



IEEE-USA PROGRAM BOOK 2010

4 March 2010

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INTRODUCTION

The Institute of Electrical and Electronics Engineers – United States of America (IEEE-USA) 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 more than 210,000 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 22 based in the IEEE-USA's Washington office.

The IEEE-USA Program Book (2010) 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 electrotechnology 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 (2008-2012)

IEEE-USA's Strategic Plan for 2008-2012 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-USAStrategicPlan2010.pdf>

IEEE-USA'S STRATEGIC FOCUS FOR 2010

IEEE-USA will focus on the following strategic themes for 2010:

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

In addition to these broad themes, IEEE-USA is also working to enhance member communications, increase our visibility and the public awareness of engineering and the computer profession, as well as supporting the globalization of professional activities throughout all IEEE regions.

In 2010, IEEE-USA will revisit our current strategic plan for the purposes of reviewing our overall priorities for 2012 and beyond, tying the IEEE-USA plan more closely to the IEEE Strategic Plan and strengthening our operational planning.

IEEE-USA FUNDING

IEEE-USA operates on an annual budget approved by the IEEE Board of Directors. IEEE-USA's 2010 operations budget is \$5.46 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 2010 assessment is \$38. This assessment generates approximately 96% 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 4% of total revenues.

In addition to IEEE-USA's operating budget, tax-deductible member contributions to the IEEE-USA Fund provide seed money for new career and professional programs and services. For information on how you can support IEEE-USA through a voluntary contribution, see: <http://www.ieeeusa.org/about/development.asp>

IEEE-USA's 2010 Treasurer is James M. Howard.

PROGRAM HIGHLIGHTS

IEEE-USA's programs are organized into four basic operational areas: 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. Program highlights are appended below by operational area and program.

Career and Member Services

Lead by 2010 IEEE-USA Vice President Gary Blank, IEEE-USA's Career and Member Services encompasses programs designed to support IEEE U.S. member 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 consists of 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. 2010 priorities include developing and launching a next generation on-line Consultants Database and publishing the 2010 Consultants Profile based on survey data.

Budget: \$16.1K (Revenues: \$41.6K)

Oversight: Alliance of IEEE Consultants Networks Coordinating Committee (Will Kasselbaum/Bob Adams, Co-Chairs)

Staff Contact: Daryll Griffin, 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, 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. The services are delivered through the IEEE-USA **CareerNavigator** website.

Budget: \$33.4K (Revenues: \$57.2K from Salary products)

Oversight: Employment & Career Services Committee. (John Twitchell, Chair)

Programs are also coordinated with other IEEE organizational units through the IEEE Careers Committee.

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

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

Employment & Career Strategies URL: <https://www.ieeecommunities.org/ecs>

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

Entrepreneurs Services: IEEE-USA's Entrepreneur's Village provides an on-line community and tool kit developed by and for entrepreneurs to help them network, share information, and mentor prospective entrepreneurs. Associated services include TechMatch, a strategic alliance with [The Business Catapult](#) to offer business plan assessments and feedback from experienced entrepreneurs. IEEE-USA will also be working with the U.S. Small Business Administration through a strategic alliance memorandum on activities designed to assist high-tech entrepreneurs starting new businesses.

Budget: \$18.4K
Oversight: Entrepreneurs Committee (Terry Wong, Chair)
Staff Contact: Scott Grayson, s.grayson@ieee.org
URL: <http://www.ieeeusa.org/careers/entrepreneurs/>

Innovation Institute: The Innovation Institute's mission is to provide university students (undergraduate and graduate), university professors, U.S. industry and IEEE U.S. members the opportunity to learn about innovation through collaboration and development of technology.

Budget: \$25K
Oversight: Innovation Institute Committee (Mauro Togneri, Chair)
Staff Contact: Scott Grayson, s.grayson@ieee.org
URL: <http://innovation-institute.org>

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. 2010 priorities include efforts in partnership with the IEEE Computer Society to support development of a model examination for software engineering licensure.

