IEEE USA

IEEE

IEEE USA 2020 PROGRAM BOOK

IEEE-USA, 2001 L Street, N.W., Suite 700, Washington, D.C. 20036-4910 USA
Office: +1 202 785 0017 | Fax: +1 202 785 0835 | E-mail: ieeeusa@ieee.org | Web: www.ieeeusa.org

TABLE OF CONTENTS

Introduction 3

IEEE-USA Mission and Purpose 3

IEEE-USA's Strategic Goals 4

IEEE-USA's Focus for 2020 5

IEEE-USA Funding 6

Program Highlights (By Department or Function) 6

- Career and Professional Development 7
- Government Relations 10
- Communications/Public Awareness 15
- Operations 20

Appendices

A. IEEE-USA 2020 Board of Directors 22
B. IEEE-USA Organizational Chart 23
C. IEEE-USA Staff Organization Chart 24
D. Staff Contact List 25

Published by IEEE-USA (Version: 28 Jan. 2020)

Copyright © 2020 by the IEEE. All rights reserved. Printed in the U.S.A.

This Program Book may be copied with attribution to IEEE-USA exclusively for non-commercial purposes to help promote awareness of IEEE-USA and its activities. Other copying or reproduction of this material (in any form) is not permitted without prior written approval from the IEEE.

INTRODUCTION

IEEE-USA (Institute of Electrical and Electronics Engineers – United States of America) is a major organizational unit of IEEE. IEEE-USA traces its origins to the formation of the IEEE U.S. Activities Committee in 1973 and 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 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, DC office.

This IEEE-USA Program Book (2020) 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 to:

> "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 our commitment to focus resources and build upon our strengths to address the challenges facing IEEE-USA and U.S. IEEE members. It also brings us to a higher level of member satisfaction and financial security. This Plan outlines four strategic directives:

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 both 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

The IEEE-USA Board of Directors has charged an ad hoc committee to review and propose updates to this Strategic Plan.

IEEE-USA'S FOCUS FOR 2020

In planning for 2020, IEEE-USA President James Conrad affirmed his commitment to continue the efforts of previous Presidents to direct IEEE-USA toward a more financially sustainable future by implementing the IEEE-USA strategic plan and budget prioritization. As areas of Presidential priority, he has outlined the following broad goals for 2020:

- Serve the members through engagement at the local and national level
- Identify new revenue streams, create plans to implement them
- Increase IEEE-USA's understanding and branding among the IEEE Board of Directors
- Increase IEEE-USA's understanding and branding among the members

In an effort to increase U.S. higher grade membership, IEEE-USA will engage the IEEE Member and Geographic Activities Board and the IEEE Communications, Computer and Power and Energy Societies in a coordinated membership initiative focused on the market segments of communications, computing and energy.

From a programmatic perspective, IEEE-USA will continue to enhance its efforts in:

- **Communications and Outreach**: Taking advantage of our flagship publication IEEE-USA Insight and other channels of delivery to improve member awareness of IEEE-USA, our products and services, our key messages, and the value we provide members. A special emphasis will be placed on a Communications campaign with videos in support of IEEE membership recruitment in the U.S. IEEE-USA will also engage in a limited public outreach program focused on participation in National Engineers Week (DiscoverE) activities, including the Future City Competition and participation in the biannual U.S. Science and Engineering Festival, and continuing promotion of the IEEE-USA MOVE partnership with the U.S. Red Cross, which is increasingly funded by member donations.

- **Government Relations**: Increasing awareness of IEEE-USA public policy activities; including a renewed effort to engage more members in public policy activities at the local and state level. IEEE-USA will also be emphasizing the annual Congressional Visits

Day for engineers in Washington, enhancing our member communications regarding public policy, and working with other organizations through the new Campaign for Science to promote public support for strong federal S&T investments.

