IEEE-USA PROGRAM BOOK 2018

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INTRODUCTION

IEEE-USA (Institute of Electrical and Electronics Engineers – United States of America) is a major organizational unit of the IEEE, which 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 promote the careers and public policy interests of nearly 180,000 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 16 based in the IEEE-USA's Washington office.

The IEEE-USA Program Book (2018) highlights our mission, goals and programs 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 points of contact or information on specific programs 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." IEEE-USA Policy 1.2 further describes this mission, defining as our organizational purposes the responsibility to:

- Promote the professional, social, economic and ethical status of individuals in all of IEEE's fields of interest, 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

Updated in conjunction with a year-long budget prioritization effort undertaken in 2017, IEEE-USA's Strategic Plan represents IEEE-USA's commitment to focus resources and build upon our strengths to address the challenges facing IEEE-USA and U.S. IEEE members, as well as to bring us to a higher level of member satisfaction and financial security. Our new Plan outlines four strategic directives for IEEE-USA:

1. CAREER AND PROFESSIONAL SERVICES: Achieve high levels of member awareness, usage and satisfaction with IEEE-USA career and professional products and services to enhance U.S. members' careers and ensure lifelong career vitality.

2. PUBLIC POLICY ADVOCACY: Advocate for adoption of public policies that are technically sound, advance the public welfare, and serve the needs of the engineering profession and U.S. IEEE members, with an accompanying high level of member awareness and engagement in the process.

3. COMMUNICATIONS: Utilize state-of-the-art communication tools and practices to ensure that U.S. IEEE members are aware of and appreciate IEEE-USA's programs and services, and create opportunities to engage our U.S. IEEE members and help them to participate meaningfully in their professional community.

4. COLLABORATION: Collaborate with other IEEE organizational units and communities of interest to leverage limited resources and optimize member services in areas of mutual interest including such transitional areas as education, public visibility and awareness, and local professional activities. As an associated directive, IEEE-USA will rigorously avoid duplication of effort or competition with other IEEE organizational units better positioned to meet the members' needs.

To fulfill these directive successfully, the Plan also specifies that IEEE-USA will:

- Apply our resources in a disciplined way on the highest priority activities to generate significant and measurable outcomes.

- Pivot our focus to give greater emphasis to the interests and needs of IEEE's young professional members who represent IEEE-USA's future, while continuing to serve the full range of member interests and needs.

- Aggressively explore opportunities to diversify and expand our non-member revenue streams within our areas of competence.

- Work proactively within IEEE to address the core challenges to membership growth and retention, including support for consideration of new membership models and approaches.

In support of these goals, IEEE-USA has also streamlined its associated programs and activities, which are described in this program book and in our updated Strategic and Operational Plan, which is accessible at: https://ieeeusa.org/wp-content/uploads/2017/11/IEEE-USA-StrategicPlan-2018.pdf

IEEE-USA'S FOCUS FOR 2018

At her first Board meeting, 2018 IEEE-USA President Sandra Robinson affirmed her commitment to continue the efforts of previous Presidents to redirect IEEE-USA toward a more financially sustainable future by implementing a new IEEE-USA strategic plan and budget prioritization. She went on to outline six specific goals for 2018:

Goal 1: Focus on the Strategic Priorities (and Improving Our Impact).

Goal 2: Lay plans and collaborate across OUs to ensure smooth transitions or phase-outs for non-priority programs.

Goal 3: Continue to enhance our communications with U.S. IEEE members to improve their awareness, usage and satisfaction with IEEE-USA products, services and activities.

Goal 4: Collaborate across OUs to eliminate duplication, leverage resources and enhance impact.

Goal 5: Promote U.S. Membership.

Goal 6: Develop revenue sources consistent with our mission and purposes.

Consistent with these goals and plans, IEEE-USA will continue its efforts in:

- Communications and Outreach: Taking advantage of our flagship publication IEEE-USA Insight and all alternative channels of delivery to improve member awareness of IEEE-USA, our products and services, our key messages, and the value we provide members.

- Government Relations: Increasing awareness and engaging more members in IEEE-USA public policy activities; including a reinforced effort to engage in public policy at their state level.

- Career and Member Services: Improving member value, engagement, and revenue from new and/or existing products and services. Our career challenge for 2018 also includes exploring effective new ways to support professional activities at the regional and local level as we implement a phase-out of IEEE-USA's Professional Activities Fund.

