



# 2021

## PROGRAM BOOK





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Published by IEEE-USA (Version: 8 March 2021)

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## **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 IEEE's U.S. Activities Committee in 1973; and it 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. IEEE members. A volunteer board of directors leads IEEE-USA, chaired by the member-elected IEEE-USA President. A professional staff of 15, based in IEEE-USA's Office in Washington, D.C., supports IEEE-USA's operations.

This 2021 IEEE-USA Program Book highlights our mission, goals and programs. We developed it to increase member awareness of the programs and services IEEE-USA provides, 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; 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.

To better align with the IEEE Strategic Plan and for purposes of simplifying communication to IEEE's U.S. membership and external audiences, the IEEE-USA Board of Directors adopted the following summary form of the IEEE-USA mission and vision statement in 2020:

### **OUR MISSION**

Provide effective public policy advocacy and career and member services to members, the profession, and the public within the United States, to shape and foster technological innovation and excellence for the benefit of humanity

### **OUR VISION**

Be recognized by U.S. IEEE members as their premiere source for public policy advocacy, and member services that promote lifelong career vitality

### **IEEE-USA WILL:**

- Promote public policy issues that shape and protect technological growth and jobs, to better serve the interests of IEEE's U.S. members, the profession and the U.S. public
- Provide career and member services to foster technological innovation and excellence, for the benefit of U.S. IEEE members and the profession
- Provide timely, useful IEEE-USA information to members, publicly recognize distinguished professional achievements, and increase IEEE-USA visibility through conference collaborations.

## **IEEE-USA STRATEGIC GOALS**

IEEE-USA's 2020 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 three strategic directives:

### **1. GOVERNMENT RELATIONS**

**Mission:** Promote public policy issues that shape and protect technological growth and jobs to better serve the interests of U.S. IEEE members, the profession, and the U.S. public

**Vision:** Provide an effective voice in government policy that protects and expands U.S. engineering jobs, career opportunities, professional growth, and improvements in the engineering workforce environment. To achieve this vision, IEEE-USA's Government Relations Team is committed to:

- Providing an effective voice to the U.S. government in advocating for policies that support investment in infrastructure and R&D, while promoting the engineering workforce, data privacy, cybersecurity, enforceable intellectual property protections, innovation, education, and small businesses

- Supporting Member government relations participation at the national, Region and Section levels
- Providing government decision-makers with access to subject matter experts to ensure that informed policy decisions involving science, engineering and technology are made
- Promoting career, professional development and employment opportunities through policy advocacy

## 2. CAREER AND MEMBER SERVICES

**Mission:** Provide career and member services to foster technological innovation and excellence for the benefit of U.S. IEEE members and the profession

**Vision:** Be the premiere source for member services promoting lifelong career vitality for U.S. IEEE members. To achieve this vision, the Career and Member Services Team will:

- Offer products and services that promote lifelong career vitality with educational and professional development workshops, webinars, eBooks, articles, surveys, information, and resources
- Engage Consultants Networks members with workshops, webinars, eBooks and tools — including the IEEE-USA Consultant Finder, Consultants Exchange and Consultants Fee Survey Report
- Promote licensure and registration of U.S. IEEE members to develop and maintain the FE/PE national model exams, and inform U.S. IEEE members of P.E. Licensure/Exam topics, changes and concerns
- Enhance public understanding of engineering and technology, through support for National Engineers Week, MOVE Public Outreach Initiative, K-12 STEM-related programs and Distinguished Achievement Awards and Recognitions

## 3. COMMUNICATIONS

**Mission:** Provide timely, useful information about IEEE-USA and the profession to members, and publicly recognize distinguished professional achievements

**Vision:** A growing, actively engaged, well-informed U.S. IEEE membership. To achieve this vision, the Communications Team will:

- Increase IEEE-USA’s visibility and the engagement of U.S. IEEE members
- Publicize and support Career Services, and Public Policy programs nationally and locally
- Support IEEE efforts to grow membership in the United States
- Recognize distinguished professional achievements with high-visibility awards
- Generate operating revenue and increase IEEE-USA visibility through conference programming and collaborations
- Upgrade tools and techniques to enhance our digital presence and communications effectiveness

In addition to these strategic directions, IEEE-USA remains committed to the following operational priorities:

- Applying our resources in a disciplined way on the highest priority activities to generate significant and measurable outcomes.
- Pivoting 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 IEEE member interests and needs.
- Aggressively exploring opportunities to diversify and expand our non-member revenue streams within our areas of competence.
- Working proactively within IEEE to address the core challenges to membership growth and retention, including support for consideration of new membership models and approaches.