- **Career and Professional Development**: Improving member value, engagement, and revenue from new and/or existing products and services. Our career challenges for 2020 are focused on successful marketing of our consultants and salary services. We have revamped our organizational structure to focus and strengthen our ability to develop new career and professional development resources for the members. We will test two conference concepts as follow-on events to our 2019 EVO Conference. We will continue to explore effective new ways to support professional activities at the regional and local level as we continue to implement a multi-year phase-out of IEEE-USA's Professional Activities Fund.

IEEE-USA FUNDING

IEEE-USA operates on an annual budget approved by the IEEE Board of Directors. IEEE-USA's 2020 operations budget is $5.11 million. This budget supports the programs, volunteer activities and staff highlighted in this book.

IEEE-USA's budget is funded primarily through a mandatory assessment of all U.S. IEEE Higher Grade members, which is adjusted annually to address inflation. The 2020 U.S. assessment is $47. 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 2020 Treasurer is Scott Tamashiro.

PROGRAM HIGHLIGHTS

IEEE-USA organizes its volunteer and staff activities into three programmatic 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, with resources allocated by the Board of Directors.

Career and Member Services

Led by 2020 IEEE-USA Vice President Mark Torres, 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 online 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: $19.1K (Revenues: $49.2K)
Oversight: Alliance of IEEE Consultants Networks (AICN) Coordinating Committee (Jacob Beningo, Chair)
Staff Contact: Daryll Griffin, d.r.griffin@ieee.org
URL: https://ieeeusa.org/careers/consultants/

Employment & Professional Development: 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. The Employment & Professional Development Committee is also responsibility for oversight of the IEEE Professional Development (PACE) Fund and for coordinating IEEE-USA's K-12 STEM and student professional activities with the IEEE-EAB PreUniversity Education Committee and the IEEE-MGA Student Activities Committee.

Budget: $22.0K
Salary Service: $60.0K (Revenues: $61.9K from Salary Service products)
Oversight: Employment & Career Services Committee. (Emilio Salgueiro, Chair)
Staff Contact: David Iams, d.iams@ieee.org
CareerNavigator URL: https://www.ieeeusa.org/careers/
Salary Service URL: https://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: $14.3K
Oversight: Licensure & Registration Committee (Glenn Parker, Chair)
Staff Contact: Darryl Griffin, d.r.griffin@ieee.org
URL: https://www.ieeeusa.org/volunteers/committees/lrc/

EVO Conference: The EVO Conference (previously known as the Future Leaders Forum) has been put on hold following the 2019 Conference in Pittsburgh, PA , and the IEEE-USA Board of Directors has approved two proposals for two one day events with career and professional development content to be held in 2020 or early 2021.

Budget: $100.0K (Revenues: $120.0K)
Oversight: TBD
Staff Contacts: John Yaglenski, j.yaglenski@ieee.org
David Iams, d.iams@ieee.org

Product Development/Marketing: A special fund established to support development and marketing of IEEE-USA career-related products and services, which is overseen by the Career and Professional Development Committee.

Budget: $10.0
Staff Contact: David Iams, d.iams@ieee.org
Oversight: Vice President, Career & Member Services (Mark Torres)

MOVE Community Outreach: The MOVE Community Outreach program is a collaboration between IEEE-USA, IEEE Regions 3 and 5 and the U.S. Red Cross to deploy trained volunteers and 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 when not in use for disaster recovery.

Budget: $428.35K (allocated 2014 to date from the IEEE-USA Fund)
Oversight: MOVE Steering Committee (Mary Ellen Randall, MOVE Program Director), MOVE National Oversight Committee (Tom Coughlin, Chair)
Staff Contact: David Iams, d.iams@ieee.org
URL: https://move.ieeeusa.org

Professional Development Fund: IEEE-USA allocates annual funding for support of local professional activities to the six U.S. regions at the region, section and technical chapter level,

through a combination of project grants and a formula based distribution to the regions. These funds are utilized by a grassroots network of IEEE volunteers and committees organized at the section and chapter level, with support from their respective regions and the IEEE-USA. They are used for a variety of purposes including sponsorship of regional conferences (e.g. Rising Stars), organizing local professional development seminars, K-12 STEM and public outreach activities, and skill-based training and tutorials. Administration of the fund is overseen by the Career and Professional Development Committee.