- Public Awareness and K-12 STEM Education: Budget constraints will limit IEEE-USA's efforts in these areas to supporting legacy programs such as the Future Cities Competition and Engineering Family Day at the National Building System, as well as participation in the U.S. Science and Engineering Festival. To maximize impact, we will

partner with IEEE Educational Activities to promote EA's *TryEngineering Together* program. The IEEE-USA MOVE Public Outreach Initiative will continue as a high priority with funding provided through 2019 thanks to member donations.

IEEE-USA FUNDING

IEEE-USA operates on an annual budget approved by the IEEE Board of Directors. IEEE-USA's 2018 operations budget is $5.37 million. This budget supports the programs, volunteer activities and staff highlighted in this book.

IEEE-USA's budget is funded primarily by a mandatory assessment of all U.S. IEEE Higher Grade members, which is indexed to inflation. The 2018 U.S. assessment is $45. This assessment is expected to generate approximately 91 percent of IEEE-USA's operating revenues for the year. IEEE-USA is working to expand its non-dues revenues from conference registrations, proceedings-related revenues, sales of products and services, and advertising, currently budgeted at 9 percent 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. Gifts too IEEE-USA's Awards Fund helps sustain the Awards 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 2018 Treasurer is Scott Tamashiro.

PROGRAM HIGHLIGHTS

IEEE-USA organizes its programs into four departments: Career & Member Services (including 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 (including Professional Activities)

Lead by 2018 IEEE-USA Vice President Tarek Lahdhiri, IEEE-USA's Career and Member Services encompasses programs designed to support U.S. IEEE 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: $48.2)
Oversight: Alliance of IEEE Consultants Networks Coordinating Committee (Bill Nelson, Chair)
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), the Career Webinar Series, Ebooks and related publications (e.g., Career Planning Guide, Beyond Job Satisfaction Workbook), and occasional workshops.

Budget: $22.0K
Salary Service: $60.0K (Revenues: $61.9K from Salary Service products)
Oversight: Employment & Career Services Committee. (Paul Kostek, Chair)
Staff Contact: David Iams, d.iams@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. 2018 is the last year that the committee will provide support for administration of the software engineering licensure model examination, which NCEES has decided to terminate.

Budget: $17.35K (Revenues: $5.1K from software exam guide)
Oversight: Licensure & Registration Committee (Thad Welch, Chair)
Staff Contact: Darryl Griffin, d.r.griffin@ieee.org
URL: http://www.ieeeusa.org/volunteers/committees/lrc/

Future Leaders Forum: The 2018 Future Leaders Forum will be held on 26-28 July in Austin, Texas. Planning will also begin on the 2019 Forum, tentatively scheduled for July in Pittsburgh. Targeted at rising students and IEEE Young Professionals, the Future Leaders Forum focuses on the themes Lead, Emplower, Adapt and Design and features nationally recognized speakers, interactive sessions, and ample networking opportunities. The 2018 Forum will also include a Career Expo. In 2018, IEEE-USA will also begin looking at ways to expand the Future Leaders Forum concept including possible one-day feeder events held at different locations around the country.

Budget: $240.0K (Revenues: $200.0K)
Oversight: FLF Steering Committee (Nicole Skarke, Chair); FLF Industry Advisory Committee (Guru Madhavan, Chair)
Staff Contact: David Iams, d.iams@ieee.org
URL: http://futureleaders.ieeeusa.org

K-12 STEM Literacy: IEEE-USA supports improvements in the math, science, and technology education of U.S. precollege students, as well as efforts to raise the public's functional and technological literacy. Due to budget constraints, the future focus of this activity will be to leverage IEEE-USA's legacy Engineers Week programs, the MOVE Public Outreach Initiative, and selected events such as the U.S. Science and Engineering Festival, where alternative sources of funding are available. IEEE-USA will also be looking to more closely partner with IEEE Educational Activities in support of their TryEngineering Together program. IEEE-USA's K-12 STEM Literacy Committee will be operating in a virtual mode with no program budget; however, local K-12 STEM activities will continue to be supported through regional PACE funding.

