topics of interest to U.S. IEEE members and other targeted audiences (e.g. policy-makers). E-Books are sold on-line with a member discount, with selected titles distributed free as a membership renewal incentive or to promote global professional activities.

Budget: \$20K (Revenues: \$7.4K)  
Publishing Manager/Staff Editor: Georgia C. Stelluto, [g.stelluto@ieee.org](mailto:g.stelluto@ieee.org)  
Oversight: EBook Subcommittee (Gus Gaynor, Chair)  
Communications Committee (Gus Gaynor, Chair)  
URL: <http://www.ieeeusa.org/communications/eBooks/>

**Special Communications Projects:** IEEE-USA allocates a portion of communications funds for special projects and opportunities, and/or for marketing and promotional efforts to increase readership and/or revenue derived from its periodical publications and e-books.

Budget: \$20K  
Coordinator: Georgia C. Stelluto, [g.stelluto@ieee.org](mailto:g.stelluto@ieee.org)  
Oversight: Communications Committee (Gus Gaynor, Chair)

**Public & Media Relations:** Through media relations, IEEE-USA works to increase public and member awareness of IEEE-USA programs and activities, coordinates responses to media inquiries regarding career and public policy issues affecting U.S. IEEE members and monitors coverage of IEEE-USA in the national media. IEEE-USA spokespersons have been quoted in such publications as The New York Times, the Wall Street Journal and The Washington Post; and have appeared on local and national TV programs such as CNN and the CBS Evening News. See coverage highlights of "IEEE-USA In the News" at: <http://www.ieeeusa.org/communications/inthenews/>. IEEE-USA also has a booth that it carries to conferences and trade shows.

Budget: \$15.8K  
Staff Contact: Chris McManes  
URL: <http://www.ieeeusa.org/communications/releases/>  
Oversight: Vice President, Communications & Public Awareness (Murty Polavarapu)

**Awards & Recognitions:** IEEE-USA's awards program is designed to recognize outstanding performance in furthering the objectives of IEEE-USA and the professional aims of IEEE. IEEE-USA's slate of recognitions includes awards for engineering professionalism, region/division professional leadership, and professional achievement. Technical awards include the Harry Diamond Award and Technology Transfer Award. Other awards for Distinguished Public Service and literary contributions advancing engineering professionalism and public understanding.

Budget: \$29.5K (including \$2K transfer from the IEEE-USA Awards Fund)

Oversight: Awards & Recognitions Committee (, Chair)

Staff Contact: David Iams, d.iams@ieee.org

URL: See: <http://www.ieeeusa.org/volunteers/awards/>

### **Public Awareness**

IEEE-USA has worked actively to promote the public awareness of engineers and engineering contributions to society since 1981. Working in tandem with sister organizations, IEEE-USA strives to foster the positive public image of engineers and engineering through targeted outreach efforts that communicate how U.S. IEEE members and technical professionals improve the quality of life in the United States and in their local communities; and how U.S. IEEE members and technical professionals promote diversity and ethical behavior in the profession.

**National Engineers Week (EWeek):** Each year, IEEE-USA joins with other engineering societies in organizing a host of events and activities in celebration of engineers and the engineering profession as part of Engineers Week. EWeek also serves to raise public awareness of engineers and their contributions to society. In the United States, EWeek is held in conjunction with George Washington's Birthday each February. IEEE-USA's EWeek activities include sponsorship of the annual Discover Engineering Family Day at the National Building Museum in Washington and support for the Future City Competition, both of which are legacy programs from IEEE-USA's lead society sponsorship of EWeek in 1992. IEEE-USA hopes to sponsor again during our 50<sup>th</sup> anniversary in 2023.