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 is targeted for gradual phase-out. In its place, the IEEE-USA Board has adopted a process of distributing surplus IEEE-USA funds to the U.S. regions for support of career and public policy activities at the region or section level.

Budget: $75.0K
Oversight: Career & Professional Development Committee (Emilio Salgueiro, Chair)
Staff Contact: David Iams, d.iams@ieee.org
URL: https://www.ieeeusa.org/volunteers/pace/

50K Coalition: IEEE-USA participates in the multi-society 50K Coalition, a collaborative of more than 40 organizations focused on the goal of producing 50,000 diverse engineering graduates annually by 2025. The coalition was formed by the American Indian Science and Engineering Society (AISES), the National Society of Black Engineers (NSBE), the Society of Hispanic Professional Engineers (SHPE) and the Society of Women Engineers (SWE), and is funded by the United Engineering Foundation and by corporate gifts and government grants. As a partner in the initiative, IEEE-USA is focused on the challenge of improving undergraduate retention of women and underrepresented minorities in engineering.

Staff Contact: David Iams, d.iams@ieee.org
URL: https://50kcoalition.org/

Government Relations

Lead by 2020 Vice President Will Robinson, IEEE-USA government relations programs (https://ieeeusa.org/advocacy/) are directed toward the related goals of:

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

- Informing and educating U.S. policy makers at all levels on the technical implications of important public policy issues, and issues impacting the engineering profession

- 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 2020 (116th Congress, 2d Session) include research & innovation, artificial intelligence, entrepreneurs, energy, high-skilled immigration, intellectual property, Internet and communications policy, transportation and aerospace policy, and issues affecting the engineering workforce and consulting practice.

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 actively participates include the Task Force on American Innovation, the Coalition for National Science Funding, the Coalition for National Security Research, the Coalition for NIST, 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 political relationships, 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,

IEEE-USA is well versed on the legal limitations all non-profits operate under and maintains strict compliance with all not-for-profit, lobbying and tax laws. 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).

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 advocacy program include:

Artificial Intelligence and Autonomous Systems Policy Committee: The newest IEEE-USA policy committee, AIASPC was chartered 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: https://ieeeusa.org/volunteers/committees/aiaspc/

Communications Policy: IEEE-USA promotes formulation of sound legislation, regulation and policies relating to the Internet, communications, and computer and information technology development. The current committee focus is on digital privacy and trust, with lesser focus on telecommunications reform and deregulation, advancing broadband deployment, policy implications proposed reforms to FCC governance and radio-frequency spectrum management. The committee also maintains a Collabratec community on the topic of Digital Privacy and Trust at: https://ieee-collabratec.ieee.org/app/community/1304/Digital-Privacy-and-Trust/activities.

Oversight: Communications Policy Committee (Jim Isaak, Chair)
Staff Contact: Russ Harrison, r.t.harrison@ieee.org
URL: https://ieeeusa.org/volunteers/committees/ccp/

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 taps into the expertise of its members to advocate these and related energy policies, and to engage in such efforts as congressional grassroots fly-ins, congressional briefings, testimonies, workshops and related outreach.

Oversight: Energy Policy Committee (Tom Pierpoint, Chair)
Staff Contact: Aline McNaull, a.mcnaull@ieee.org
URL: http://www.ieeeusa.org/volunteers/committees/epc/

Entrepreneurship and Innovation Policy: This committee works 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. The committee works with U.S. Small Business Administration and SCORE on activities designed to assist high-tech entrepreneurs

starting new businesses, and engages 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 (Gloria See, Chair)
Staff Contact: James Savage, james.savage@ieee.org
URL: https://ieeeusa.org/volunteers/committees/epic/

Intellectual Property: IEEE-USA's Intellectual Property Committee addresses intellectual property policy as it relates to the interests of IEEE's U.S. membership (employed engineers, faculty, scientists, inventors, entrepreneurs, etc.). The IPC particularly focuses on intellectual property's 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 to preserve the "on sale" bar to patentability in *Helsinn v. Teva*, the adoption of an "active inducement" standard for digital copyright infringement in MGM vs. Goldwyn-Mayer, a "foreseeable bar" standard for patent amendment cases in *Festo Corp. v. Shoketsu Kinzoku Kogyo Kabushiki Co*.