Budget: $0K
Oversight: K-12 STEM Literacy Committee (currently inactive)
Staff Contact: David Iams, d.iams@ieee.org
URL: http://www.ieeeusa.org/volunteers/committees/pec/

MOVE Community Outreach: The MOVE Community Outreach program is a collaboration between IEEE-USA, IEEE Regions 3 and 5 and the Red Cross to deploy a vehicle designed and equipped to provide communications and power to support Red Cross field operations and assist people in areas throughout the Southeast-Midwest USA impacted by natural disaster. The vehicle will also be used to support local STEM education and public visibility engagements.

Budget: $311.6 K (From the IEEE-USA Fund)
Oversight: MOVE Steering Committee (Mary Ellen Randall, MOVE Program Director), MOVE National Oversight Committee (Peter Eckstein, Chair)
Staff Contact: David Iams, d.iams@ieee.org
URL: http://move.ieeeusa.org

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. We encourage sections to organize regular Professional Development Seminars, which can cover a broad range of career and professional topics such as active career management, negotiation, consulting, setting up a business. Local PACE meetings also provide a venue for briefings and discussion on public policy issues of interest to the engineering profession. The PACE Committee will be operating in virtual mode to administer distribution of the Professional Development Fund.

Budget: $0.0K
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 through a combination of project grants and a formula based distribution to the regions. Under the Prioritization Plan approved by the IEEE-USA Board in Nov. 2017, this activity was moved under the VP for Career & Member Services and targeted for gradual phase-out, with $100K funding in 2018, $50K in 2019, and $25K in 2020.

Budget: $100.0K
Oversight: Vice President, Professional Activities Ed Kirchner
Staff Contact: David Iams, d.iams@ieee.org

Student Professional Activities: IEEE-USA provides advice, speaker lists and limited funding to U.S. IEEE Student Branches to support Student Professional Activities Experiences (SPA-X), a flexible program that allows student members to develop customized events to meet their professional needs, expectations and interests. SPA-X emphasizes the non-technical skills an engineering or computer professional needs to succeed, including effective communication, leadership and career-development skills. Under the Prioritization Plan approved by the IEEE-USA Board in November 2017, this activity was moved under the VP for Career & Member Services and targeted for phase-out in 2019, with the expectation that a new student-oriented professional development program would be developed to replace it.

Budget: $54K
Oversight: Student Professional Activities Committee (Rob Vice, Chair)
Staff Contact: Diana Librizzi, d.librizzi@ieee.org
URL: http://ieeeusa.org/volunteers/committees/spax/

Government Relations

Lead by 2018 Vice President Brendan Godfrey, IEEE-USA government relations programs (http://www.ieeeusa.org/policy/) are directed toward the related goals of:

- Informing and educating IEEE U.S. members on public policy issues of professional concern,

- Informing and educating U.S. 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 priority issue areas for 2018 (115th Congress, 2d Session) include innovation & competitiveness, skilled immigration, patent protection, energy, internet/communications, engineering workforce (including K-12 STEM education), artificial intelligence and autonomous systems, transportation and aerospace, critical infrastructure protection and E-health. For more information and status reports, see: http://www.ieeeusa.org/advocacy/

Much of IEEE-USA's policy education and advocacy efforts are done in partnership with similarly concerned organizations through advocacy coalitions. Coalitions in which IEEE-USA participates actively include the Task Force on American Innovation, the Coalition for National Science Funding, the Coalition for National Security Research, the Campaign for Science, the STEM Education Coalition, the Patent Reform Coalition, the Alliance for Science and Technology Research in America and the Council on Competitiveness.

IEEE-USA also has well established relationships and helps organize topical briefings and provides informational resources for a number of congressional caucuses, including the Research Caucus, the Robotics Caucus, the Inventor's Caucus, and the Artificial Intelligence Caucus,

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.

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

Artificial Intelligence and Autonomous Systems Policy Committee: The newest IEEE-USA policy committee, AIASPC was chartered in 2017 to bring IEEE's member expertise to bear on emerging U.S. policy issues related to artificial intelligence and its use in autonomous systems. In addressing these issues, IEEE-USA works closely with the IEEE Global Initiative on Ethics of Autonomous and Intelligent Systems.

Oversight: AI&ASP Committee (Mina Hanna, Chair)
Staff Contact: Erica Wissolik, e.wissolik@ieee.org
URL: http://www.ieeeusa.org/volunteers/committees/aiaspc/

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, advancing broadband deployment, policy implications proposed reforms to FCC governance and radio-frequency spectrum management.