Budget: \$16.3K
Oversight: Licensure & Registration Committee (Mitch Thornton, Chair)
Staff Contact: Vin O'Neill, v.oneill@ieee.org
URL: <http://www.ieeeusa.org/volunteers/committees/lrc/>

Precollege Education: Through a series of targeted efforts, 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 literacy program, IEEE-USA provides Teacher Grants and recognizes teacher-engineer collaborations with its Teacher-Engineer Partnership Award. 2010 priorities include supporting the White House "Educate-to-Innovate" technical literacy campaign through a number of key K-12 programs and events, including National Engineers Week, National Lab Day, and the U.S. Science and Engineering Festival.

Budget: \$34.3K
Oversight: Precollege Education Committee (Dusty Fisher, Chair)
Staff Contact: Sandra Kim, sandra.kim@ieee.org
URL: <http://www.ieeeusa.org/volunteers/committees/pec/>

Professional Activities

Lead by 2010 Vice President David Pierce, 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 their 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 Annual Meeting 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 supports 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. In addition to the Annual Meeting operating budget, IEEE-USA distributes an additional \$38.8K to U.S. regions/divisions to support participation.

Budget: \$80.0K (Revenues: \$80.0K) (plus \$38.8K in regional/division support)
Oversight: Annual Meeting Committee (Nital Patel, Chair, Diane Collier, Chair-Elect)
Staff Contact: Sandra Kim, sandra.kim@ieee.org
URL: <http://www.ieeeusa.org/volunteers/committees/pec/>

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. 2010 priorities include sponsoring 25 PDSs through the Professional Development Fund, outreach to GOLD members to be engaged in the PACE Network, and updating the website.

Budget: \$35.4K
Oversight: PACE Committee (Bob Dawson, Chair)
Staff Contact: Sandra Kim, sandra.kim@ieee.org
URL: <http://www.ieeeusa.org/volunteers/pace/>

Professional Development Fund: IEEE-USA will allocate \$84.1K in funding to the six U.S. regions and to the IEEE technical divisions in 2010 on a formula basis to support local and regional professional activities. No more than 25% of the funds distributed can be used to support participation in the IEEE-USA Annual Meeting.

Budget: \$84.1K

Oversight: Vice President, Professional Activities (David Pierce)

Staff Contact: Sandra Kim, sandra.kim@ieee.org

Student Professional Activities: Student Professional Activities: IEEE-USA provides advice, speaker lists and limited funding to IEEE U.S. student branches to support Student Professional Awareness Conferences (S-PACs), Ventures (S-PAVes) and Workshops (S-PAWs). S-PACs are student-organized conferences/workshops where students listen to experienced engineers from diverse backgrounds discuss topics related to Career Growth, Working, Professional Ethics/Social Responsibility, Self Management, Engineers & Public Policy, and/or the Importance of Professional Society Membership. S-PAVes encompass other types of projects or activities conceived and implemented by IEEE Student Branches to develop an awareness of engineering professionalism. S-PAWs are structured professional development workshops organized by student branches that are presented and funded by the IEEE-USA Student Professional Awareness Committee. They are held 1-2 times a year. S-PACs, S-PAVes, and S-PAWs not only promote professional awareness for participants, but also provide valuable management experience for student organizers. Each year, IEEE-USA typically sponsors 40-50 of these activities. 2010 priorities include supporting a total of 45 student activities, revising the website, and promoting these activities at the IEEE-USA Annual Meeting to emphasize the importance of engaging the student member.

Budget: \$54K

Oversight: Student Professional Activities Committee (Kristi Hummel, Chair)

Staff Contact: Sandra Kim, sandra.kim@ieee.org

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

PACE Government Activities: IEEE-USA's Government Activities Committee (GAC) provides a channel for communication and coordination between IEEE-USA and the volunteers appointed to support government activities for their respective regions, states and/or sections. Monthly conference calls give IEEE-USA a chance to explain what we are working on in Washington and answer questions about political developments. The calls also give the regional representatives a chance to discuss local and state-level political efforts they are engaged in and work to identify state-level political trends that could impact our profession.