Budget: \$79.5K

Oversight: Vice President, Communications & Public Awareness (Murty Polavarapu)

IEEE-USA EWeek Steering Committee Representative (

IEEE-USA Representative on EWeek Foundation Board (Carole Carey)

Staff Contact: Chris McManes, c.mcmanes@ieee.org

URL: <http://www.eweek.org>

**Mass Media Fellows:** In 2015, IEEE-USA will sponsor an IEEE U.S. graduate student member in the Mass Media Fellowship Program of the American Association for the Advancement of Science (AAAS) to help improve public communication about engineering and the sciences. Since 2000, 16 U.S. IEEE undergraduate and graduate students have been chosen for Mass Media Fellowships. Media Fellows spend 10 weeks reporting on hundreds of science, engineering and technology-related stories and assisting print and broadcast journalists at

popular media outlets such as Scientific American, WNBC-TV (New York), Popular Science, the St. Louis Post-Dispatch; the Sacramento Bee; and the Raleigh News-Observer.

Budget: \$9.5K

Oversight: Vice President, Communications & Public Awareness (Murty Polavarapu)

Staff Contact: Chris McManes, c.mcmanes@ieee.org

URL: <http://www.ieeeusa.org/communications/massmedia.asp>

**Special Public Awareness Projects:** Each year, IEEE-USA responds to unique public awareness opportunities that arise, largely involving collaborations with other organizations. IEEE-USA supports these special projects and events with volunteers, staff and funding from member contributions as needed. Some examples of special projects in recent years include:

- In 2009-10, during National Engineers Week, IEEE-USA placed posters and dioramas promoting EWeek Family Day in Metro rail transit stations in the nation's capital.
- In 2010-11, IEEE-USA sponsored a media campaign on WAMU 88.5, Washington's all-news public radio station, to raise IEEE-USA's public visibility among opinion leaders and decision makers in the nation's capital.
- In 2010, IEEE-USA presented two honoraria and convened a Washington luncheon in support of its Engineering in Society Journalism Award.
- In 2011, IEEE-USA provided support to the National Academy of Science's (NAS) Science & Entertainment Exchange, and co-sponsored a Forum on Engineering the Future at the Directors Guild in Los Angeles, providing entertainment industry professionals with access to top engineers and scientists, to help present a more realistic interpretation of sci-tech in Hollywood entertainment
- In 2012, IEEE-USA designed and sponsored an award-winning miniature golf hole (Hole in 1s and 0s) as part of a special concept course developed in partnership with the National Building Museum. IEEE-USA also worked with the IEEE Computer Society to organize the Washington premier (at the National Press Club) of a documentary on the life of Adam Turing.
- In 2013, IEEE-USA hosted a "Smart Grid" themed miniature golf hole in partnership with the National Building Museum.

Budget: (Funding subject to approval; derived from IEEE-USA Fund transfers)

Oversight: Vice President, Communications & Public Awareness (Murty Polavarapu)

Staff Contact: Chris McManes, c.mcmanes@ieee.org

## **American Association of Engineering Societies**

IEEE-USA is a member of the American Association of Engineering Societies (AAES). AAES is a multidisciplinary organization of engineering societies dedicated to advancing the knowledge, understanding, and practice of engineering. AAES member societies represent the mainstream of U.S. engineering more than one million engineers in industry, government, and academia. Key programs include International Activities (representing the U.S. engineering profession in international engineering organizations such as the World Federation of Engineering Organizations and the Pan American Union of Engineering Societies), the Engineering Workforce Commission (publishing survey reports on engineering enrollments, degrees and salaries), and an awards and recognitions program including the National Engineering Award and the John Fritz Medal. IEEE-USA's 2013 President Marc Apter serves on the AAES Board of Directors and IEEE-USA 2015 President James Jefferies represents IEEE-USA on the AAES Assembly.