Oversight: Communications Policy Committee (William Hayes, Chair)
Staff Contact: Russ Harrison, r.t.harrison@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, transform the transportation sector, "green" the electric power supply, and build 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.

Oversight: Energy Policy Committee (Denis King, Chair)
Staff Contact: Aline McNaull, a.mcnaull@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, with 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.

Oversight: Entrepreneurship and Innovation Policy Committee (Mark Wingate, Chair)
Staff Contact: James Savage, james.savage@ieee.org
URL: http://www.ieeeusa.org/careers/entrepreneurs/

Government Fellowships: IEEE-USA offers fellowships annually to 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 2018, IEEE-USA plans to sponsor three 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: $300.0K
Oversight: Government Fellows Committee (Kyle Bunch, chair)
Staff Contact: Erica Wissolik, e.wissolik@ieee.org
URL: http://www.ieeeusa.org/policy/govfel/

Grassroots Activities (CARE Network): IEEE-USA enlists U.S. IEEE members as grassroots advocates through the Congressional Advocacy Recruitment Effort or CARE Network. CARE is a voluntary network of U.S. IEEE 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 about public policy issues, raise their awareness/understanding of the public policy process, and educate them on why engineering involvement is important. Related grassroots activities include participation in the multi-society Science, Engineering & Technology Congressional Visits Day (aka CVD), set for 9 May.

Oversight: Vice President, Government Relations Brendan Godfrey
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*.

Oversight: Intellectual Property Committee (Adam Goldberg, chair)
Staff Contact: Erica Wissolik, e.wissolik@ieee.org

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

Issue Networks: Issue Networks are special working groups or on-line communities created to help IEEE-USA engage IEEE U.S. members on a specific public policy topic or policy-related matters not encompassed within a chartered policy committee. Issue Networks help IEEE identify emerging issues and trends within their specified policy area and provide a channel for member feedback, as well as a resource that helps IEEE-USA identify prospective policy volunteers and/or engage members in grassroots activities. For 2018, IEEE-USA plans to support Issue Networks on Blockchain, Cybersecurity, Immigration Policy and Medical Technology Policy.

Budget: (derived from VP-approved allocations from a general operating account)
Oversight: Vice President, Government Relations Brendan Godfrey
Staff Contact: Russell Harrison, r.t.harrison@ieee.org
URL: TBD

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: (derived from VP-approved allocations from a general operating account)
Oversight: R&D Policy Committee (Randy Moses, Chair)
Staff Contact: Aline McNaull, a.mcnaull@ieee.org
URL: http://www.ieeeusa.org/volunteers/committees/rdc/

Transportation and Aerospace Policy: IEEE-USA contributes technical 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: (derived from VP-approved allocations from a general operating account)
Oversight: Transportation & Aerospace Policy Committee (Shawn Kimmel, Chair)
Staff Contact: Aline McNaull, a.mcnaull@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 Technical Activities jointly sponsor two to three IEEE student members to participate in the Washington Internships for Students of Engineering (WISE) program. 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 on-line 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, highlighting important federal legislative and regulatory developments affecting 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 a discretionary operational funds ($144.6) to support committee meetings and projects, as well as an Advocacy fund ($103.5K) that can be used for lobbying and related policy advocacy activities. Funds are available until exhausted. For details, contact Russ Harrison, r.t.harrison@ieee.org.

Budgets: The budgets for all policy committees are derived from VP-approved allocations from a general operating account.

Communications and Public Awareness

Led by 2018 Vice President John Johnson, 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 media
- Informing and educating U.S. IEEE members on trends, issues, skills and opportunities of potential benefit to them and to the engineering profession
- Recognizing volunteer service to the IEEE, the profession and public through awards and recognitions
- Raising awareness among members and the 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 2018 are:

- Maintaining an up-to-date IEEE-USA website
- Maintaining the publishing schedule for IEEE-USA's "flagship" electronic publication (*IEEE-USA INSIGHT*) with fresh, insightful and professionally useful content
- Updating our eBook catalog, adding new titles and diversifying into audiobook formats.
- Producing a monthly IEEE-USA Podcast, with relevant news and updates on IEEE-USA products, programs, services and activities
- Marketing our conferences
- Leveraging the MOVE Community Outreach for communications and public visibility opportunities
- Publishing regular IEEE-USA Conference Brief and AICN Newsletters
- Using social media to enhance member engagement/awareness, especially among Young Professionals
- Continuing to revamp and update IEEE-USA promotional materials
- Increasing advertising revenues to diversify IEEE-USA's funding sources
- Implementing a training plan for IEEE-USA staff on use of the content management tool for updating webpages