Budget: \$4.6K

Oversight: Government Activities Committee (Al Reinhart, Chair)

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

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

Government Relations

Lead by 2010 Vice President Jim Jefferies, 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 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 priorities for 2010 (111th Congress, 2d Session) are: job creation, innovation & competitiveness, energy, broadband networks, immigration reform, patent reform, engineering workforce security, E-Health and critical infrastructure protection. For issue information and status reports, see: <http://www.ieeeusa.org/policy/issues/>

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 tax disclosures through the annual IRS Form 990, Schedule A filing. For more information on applicable lobbying laws, contact IEEE-USA managing director Chris Brantley at c.brantley@ieee.org

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

Career & Workforce Policy: IEEE-USA proactively addresses career-related policy issues, with a focus on the career-related needs of IEEE's U.S. members and the overall health of the U.S. engineering workforce. Our scope includes both public and private sector policymaking that directly affects the education, credentialing, employment, compensation, training, and retirement security of technical professionals. Current focus issues include immigration reform, reform of the H-1B visa system, retirement security, health security/association health plans, and federal support of K-12 science, technology, engineering and math programs. Activities include

direct and grassroots advocacy, webinars, presentations, and related outreach efforts. 2010 priorities include support for introduction and passage of legislation to implement comprehensive immigration reforms and passage of the Engineering Education for Innovation (E2) Act to provide federal incentives to states to integrate engineering concepts into their K-12 math/science curriculum.

Budget: \$30.6K

Oversight: Career & Workforce Policy Committee (Hank Lindborg, Chair)

Staff Contact: Vin O'Neill, v.oneill@ieee.org

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

Communications Policy: IEEE-USA promotes formulation of sound legislation, regulation and policies relating to communications, computer and information technology development. Current focus issues include telecommunications reform and deregulation legislation, advancing broadband deployment, policy implications of RFID technology, and proposed reforms to FCC governance and radio-frequency spectrum management. The Committee's 2010 priority is providing feedback and supporting implementation (through law, regulation and policy) FCC's forthcoming national broadband strategy.

Budget: \$14.3K

Oversight: Communications Policy Committee (Eric Burger, Chair)

Staff Contact: Deborah Rudolph, d.rudolph@ieee.org

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

Conferences/Workshops: As an adjunct to its government relations committee activity, IEEE-USA sponsors or co-sponsors IEEE technical conferences with policy implications or government relations components, and/or organizes workshops to engage policy-makers and others on high priority issues. 2010 priorities include technical co-sponsorship of the IEEE Conference on Technologies for Homeland Security and the IEEE Green Technologies Conference.

Budget: \$10.2K (Revenue: \$24.8K)

Oversight: Vice President, Government Relations (Jim Jefferies)

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

Critical Infrastructure Protection: IEEE-USA supports efforts to enhance the security of critical national infrastructures, with a focus on cyber security, spyware, the interoperability of communication systems, and uses of information technologies in security applications. 2010 priorities include developing a series of informational whitepapers on critical infrastructure topics.

Budget: \$0.0K

Oversight: Critical Infrastructure Protection Committee (Marc Apter, Chair)

Staff Contact: Deborah Rudolph, d.rudolph@ieee.org

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

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. The Committee’s priority for 2010 is advancing IEEE-USA’s energy policy recommendations through passage of comprehensive national energy legislation.

Budget: \$17.3K
Oversight: Energy Policy Committee (Mayer Sasson, Chair)
Staff Contact: Bill Williams, bill.williams@ieee.org
URL: <http://www.ieeeusa.org/volunteers/committees/rdc/>

Eye on Washington (newsletter): EOW is a biweekly newsletter available free to opt-in subscribers through the IEEE “What’s New” email update service, which highlights important federal legislative and regulatory developments that affect U.S. engineers and their careers. In addition to this biweekly newsletter, subscribers to Eye on Washington receive occasional legislative bulletins and action alerts on IEEE-USA priority issues.

Budget: \$0K
Staff Contact: Erica Wissolik, e.wissolik@ieee.org
URL: <http://www.ieeeusa.org/policy/eyeonwashington/>
Subscribe at: <http://www.ieeeusa.org/communications/emailupdates/>

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 within a bureau/office at the United States Department of State. Normally, IEEE-USA recruits two Congressional and one Engineering & Diplomacy Fellow each year. IEEE-USA's Government 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. 2010 priorities include recruiting and placing three government fellows in Congress and the State Department.