## **IEEE-USA PRESIDENTIAL FOCUS FOR 2021**

IEEE-USA 2021 President Katherine Duncan affirmed her commitment to continuing the efforts of previous IEEE-USA 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, Duncan also outlined the following broad goals for 2021 in a presentation to the IEEE-USA Board of Directors in November 2020:

- Action on tracking the progress of the strategic plan, via the operational plan developed in 2020, by IEEE-USA's Long Range/Strategic Planning Committee
- Enlist the assistance of the IEEE-USA vice presidents, volunteers and IEEE members in increasing the engagement of IEEE Student, Higher Grade and Life Members
- Building the 21<sup>st</sup> Century IEEE-USA by:
  - Helping IEEE grow by seeking members in complementary disciplines.
  - Creating and delivering knowledge, rather than more information.
  - Adapting the structure and culture to make it more agile and innovative.
  - Building strategic partnerships, both externally and internally across IEEE organizational units.

In an effort to increase U.S. higher-grade membership, IEEE-USA will continue to engage the IEEE Member and Geographic Activities Board and the IEEE Communications, Computer, and Power and Energy Societies in joint membership marketing efforts, with a focus on attracting technical professionals employed in the communications, computing and energy fields.

## IEEE-USA FUNDING

IEEE-USA operates on an annual budget approved by the IEEE Board of Directors. IEEE-USA's 2021 operations budget is \$4.79 million. This budget supports the programs, volunteer activities and staff highlighted in this book.

A mandatory assessment of all U.S. IEEE Higher Grade members primarily funds IEEE-USA's budget; it is normally adjusted annually to address inflation. The 2021 U.S. assessment is \$47, which was not increased from 2020 — to lessen the financial burden on U.S. IEEE members facing work, and other challenges associated with the COVID pandemic.

This assessment is expected to generate approximately 91 percent of IEEE-USA's operating revenues for the year. IEEE-USA is also working to expand its non-dues revenues from conference registrations, proceedings-related revenues, sales of products and services, and advertising, currently budgeted at nine 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 to IEEE-USA's Awards Fund help sustain the Awards program, recognizing professional leadership and achievement. For information on how you can support IEEE-USA through a voluntary contribution, see: <https://ieeeusa.org/giving-opportunities/>

IEEE-USA's 2021 Treasurer is Steven Kerchberger.

## 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 IEEE-USA's Board of Directors.

### **Career and Member Services**

Led by 2021 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 transitions, 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 community and local consulting networks, by 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 Coordinating Committee  
(AICNCC)Coordinating Committee (Chris Wilson, Chair)

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

URL: <https://ieeusa.org/careers/consultants/>

**Career & Professional Development:** IEEE-USA offers a package of services and publications designed to enhance members' careers, support professional development, and assist those in career transition. Programs/services include the IEEE-USA Salary Service (Salary Survey and Salary Calculator), the Career Webinar Series, eBooks, related publications (e.g., *Career Planning Guide*, *Beyond Job Satisfaction Workbook*), and occasional workshops. The Career & Professional Development Committee is also responsible for coordinating IEEE-USA's K-12 STEM and student professional activities with the IEEE-EAB Pre-University Education Committee and the IEEE-MGA Student Activities Committee.

Budget: Committee Operations: \$22.0K

Budget: Salary Service: \$60.0K (Revenues: \$63.1K)

Oversight: Career & Professional Development Committee. (Christopher Sanderson, Chair)

Staff Contact: David Iams, [d.iams@ieee.org](mailto:d.iams@ieee.org)

CareerNavigator URL: <https://www.ieeusa.org/careers/>

Salary Service URL: <https://www.ieeusa.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 was the last year that the committee provided support for administration of the software engineering licensure model examination, which NCEES has terminated.

Budget: \$14.3K

Oversight: Licensure & Registration Committee (Kai T. Chen, Chair)

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

URL: <https://www.ieeusa.org/volunteers/committees/lrc/>

**EVO Conference:** The EVO Conference (previously known as the Future Leaders Forum) was suspended in 2020, due to the global pandemic, but tentative plans have been made for three live-streamed, one-day EVO-style events to be held in 2021 – EVOnCampus (2) and EVOPro (1).