Innovation and moving the needle on member utilization and satisfaction with new ideas is a key focus for 2018, including:

- Increased support for Membership sign-up (membership kiosk)
- Expanding distribution of audiobooks
- Adding new types of engaging content including coloring books and engineering crossword puzzles for both adults and students
- Conducting more paid campaigns in support of our social media strategy

- More video content for our IEEE-USA YouTube channel

Key components of the communications and media relations program include:

IEEE-USA INSIGHT: *IEEE-USA 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. IEEE-USA's flagship publication, INSIGHT includes articles and commentary on the topics that are shaping legislation, the technology workplace, and the engineering world. *INSIGHT*'s @IEEE-USA feature also covers announcements and highlights of IEEE-USA products, services, programs and activities

Budget: $63K (Revenues: $20.8K from associated advertising)
Editor-in-Chief: Greg Hill, g.hill@ieee.org
Oversight: Communications Committee (John Meredith, Chair)
URL: http://insight.ieeeusa.org

IEEE-USA INSIGHT Email Update: An adjunct to the *INSIGHT* publication, the Email Update is a monthly 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
Oversight: Communications Committee (Chan Wong, Chair)
URL: TBD

IEEE-USA EBooks: 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). IEEE-USA eBooks are sold on-line with a member discount, and selected titles are distributed free as a membership renewal incentive or to promote global professional activities. Traditionally offered in PDF format, IEEE-USA will be expanding their distribution in the form of audiobooks and in other open reader formats.

Budget: $20K (Revenues: $11.0K)
Publishing Manager/Staff Editor: Georgia C. Stelluto, g.stelluto@ieee.org
Oversight: EBook Subcommittee (TBD, Chair)
Communications Committee (Chan Wong, Chair)
URL: http://www.ieeeusa.org/communications/eBooks/

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 IEEE-USA coverage in the national media. IEEE-USA spokespersons have been quoted in The New York Times, The Wall Street Journal and The Washington Post and other national and local publications; 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: John Yaglenski, j.yaglenski@ieee.org
URL: http://www.ieeeusa.org/communications/releases/
Oversight: Vice President, Communications & Public Awareness (John Johnson)

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 the Technology Transfer Award. Awards are also presented for Distinguished Public Service and literary contributions advancing engineering professionalism and public understanding. IEEE-USA presents its awards in conjunction with Regional awards ceremonies or at special conference or other venues preferred by award recipients.

Budget: $29.5K (including $3K transfer from the IEEE-USA Awards Fund)
Oversight: Awards & Recognitions Committee (John Johnson, 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 enhance the positive public image of engineers and engineering and increase awareness of how U.S. IEEE members and technical professionals work to improve the quality of life in the United States and around the world. IEEE-USA also promotes diversity within the profession and introduces students in grades K-12 to the field of STEM and careers in electrical, electronics, and computer engineering. Due to budget constraints, IEEE-USA's 2017 Prioritization Plan limits IEEE-USA's primary efforts to supporting legacy National Engineers Week programs, the U.S. Science and Engineering Festival, and the MOVE Public Outreach Initiative.

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. Each February in the United States, EWeek is held in conjunction with George Washington's Birthday. IEEE-USA's EWeek activities include sponsoring the annual Discover Engineering Family Day at the National Building Museum in Washington and support for the Future City Competition, both legacy programs from IEEE-USA's lead society sponsorship of EWeek in 1992. IEEE-USA was national society sponsor fo EWeek in 2014, and tentatively plans to sponsor again during our 50th anniversary in 2023.

Budget: (Funding derived from Communications or from IEEE-USA Fund transfers)
Oversight: Vice President, Communications & Public Awareness (John Johnson)
IEEE-USA EWeek Steering Committee Representative (Jeff Freidhoffer)
Staff Contact: David Iams, d.iams@ieee.org
URL: http://www.eweek.org

U.S. Science and Engineering Festival: This year, IEEE-USA will partner with IEEE Educational Activities to sponsor an IEEE booth at the U.S. Science and Engineering Festival, scheduled for 5 April in Washington, DC. IEEE-USA worked with Festival founder and entrepreneur Larry Bock to help organize the first national festival in 2010. The Festival's mission is to "stimulate and sustain the interest of our nation's youth in Science, Technology, Engineering, and Mathematics (STEM) by producing and presenting the most compelling, exciting, and educational Festival in the world." The event attracts over a half-million visitors from across the United States, who have the opportunity to learn more about IEEE's *TryEngineering Together* K-12 STEM resources.