Budget: \$226.1K
Oversight: Government Fellows Committee (Marc Apter, 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) held each Spring.

Budget: \$36.3K (plus \$23.4K expense and \$18.7K revenue from 2010 CVD)
Oversight: Vice President, Government Relations (Jim Jefferies)
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 reform 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. 2010 priorities include a continuing focus on congressional efforts at patent reform and an collaboration with the Patent and Trademark Office to explore standardizing technical terms for use by patent examiners.

Budget: \$28.7K
Oversight: Intellectual Property Committee (Keith Grzelak, Chair)
Staff Contact: Erica Wissolik, e.wissolik@ieee.org
URL: <http://www.ieeeusa.org/volunteers/committees/ipc/>

Legislative Initiative Fund: A discretionary fund controlled by the IEEE-USA Presidents, the Legislative Initiative Fund is used to support high priority government relations projects and advocacy efforts on an as needed basis. Although these funds are normally utilized by IEEE-USA committees and programs, proposals are also accepted from IEEE U.S. Regions, sections and related groups.

Budget: \$35.0K
Oversight: IEEE-USA Presidents (Evelyn Hirt, Ron Jensen and Gordon Day)
Staff Contact: Erica Wissolik (e.wissolik@ieee.org)

Medical Technology Policy: IEEE-USA seeks to assist in the formulation of medical technology legislation, regulation, and policy in the U.S. A current policy focus are issues involved in establishment of national health information systems, including electronic medical records, privacy, interoperability of systems, and the National Health Information Network. 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. 2010 priorities include a focus on home care technologies and wireless interoperability issues related to medical equipment and information systems.

Budget: \$15.3K

Oversight: Medical Technology Policy Committee (Tom Jepsen, Interim-Chair)

Staff Contact: Deborah Rudolph, d.rudolph@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 post-9/11 visa restrictions on travel of international researchers. In addition to a strong advocacy focus, IEEE-USA attempts to educate members on key R&D budget trends through an annual Engineering Societies R&D Symposium (http://www.engineeringpolicy.org/Public_Policy_Symposium.cfm) and to educate 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 also 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 Council on Competitiveness, the R&D Tax Credit Coalition, and related organizations. 2010 priorities include supporting reauthorization of the America COMPETES Act, reauthorization of the SBIR program, supporting strong federal S&T appropriations, and laying plans for a 2011 workshop on STEM-related measures.

Budget: \$16.3K

Oversight: R&D Policy Committee (Martin Sokoloski, Chair)

Staff Contact: Bill Williams, bill.williams@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 focuses include use of technology to increase security of the intermodal transportation system, maintenance of a strong national aerospace R&D program at NASA, and the overall redirection of NASA's space flight program. IEEE-USA participates in the Aviation R&D Coalition. Other 2010 priorities include support for intelligent transportation provisions in reauthorization of the Intermodal Surface Transportation Efficiency Act USTEA and support for an overhaul of U.S. technology export control policy.

Budget: \$15.3K

Oversight: Transportation & Aerospace Policy Committee (Doug Taggart, Chair)

Staff Contact: Bill Williams, bill.williams@ieee.org

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

Washington Internships for Students of Engineering (WISE): Each year, IEEE-USA, the IEEE Life Members Committee and IEEE's Technical Activities jointly sponsor three IEEE student members to participate in the Washington Internships for Students of Engineering (WISE). Through WISE, outstanding engineering students from five sponsoring societies are selected to spend nine weeks in a special summer program in Washington, D.C. to learn 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. 2010 priorities include placing and mentoring three IEEE student members in WISE Internships.

Budget: \$10.2K (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>

Communications and Public Awareness

Led by 2010 Vice President Nita Patel, 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.

Key components of the communications and media relations program include:

IEEE-USA Today's Engineer: *Today's Engineer* is a monthly Web 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. Additionally, *Today's Engineer* includes articles and commentary on the topics that are shaping legislation, the technology workplace, and the engineering world.