Budget: \$22.3

Oversight: IEEE-USA President James Jefferies

Staff Contact: Chris Brantley, c.brantley@ieee.org

URL: <http://www.aaes.org>

## **Operations**

**Conferences Committee:** Chartered in 2011, this committee is responsible for managing the IEEE-USA technical conferences program, through which IEEE-USA collaborates with other IEEE organizational units to co-sponsor financially successful technical conferences that advance IEEE-USA's overall mission, promote U.S. member engagement, and provide alternative sources of revenue for support of IEEE-USA and its programs. Funding for individual conference sponsorships is provided independently from the committee budget through Board-approved transfers from the IEEE-USA Fund.

Budget: \$126.6K (\$144.9K in revenues)

Chair: Charles Rubenstein

Staff Contact: Chris Brantley, c.brantley@ieee.org

URL: <http://www.ieeeusa.org/conferences>

**Finance Committee (ad hoc):** This committee comprised of all IEEE-USA volunteer officers assists the IEEE-USA Treasurer in developing the annual IEEE-USA budget proposal and provides advice and input on financial matters concerning IEEE-USA and its operations.

Budget: (subsumed within Board operating budget)

Chair: John Twitchell

Staff Contact: Chris Brantley, c.brantley@ieee.org

**Membership:** The Membership Committee is charged to identify and help implement ways in which IEEE-USA can assist MGA and its efforts to support U.S. membership growth and retention. IEEE-USA will partner with MGA and with Region 6 in 2015 in offering incentives for U.S. membership referrals.

Budget: \$20K.

Chair: James Howard

Staff Contact: Scott Grayson, s.grayson@ieee.org

**Nominations and Appointments Committee:** The N&A Committee administers the nominations and appointments process for the IEEE-USA Assembly and the IEEE-USA Board of Directors by recommending qualified candidates for each post for which nominations are required.

Budget: (subsumed within Board operating budget)