Oversight: Intellectual Property Committee (Ron Katznelson, chair)
Staff Contact: Erica Wissolik, e.wissolik@ieee.org
URL: https://ieeeusa.org/volunteers/committees/ipc/

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.

Oversight: R&D Policy Committee (Randy Moses, Chair)
Staff Contact: Aline McNaull, a.mcnaull@ieee.org
URL: https://ieeeusa.org/volunteers/committees/rdpc/

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 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 NASA technology programs.

Oversight: Transportation & Aerospace Policy Committee (Joshua Broadwater, Chair)
Staff Contact: Aline McNaull, a.mcnaull@ieee.org
URL: https://ieeeusa.org/volunteers/committees/ctap/

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, congressional committee, or an executive branch agency. For 2020, IEEE-USA plans to sponsor three-four 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: $225.K
Oversight: Government Fellows Committee (Thomas Tierney, chair)
Staff Contact: Erica Wissolik, e.wissolik@ieee.org
URL: https://ieeeusa.org/advocacy/government-fellowships/

Grassroots Activities: IEEE-USA will be working in 2020 to activate our membership at the state and local, using new technology and a more targeted approach to grassroots advocacy. An ad hoc committee of the IEEE Board, chaired by Karen Pedersen, has been tasked to make recommendations. Beginning in 2020, IEEE-USA will also become lead organizer of the multi-society Science, Engineering & Technology Congressional Visits Day (aka CVD), set for 24-25 March.

Oversight: Vice President, Government Relations Will Robinson
Staff Contact: Russell Harrison, r.t.harrison@ieee.org
CVD URL: https://ieeeusa.org/advocacy/cvd/

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 online WISE EJournal of Engineering and Public Policy.

Budget: $10.0K (IEEE-USA) (plus +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: https://www2.smartbrief.com/getLast.action?mode=last&b=IEEEUSA

Budgets: The funding for all policy committee activities apart from the Government Fellows and WISE programs is provided by VP-approved allocations from a discretionary operational fund ($141.8) 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. For details, contact Russ Harrison, r.t.harrison@ieee.org.

Communications and Public Awareness

Led by 2020 Vice President Brendan Godfrey, IEEE-USA's Communications and Public Awareness program encompasses several related communications, public relations, publishing and marketing 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
- 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 department's key priorities for 2020 are to:

- Enhance IEEE-USA image
- Promote IEEE US membership
- Support Career Services, Government Relations
- Provide digital services

The IEEE-USA Communications Committee oversees IEEE-USA communications, media relations, and publishing activities including:

IEEE-USA InSight: *IEEE-USA InSight* is an online publication devoted to the issues affecting U.S. IEEE members' careers, including professionalism, management skills, engineering performance, engineering skills and competencies, product development practices, project management issues, innovation, entrepreneurship, business practices and engineering lifestyle. 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 InFocus 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 (Kheng Swee Goh, Chair)
URL: http://insight.ieeeusa.org

IEEE-USA InSight Email Update: An adjunct to the *InSight* online publication, the Email Update is a monthly newsletter sent to all U.S. IEEE members to highlight the upcoming issue,

along with career and public policy-related news, product information and upcoming events from IEEE-USA and across the Institute.

Editor-in-Chief: Greg Hill, g.hill@ieee.org
Oversight: Communications Committee (Kheng Swee Goh, 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 online 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 has, and will continue to, expand their distribution in the form of audiobooks and in other open reader formats.

Budget: $20K (Revenues: $5.0K)
Publishing Manager/Staff Editor: Georgia C. Stelluto, g.stelluto@ieee.org
Oversight: eBook Subcommittee (TBD, Chair)
Communications Committee (Kheng Swee Goh, 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, 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 uses at conferences and trade shows to promote the association. PR Newswire and Critical Mention Media Monitoring are used to amplify our message beyond our standard web, email and social media channels.