Budget: \$23K

Editor-in-Chief: Greg Hill, g.hill@ieee.org

Oversight: Communications Committee (Abby Vogel, Chair)

URL: <http://www.todays-engineer.org>

IEEE-USA Today's Engineer Email Update: An adjunct to Today's Engineer, 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: \$0 (Revenues: \$46K from advertising)

Editor-in-Chief: Greg Hill, g.hill@ieee.org

Oversight: Communications Committee (Abby Vogel, Chair)

URL: www.ieeeusa.org/communications/emailupdates

IEEE-USA in Action *IEEE-USA in Action* is a new quarterly e-digest featuring announcements of IEEE-USA products, services and programs as well as short news and feature items on career and public policy issues affecting U.S. IEEE members. This new e-digest is the source for U.S. IEEE members for news about IEEE-USA activities, programs, products, and services.

Budget: \$50K
Editor-in-Chief: Georgia Stelluto, g.stelluto@ieee.org
Oversight: Communications Committee (Abby Vogel, Chair)
URL: NA

IEEE-USA E-Book Series: A new 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 to members as a renewal incentive, or as part of the IEEE Globalization of Professional Activities Initiative. Sample titles released to date include: *Doing Innovation: Creating Economic Value* (a 4-book series on innovation); *GOVDOCs* (public domain government reports and documents provided free to U.S. members as an informational service); *Launching Your Career* (a series of e-books geared for the GOLD IEEE members); *IEEE-USA Unemployment Surveys and Consultants Profiles*; *The Best of Today's Engineer on Career Survival, Communicating with Congress*, and many more.

Budget: \$7K (Revenues: \$5K)
Oversight: EBook Subcommittee (Gus Gaynor, Chair)
Communications Committee (Abby Vogel, Chair)
Publishing Manager/Staff Editor: Georgia Stelluto, g.stelluto@ieee.org
URL: <http://www.ieeeusa.org/communications/eBooks/>

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/>

Budget: \$45.2K
Staff Contact: Chris McManes
URL: <http://www.ieeeusa.org/communications/releases/>

Other Communications: In addition to the publications above, IEEE-USA budgets \$xxK for support of the IEEE-USA Communications Committee and preparation of the IEEE-USA annual report. An additional \$5.1K is budgeted for exhibition of IEEE-USA displays at IEEE-USA meetings, IEEE technical conferences and other meetings and events.

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 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

Oversight: Awards & Recognitions Committee (Mary Ellen Randall, Chair)

Staff Contact: Sandra Kim, sandra.kim@ieee.org

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

Public Awareness Generally: IEEE-USA has been actively involved in promoting public awareness of engineers and engineering since 1981. Working in tandem with sister organizations, IEEE-USA works 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.

Discoveries & Breakthroughs: IEEE-USA participates in this collaborative program organized by the American Institute of Physics, which develops 150 TV news spots annually on technology-related topics for distribution to over 65 U.S. TV markets reaching a potential audience of 65-million households. NSF-sponsored researchers have documents that viewers of the D&B TV reports are more likely to support engineering and science than non-viewers. IEEE-USA's involvement ensures inclusion of stories featuring electro- and computer technologies, such as a robotic arm for stroke victims, high-tech captioning, a mouse adapter for individuals with hand tremors, and oxyride batteries. "Discoveries" video spots are available on-line and can be used by IEEE volunteers making presentations to students in middle and high schools.

Budget: \$15K (funding from voluntary contributions)

Oversight: Communications Committee (Abby Vogel, Chair)

Staff Contact: Pender McCarter, p.mccarter@ieee.org

URL: <http://www.aip.org/dbis/IEEE/>

Mass Media Fellows: In 2010, IEEE-USA will sponsor two IEEE U.S. graduate student members 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, 13 U.S. IEEE undergraduate and graduate students have been chosen for Mass Media Fellowships. Media Fellows spend 10 weeks reporting on science and technology-related stories and assisting print and broadcast journalists at popular media outlets such as Scientific American, WNBC-TV (New York), Popular Science, St. Louis Post-Dispatch; and the Richmond Times-Dispatch. The twelve 2009 Mass Media Fellows produced more than 285 original "sci-tech" stories through their media placements.

Budget: \$17.0K (funding from voluntary contributions and IEEE-USA Communications)

Oversight: Communications Committee (Abby Vogel, Chair)

Staff Contact: Pender McCarter, p.mccarter@ieee.org

URL: <http://www.aaas.org/programs/education/MassMedia/>

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 EWeek Family Day at the National Building Museum in Washington and support for the Future City Competition, including presentation of the Best Communications System Award (with \$1K funding support from the IEEE-USA Precollege Education Committee).