Budget: (Funding derived from Communications or from IEEE-USA Fund transfers)
Oversight: Vice President, Communications & Public Awareness (John Johnson)
Staff Contact: John Yaglenski, j.yaglenski@ieee.org
URL: https://usasciencefestival.org/

MOVE Community Outreach Initiative: Since the Initiative kickoff in 2015, IEEE-USA has invested over $300K in support of the MOVE Community Outreach Initiative. MOVE is a mobile emergency relief program operated in partnership with IEEE Region 3 and the Red Cross to assist victims of natural disasters, which also offers a platform to engage the general public in the area of STEM (Science, Technology, Engineering and Math).

Budget: (from IEEE-USA Fund transfers and member donations)
Oversight: MOVE Steering Committee (Mary Ellen Randall, Chair)
Staff Contact: David Iams, d.iams@ieee.org
URL: http://move.ieeeusa.org/

Special Public Awareness Projects: As funding permits, 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.
- In 2015-2017, IEEE-USA exhibited at AwesomeCon, a large and growing "geek culture" convention launched as an east coast equivalent to ComicCon.

Budget: (Funding derived from the IEEE-USA Communications budget or from IEEE-USA Fund transfers)
Oversight: Vice President, Communications & Public Awareness (John Johnson)
Staff Contact: John Yaglenski, j.yaglenski@ieee.org

American Association of Engineering Societies

IEEE-USA is a member of the American Association of Engineering Societies (AAES), 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 2018 President Sandra Robinson represents IEEE-USA on the AAES Assembly.

Due to loss of membership and the collapse of its engineering survey business, AAES is currently in the process of exploring dissolution.

Budget: $19.5K
Oversight: IEEE-USA President Candy Robinson
Staff Contact: Chris Brantley, c.brantley@ieee.org
URL: http://www.aaes.org

Operations

IEEE-USA operations encompasses the work of the IEEE-USA Board of Directors, its officers, and the Board's chartered or ad hoc committees. Key Committees include:

Conferences Committee: Chartered in 2011, this Committee is responsible for managing the IEEE-USA's technical conferences program, through which IEEE-USA collaborates with other IEEE organizational units to co-sponsor financially successful technical conferences advancing IEEE-USA's overall mission, promoting U.S. member engagement, and providing alternative sources of revenue for support of IEEE-USA and its programs. The Committee budget supports committee operations and is supplemented by Board-approved transfers from the IEEE-USA Fund to provide seed funding for individual conference sponsorships During 2018, the Conferences program will be reviewed by the IEEE-USA Board, with a possible change in strategic direction and/or a decision to phase-out technical conference operations.

Budget: $218.0 ($168.5K in revenues)
Chair: David Green
Staff Contact: Chris Brantley, c.brantley@ieee.org
URL: http://www.ieeeusa.org/conferences

Finance Committee (ad hoc): This committee composed 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: IEEE-USA Treasurer Scott Tamashiro
Staff Contact: Chris Brantley, c.brantley@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: Pete Eckstein
Staff Contact: Russell Harrison, r.t.harrison@ieee.org