Budget: $13.9K
Staff Contact: John Yaglenski, j.yaglenski@ieee.org
URL: http://www.ieeeusa.org/communications/releases/
Oversight: Vice President, Communications & Public Awareness (Brendan Godfrey)

Awards & Recognitions: IEEE-USA's awards program recognizes outstanding performance in furthering the objectives of IEEE-USA and the professional aims of IEEE. The Walleigh Award recognizes career contributions to engineering professionalism. The McClure Award recognizes exemplary contributions to IEEE-USA's professional goals. Our newest award – the John Meredith Professional Service Award – recognizes an IEEE-USA volunteer for outstanding contributions. Awards are also presented for Distinguished Public Service and literary contributions advancing engineering professionalism and public understanding. Technical awards include the Harry Diamond Award and the Technology Transfer Award. IEEE-USA

presents its awards in conjunction with Regional awards ceremonies or at special conference or other venues preferred by award recipients.

Budget: $25.0K (including $3K transfer from the IEEE-USA Awards Fund)
Oversight: Awards & Recognitions Committee (Susan Gilmore, Chair)
Staff Contact: David Iams, d.iams@ieee.org
URL: https://ieeeusa.org/volunteers/committees/awards-and-recognition-committee/

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 promotes diversity within the profession and introduces students in grades K-12 to the STEM fields and careers in electrical, electronics, and computer engineering. Due to budget constraints, IEEE-USA will limit its public awareness 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 raises public awareness of engineers and their contributions to society. EWeek is held annually 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 supporting the Future City Competition, both legacy programs from IEEE-USA's lead society sponsorship of EWeek in 1992. IEEE-USA was national society sponsor of EWeek in 2014, and tentatively plans to sponsor again during our 50th anniversary in 2023.

Budget: $25K (Communications budget)
Oversight: Vice President, Communications & Public Awareness (Brendan Godfrey)
IEEE-USA EWeek Steering Committee Representative (Jeff Freidhoffer)
Staff Contact: Corey Ruth, c.ruth@ieee.org
David Iams, d.iams@ieee.org
URL: http://www.discovere.org/

U.S. Science and Engineering Festival: In 2019, IEEE-USA will be preparing and collaborating with IEEE Educational Activities on plans for participation in the next U.S. Science and Engineering Festival, which is scheduled for 25-26 April 2020 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.

Oversight: Vice President, Communications & Public Awareness (Brendan Godfrey)
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 $441K in support of the MOVE Community Outreach Initiative. MOVE is a mobile emergency relief program operated in partnership with IEEE Regions 3 and 5 in cooperation with the U.S. Red Cross to support their efforts to assist victims of natural disasters. The MOVE vehicle also offers a platform to engage the general public in the area of STEM (Science, Technology, Engineering and Math), such as participation in local science festivals.

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 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 2015-2020, IEEE-USA exhibited at AwesomeCon, a large and growing "geek culture" convention launched as an east coast equivalent to ComicCon.
- 2020 Big Hoopla Stem Challenge, Dayton Ohio – this event is held in conjunction with the NCAA Basketball Tournament First Four and brings together students and families in a fun filled atmosphere celebrating STEM. This year's event was cancelled due to COVID-19, but IEEE-USA will carry our sponsorship over to 2021 calendar year.

Budget: (Funding derived from the IEEE-USA Communications budget or from IEEE-USA Fund transfers)
Oversight: Vice President, Communications & Public Awareness (Brendan Godfrey)
Staff Contact: John Yaglenski, j.yaglenski@ieee.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. Active 2020 operations committees include:

Conferences Committee: The Conferences 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 with career and/or policy themes or program elements in order to advance IEEE-USA's overall mission, promote U.S. member engagement, and provide alternative sources of revenue for support of IEEE-USA and its programs. 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.