Budget: \$31.5K

Oversight: Communications Committee (Abby Vogel, Chair)

IEEE-USA Representative to EWeek Steering Committee (Murty Polavarapu)

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

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

On-Line Engineering Video Scholarship Award Competition: In 2007-2008, IEEE-USA launched its first online engineering video scholarship competition for IEEE student members in order to encourage interest in engineering careers and promote engineering awareness and support among informed public – especially younger Web-savvy individuals. The 2009-2010 competition will award four scholarships totaling \$5K to undergraduates who create the most effective 90-second video clips reinforcing for an 11-to-13-year-old audience how engineers improve the world.

Budget: \$6.0K

Oversight: Communications Committee (Abby Vogel, Chair)

Staff Contact: Pender McCarter, p.mccarter@ieee.org

URL: <http://www.ieeeusa.org/communications/video%5Fcompetition/>

Special Public Awareness Projects: Each year, IEEE-USA responds to a number of 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 where needed. Some examples of special projects in recent years include support for the Extraordinary Women of Engineering project; promotion of the Sundance Sloan Foundation Award winning film “Primer,” which was directed and produced by IEEE member Shane Carruth; a recognition for student achievement in Engineers Without Borders-USA (\$5K); and support for the AES “Voices of Innovation” radio campaign. IEEE-USA’s special projects for 2010 are focused on enhanced advertising, including Metro advertising for the E-Week family day activity, a media campaign targeted at Washington, DC public radio listeners to raise IEEE-USA’s public visibility in a key market, and expanded communications and an honorarium in support of IEEE-USA’s Engineering Journalism Award.

Budget: \$19K (from voluntary contributions)

Oversight: Communications Committee (Abby Vogel, Chair)

Staff Contact: Pender McCarter, p.mccarter@ieee.org

Other Programs

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.

Budget: \$22.3

Oversight: IEEE-USA President (Evelyn Hirt)

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

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

Junior Engineering Technical Society: IEEE-USA is an affiliate of the Junior Engineering Technical Society (JETS), a non-profit collaboration that works to increase interest and awareness of engineering and technology-based careers — with student competitions, assessment tools, career guidance resources, an e-newsletter, and more — as well as resource materials for parents and counselors. JETS programs include the JETS TEAMS Competition and the National Engineering Design Challenge.

Budget: \$2.6K

Oversight: Precollege Education Committee (Dusty Fisher, Chair)

Staff Contact: Sandra Kim, sandra.kim@ieee.org

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

Practice, Education and Research for Sustainable Infrastructure Alliance (PERSI): IEEE-USA joined the PERSI Alliance in 2008. PERSI brings together organizations interested in working collaboratively to promote sustainable public infrastructures. PERSI's scope of activities include defining and communicating best practices and developing educational resources and programs to promote sustainability principles in the design, implementation, operation, maintenance, and assessment of infrastructures. This effort is complimentary to IEEE-USA's work to promote critical infrastructure protection.

Budget: \$2K

Oversight: IEEE-USA's Representative to PERSI (Russell Lefevre)