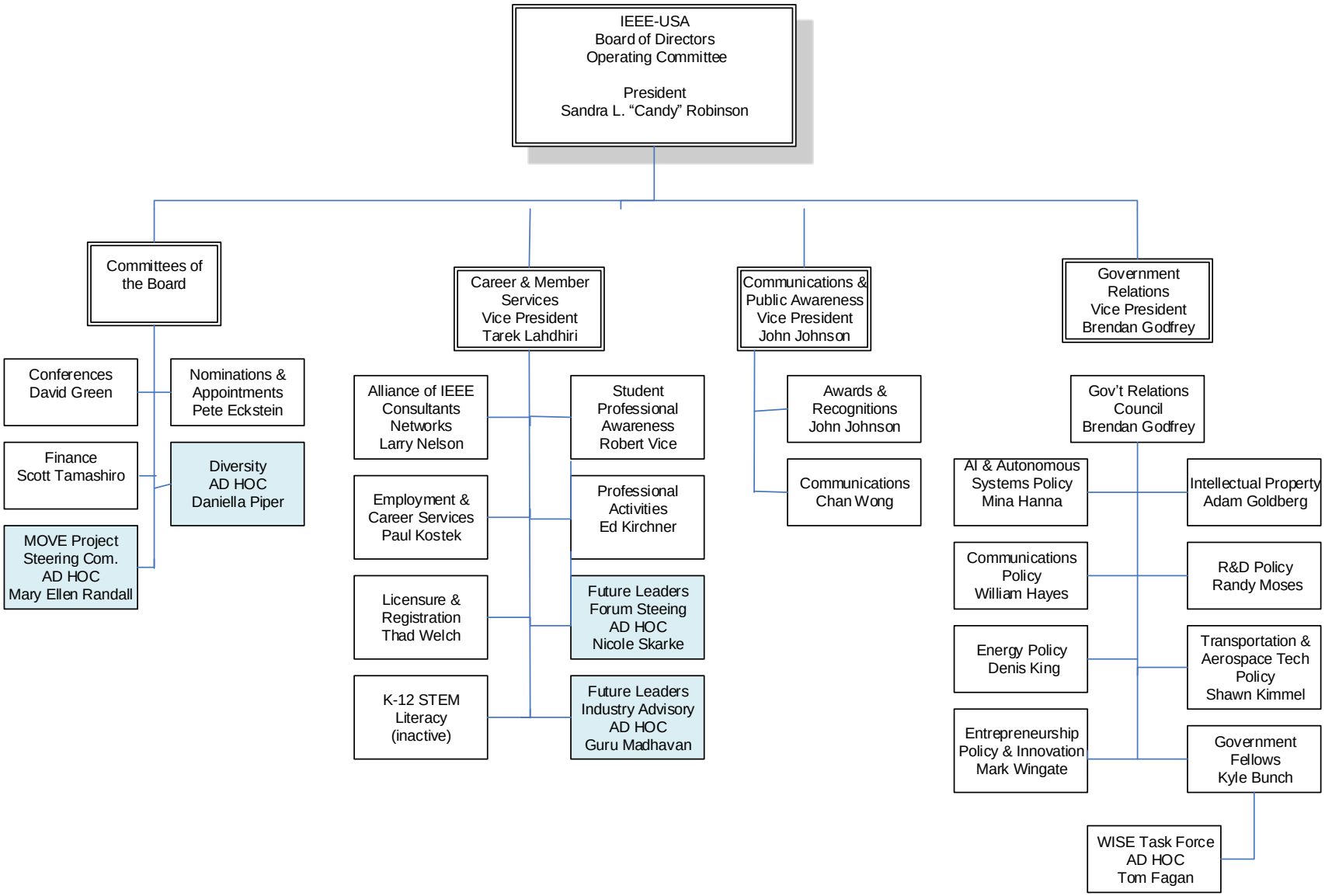
Membership Committee: The IEEE-USA Membership Committee is inactive in 2018, with IEEE-USA staff and volunteers working directly with the IEEE Educational Activities' Membership Recruitment and Recovery Committee, to support U.S. membership campaigns and promotions.

IEEE-USA President Sandra Robinson has appointed a continuing ad hoc Committee on **Diversity and Inclusion**, chaired by Daniella Piper, which will focus on engaging members and staging events that increase understanding and awareness of the value of Diversity and Inclusion, and the challenges that underrepresented groups face in educational/job opportunities.