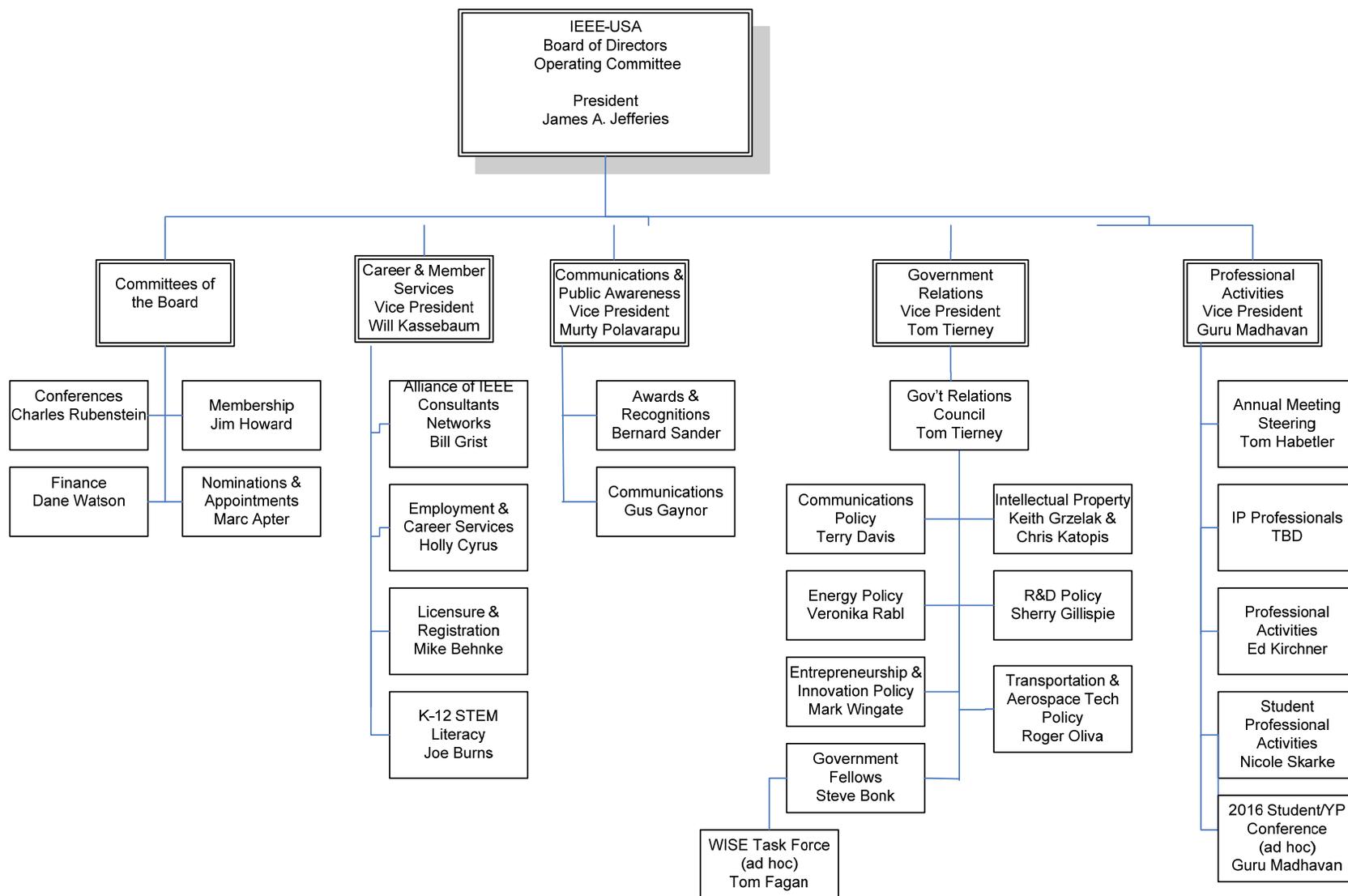
Chair: Marc T. Apter

Staff Contact: Scott Grayson

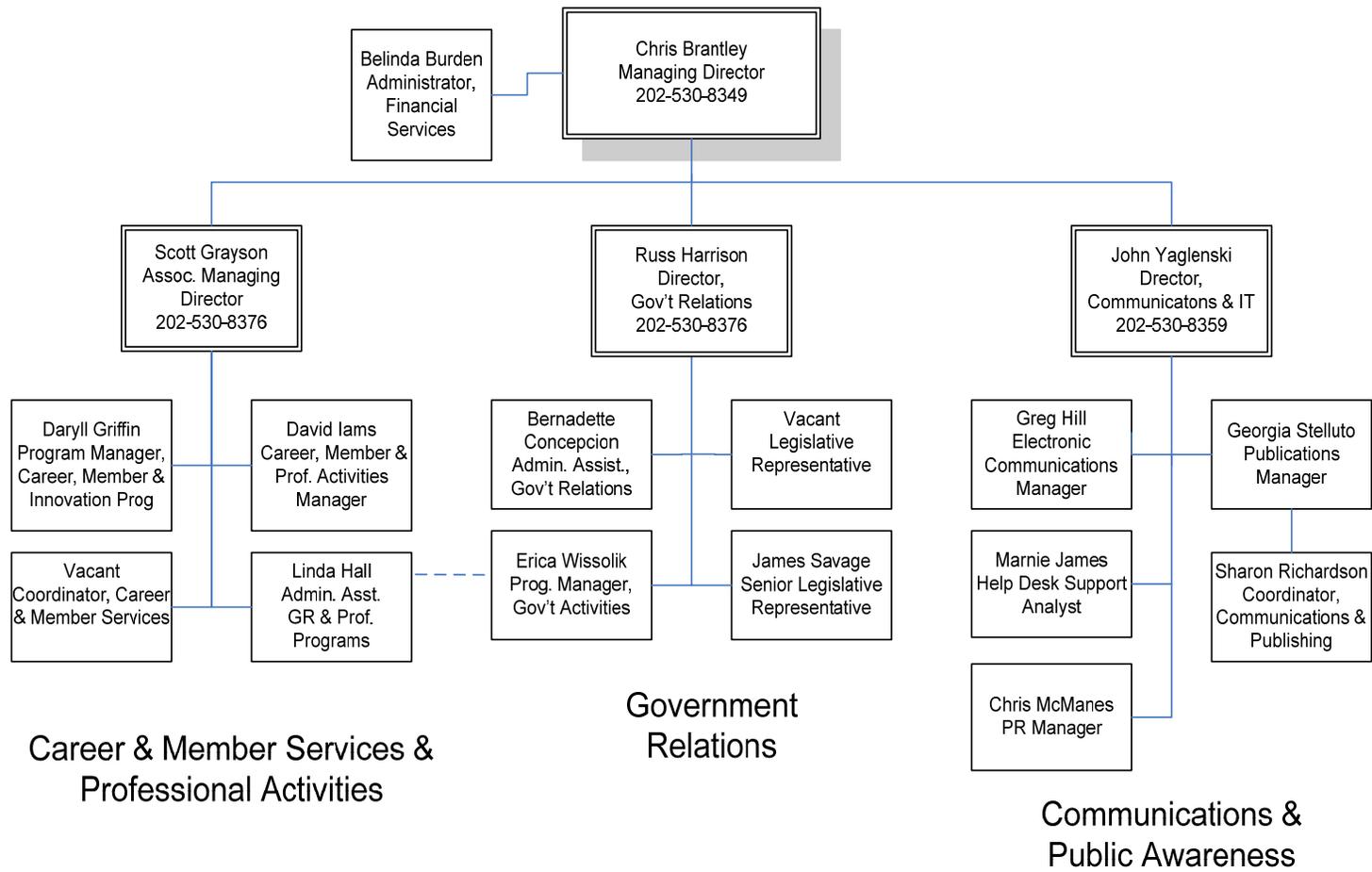
## Appendix A – IEEE-USA 2015 Board of Directors