Staff Contact: Deborah Rudolph, d.rudolph@ieee.org

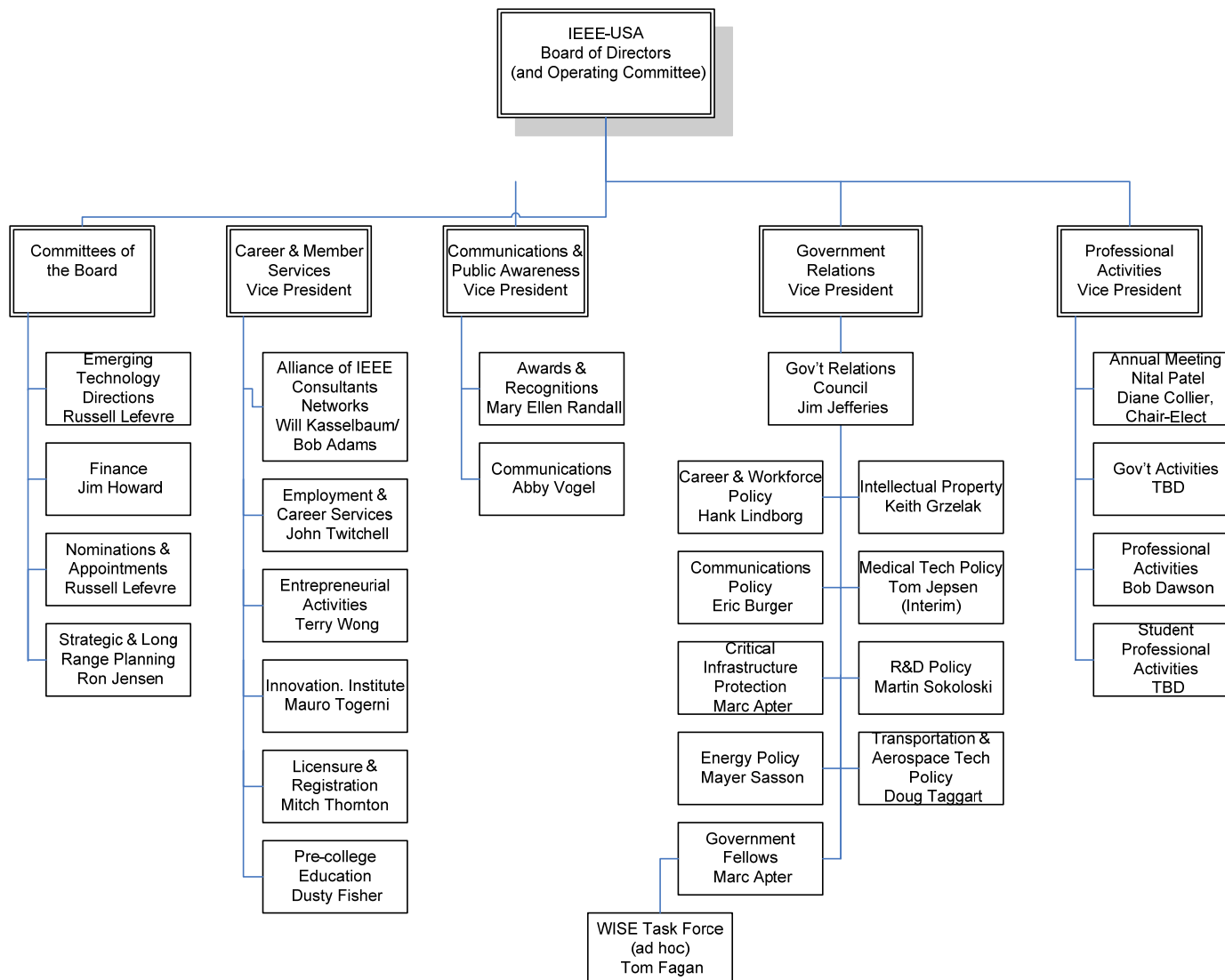
URL: www.persi.us

Appendix A – IEEE-USA 2010 Board of Directors

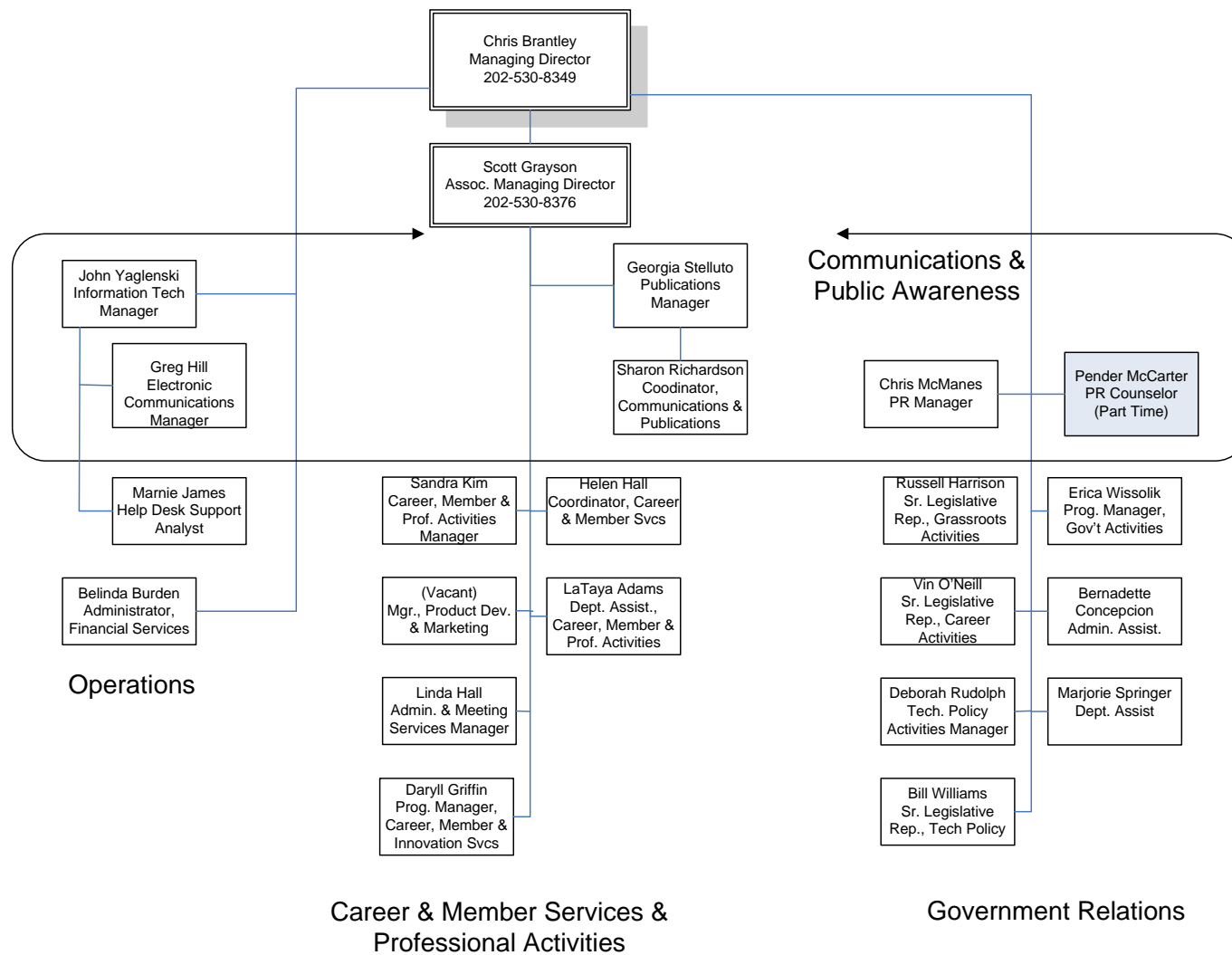
President*	Evelyn Hirt
President-Elect*	Ron Jensen
Past President*	Gordon Day
Vice President, Career & Member Services*	Gary Blank
Vice President, Communications & Public Awareness	Nita Patel
Vice President, Government Relations*	Jim Jefferies
Vice President, Professional Activities*	David Pierce
Secretary-Treasurer*	James M. Howard
Region 1 Director	Charles Rubenstein
Region 2 Director	William Walsh
Region 3 Director	Lee Stogner
Region 4 Director	Don Bramlett
Region 5 Director	Candy Robinson
Region 6 Director*	Leonard Bond
Member-at-Large (Senior)*	Emily Sopensky
Member-at-Large (Junior)	Winnfort Myles
Technical Activities Representative	Robert Hebner
GOLD Representative (NV)*	Cathy Strickland
Managing Director (NV)*	Chris J. Brantley

* indicates a member of the IEEE-USA Operating Committee (OpCom).

Appendix B: IEEE-USA 2010 Volunteer Organization Chart



Appendix C: IEEE-USA Staff 2010 Organization Chart



3-Mar-10

Appendix D: Roster of IEEE-USA Staff Contacts

IEEE-USA
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Washington, DC 20036

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Fax: 202-785-0835
Email: ieeusa@ieee.org
Web: www.ieeeusa.org

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