Budget: $130.9K ($193.2K in revenues)
Chair: Bob Parro
Staff Contact: Chris Brantley, c.brantley@ieee.org
URL: https://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

Inter-Association Relations Committee (Ad Hoc): An ad hoc committee of the Board of Directors, which has been tasked to explore opportunities for mutually beneficial collaborations and partnerships with other professional science and engineering societies.

Budget: (subsumed within Board operating budget)
Chair: Charles Lord
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 Board of Directors by recommending qualified candidates for each post for which nominations are required.

Budget: (subsumed within Board operating budget)

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

Membership Committee: The IEEE-USA Membership Committee is inactive in 2020. IEEE-USA staff are working to support MGA membership retention and recruitment efforts, including continuation of a partnership with IEEE Computer and Power & Energy Societies to develop a promotional video as part of a coordinated membership recruitment campaign.

Revenue Opportunities Committee (Ad Hoc): An ad hoc committee of the Board of Directors, which has been tasked to identify, evaluate and propose opportunities for IEEE-USA to develop alternative sources of non-assessment revenue consistent with our overall mission focus.

Budget: (subsumed within Board operating budget)
Chair: Thomas Coughlin
Staff Contact: David Iams, d.iams@ieee.org

Strategic Long Range Planning Committee: Reactivated for 2020, the IEEE-USA Strategic/Long Range Planning Committee has been tasked to review and propose updates to the IEEE-USA 2017 Strategic and Operational Plan.

Budget: (subsumed within Board operating budget)
Chair: Katherine Duncan
Staff Contact: Chris Brantley, c.brantley@ieee.org

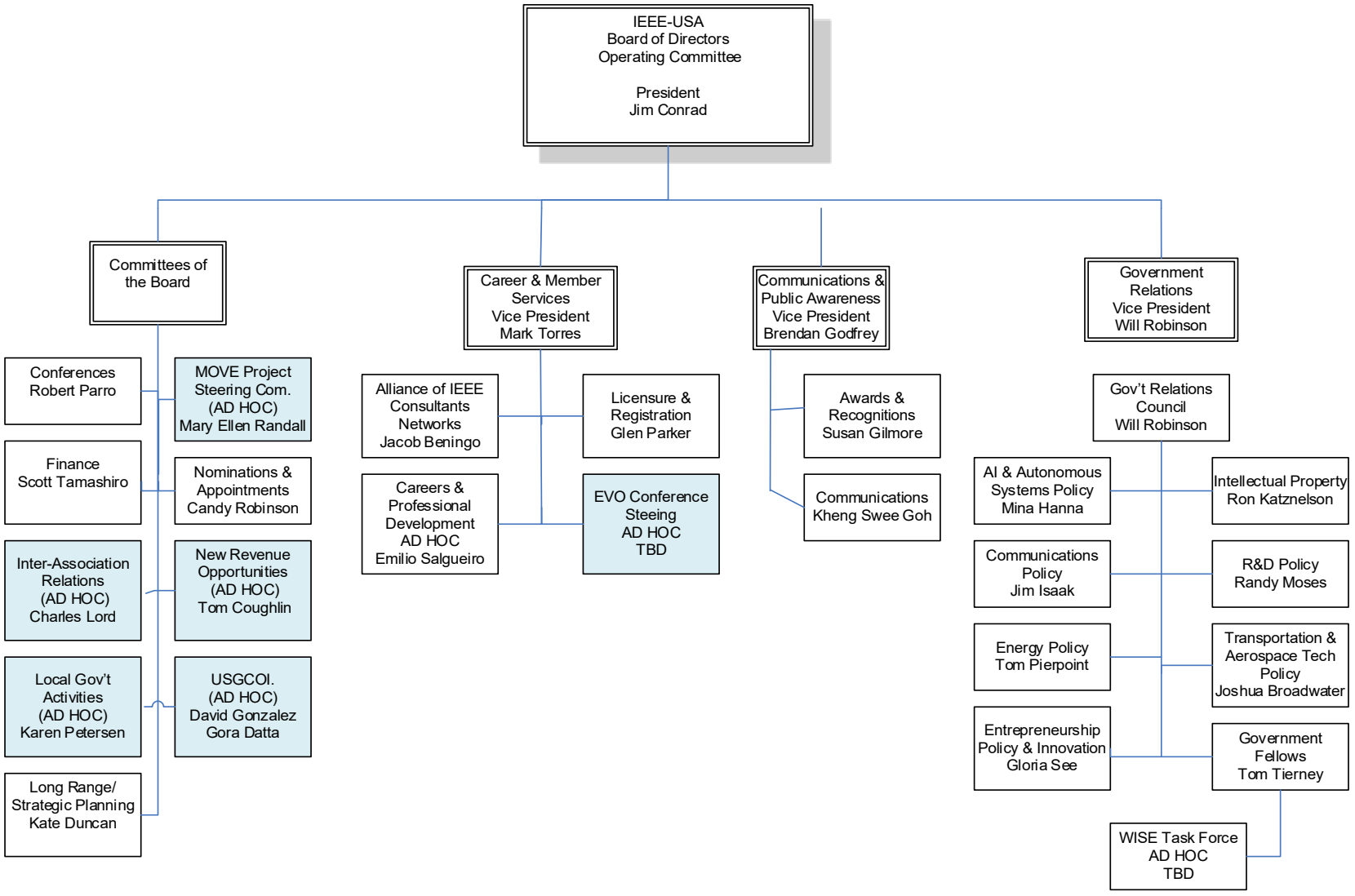
U.S. Government Communities of Interest (USGCOI) (Ad Hoc): An ad hoc committee of the Board of Directors, the USGCOI is exploring options for engaging U.S. government employees in IEEE through secure online communities, conferences and other mechanisms that add value and incentivize IEEE membership.