<b>President</b>	<b>James A. Jefferies</b>
<b>President-Elect</b>	<b>Peter A. Eckstein</b>
<b>Past President</b>	<b>Gary L. Blank</b>
<b>Vice President, Career &amp; Member Services</b>	<b>Will Kassebaum</b>
<b>Vice President, Communications &amp; Public Awareness</b>	<b>Murty Polavarapu</b>
<b>Vice President, Government Relations</b>	<b>Thomas Tierney</b>
<b>Vice President, Professional Activities</b>	<b>Guru Madhavan</b>
<b>Secretary-Treasurer</b>	<b>Dane Watson</b>
<b>Region 1 Director</b>	<b>Vince Socci</b>
<b>Region 2 Director</b>	<b>Timoth Kurzweg</b>
<b>Region 3 Director</b>	<b>Mary Ellen Randall</b>
<b>Region 4 Director</b>	<b>Robert Parro</b>
<b>Region 5 Director</b>	<b>Derald Morgan</b>
<b>Region 6 Director</b>	<b>Thomas Coughlin</b>
<b>Member-at-Large (Senior)</b>	<b>Thomas Habetler</b>
<b>Member-at-Large (Junior)</b>	<b>Scott Tamashiro</b>
<b>Technical Activities Representative</b>	<b>Deborah Cooper</b>
<b>Young Professional Representative</b>	<b>Devon Ray</b>
<b>Managing Director (NV)</b>	<b>Chris J. Brantley</b>

## Appendix B: IEEE-USA 2015 Volunteer Organization Chart



## Appendix C: IEEE-USA Staff 2015 Organization Chart



## Appendix D: Roster of IEEE-USA Staff Contacts

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Web: [www.ieeeusa.org](http://www.ieeeusa.org)

	<u>Direct Phone</u>	<u>Email</u>
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Belinda Burden -----	202-530-8357	<a href="mailto:b.burden@ieee.org">b.burden@ieee.org</a>
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Scott Grayson -----	202-530-8376	<a href="mailto:s.grayson@ieee.org">s.grayson@ieee.org</a>
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