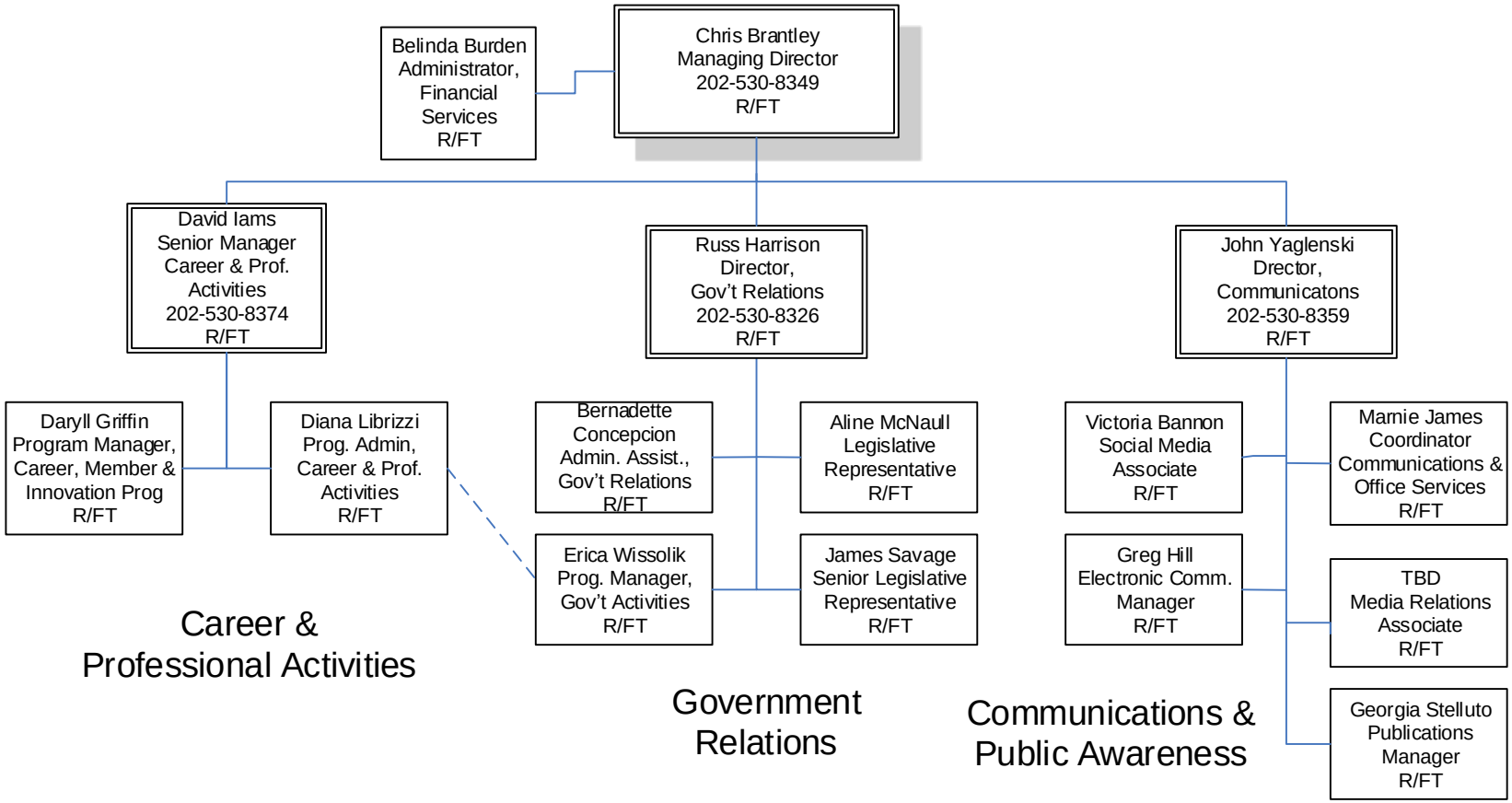
Appendix A – IEEE-USA 2018 Board of Directors

President	**Sandra L. "Candy" Robinson**
President-Elect	**Thomas Coughlin**
Past President	**Karen Pedersen**
Vice President, Career & Member Services	**Tarek Lahdhiri**
Vice President, Communications & Public Awareness	**John Johnson**
Vice President, Government Relations	**Brendan Godfrey**
Secretary-Treasurer	**Scott Tamashiro**
Region 1 Director	**Babak Bahesti**
Region 2 Director	**Katherine Duncan**
Region 3 Director	**Gregg Vaughn**
Region 4 Director	**Bernie Sander**
Region 5 Director	**Robert Shapiro**
Region 6 Director	**Kathleen Kramer**
Member-at-Large	**Peter Winokur**
Technical Activities Representative	**John Walz**
Young Professional Representative	**Gloria See**
Managing Director (*NV*)	**Chris J. Brantley**

Appendix B: IEEE-USA 2018 Volunteer Organization Chart



Appendix C: IEEE-USA Staff 2018 Organization Chart



Appendix D: Roster of IEEE-USA Staff Contacts

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Bernadette Concepcion ----------	202-530-8365	b.concepcion@ieee.org
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