Budget: $10K
Chair: David Gonzalez and Gora Datta
Staff Contact: Chris Brantley, c.brantley@ieee.org

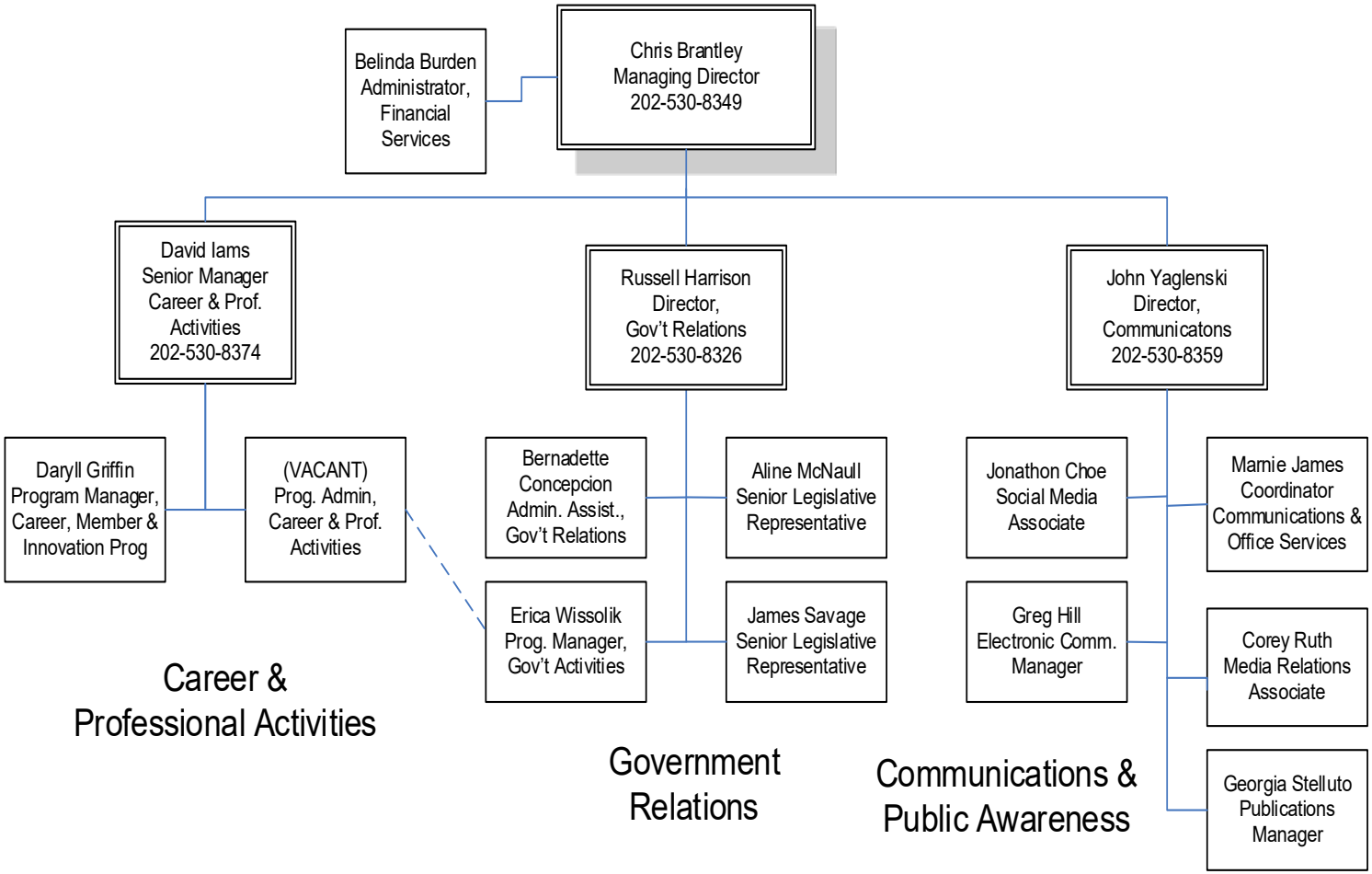
Appendix A – IEEE-USA 2020 Board of Directors

President	**James Conrad**
President-Elect	**Katherine Duncan**
Past President	**Thomas Coughlin**
Vice President, Career & Member Services	**Mark Torres**
Vice President, Communications & Public Awareness	**Brendan Godfrey**
Vice President, Government Relations	**William Robinson**
Secretary-Treasurer	**Scott Tamashiro**
Region 1 Director	**Eduardo Palacio**
Region 2 Director	**Wolfram Bettermann**
Region 3 Director	**Jill Gostin**
Region 4 Director	**David Koehler**
Region 5 Director	**Jim Look**
Region 6 Director	**Keith Moore**
Technical Activities Representative	**John Walz**
Young Professional Representative	**Ramesh Nair**
Managing Director (*NV*)	**Chris J. Brantley**

Appendix B: IEEE-USA 2020 Volunteer Organization Chart



Appendix C: I EEE-USA Staff 2020 Organization Chart



Appendix D: Roster of IEEE-USA Staff Contacts

IEEE-USA
2001 L Street, N.W., Suite 700
Washington, DC 20036

Switchboard: 202-785-0017
Fax: 202-785-0835
Email: ieeeusa@ieee.org
Web: www.ieeeusa.org

	Direct Phone	Email
Chris Brantley	202-530-8349	c.brantley@ieee.org
Belinda Burden	202-530-8357	b.burden@ieee.org
Jonathon Choe	202-530-8376	jonathon.choe@ieee.org
Bernadette Concepcion	202-530-8365	b.concepcion@ieee.org
Daryll Griffin	202-530-8337	d.r.griffin@ieee.org
Russ Harrison	202-530-8326	r.t.harrison@ieee.org
Greg Hill	202-530-8335	g.hill@ieee.org
David Iams	202-530-8374	d.iams@ieee.org
Marnie Clark James	202-530-8368	m.c.james@ieee.org
Aline McNaull	202-530-8355	a.mcnaull@ieee.org
James Savage	202-530-8330	james.savage@ieee.org
Georgia Stelluto	202-530-8334	g.stelluto@ieee.org
Erica Wissolik	202-530-8347	e.wissolik@ieee.org
John Yaglenski	202-530-8359	j.yaglenski@ieee.org