Budget: \$50.0K (Revenues: \$60.0K)

Oversight: TBD



Staff Contacts: John Yaglenski, [j.yaglenski@ieee.org](mailto:j.yaglenski@ieee.org)  
David Iams, [d.iams@ieee.org](mailto:d.iams@ieee.org)

**Product Development/Marketing:** A special fund allocated for development and marketing of IEEE-USA career-related products and services, overseen by the Career and Professional Development Committee.

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

**MOVE Community Outreach:** The MOVE Community Outreach program is a collaboration between IEEE-USA, IEEE Regions 3 and 5, and the American 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 United States impacted by natural disaster. The vehicle is also used to support local STEM education and public visibility engagements, when not in use for disaster recovery.

Budget: \$472.5K (allocated 2014 to date from the IEEE-USA Fund or surplus)  
Oversight: MOVE Steering Committee (Mary Ellen Randall, MOVE Program Director),  
MOVE National Oversight Committee (Kate Duncan, Chair)  
Staff Contact: David Iams, [d.iams@ieee.org](mailto:d.iams@ieee.org)  
URL: <https://move.ieeeusa.org>

**Professional Development Fund:** In 2021, IEEE-USA is phasing out its direct funding for support of local professional activities to the six U.S. regions at the Region, Section and technical chapter levels. In the future, IEEE-USA Fund grants and special allocations made from IEEE-USA operating surplus will support these activities.

Region and Section volunteers use Professional Development fund allocations for local activities that advance IEEE-USA's focus on career and professional development and public policy — including conferences (e.g., Rising Stars), professional development seminars, K-12 STEM and public outreach activities, and still-based training and tutorials. The Career and Professional Development Committee oversees the Fund administration.

Budget: \$25.0K  
Oversight: Career & Professional Development Committee (Christopher Sanderson, Chair)  
Staff Contact: David Iams, [d.iams@ieee.org](mailto:d.iams@ieee.org)  
URL: <https://www.ieeeusa.org/volunteers/pace/>

**50K Coalition:** IEEE-USA participates in the multi-society 50K Coalition, a collaborative effort of more than 40 organizations focused on the goal of producing 50,000 diverse engineering graduates annually by 2025. 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) formed the Coalition; it is funded through grants and corporate gifts. As an initiative, IEEE-USA focuses on improving undergraduate retention of women and underrepresented minorities in engineering.

Staff Contact: David Iams, [d.iams@ieee.org](mailto:d.iams@ieee.org)  
URL: <https://50kcoalition.org/>

## **Government Relations**

Led by 2021 Vice President Will Robinson, IEEE-USA government relations programs (<https://ieeeyusa.org/advocacy/>) are directed toward the related goals of:

- Informing and engaging U.S. IEEE 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

The Government Relations staff and volunteers accomplish these goals 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 2021 (117<sup>th</sup> Congress, 1<sup>st</sup> 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 practices.

IEEE-USA does much of its policy education and advocacy efforts in partnership with similarly concerned organizations through advocacy coalitions. IEEE-USA actively participates in the following coalitions: 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 with Congress and the executive branch, helping to organize topical briefings, and providing informational resources, upon request. IEEE-USA chairs or participates on advisory committees for several 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 non-profits operate under, and it 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 (<https://ieeeyusa.org/wp-content/uploads/2016/12/IEEELObbyComplianceGuidelinesVer12.09-1.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. It also supports IEEE's disclosures, through the annual IRS Form 990, Schedule A tax filing. For more information on applicable lobbying laws, contact Erica Wissolik at [e.wissolik@ieee.org](mailto:e.wissolik@ieee.org).

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

**Artificial Intelligence and Autonomous Systems Policy Committee (AI&ASPC):** The newest IEEE-USA policy committee, AI&ASPC brings 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 (Marc Canellas, Chair)

Staff Contact: Erica Wissolik, [e.wissolik@ieee.org](mailto:e.wissolik@ieee.org)

URL: <https://ieeeyusa.org/volunteers/committees/aiaspc/>

**Career & Workforce Policy (Ad Hoc):** This ad hoc committee of the GRC was created in 2020 — to identify issues affecting the U.S. STEM workforce; review and update IEEE-USA's career-related positions — including the position statement on skilled immigration; and assess the needs of the U.S. high-tech workforce.

Oversight: Career & Workforce Policy (Ad Hoc) (Dan Moore, Chair)

Staff Contact: Russ Harrison, [r.t.harrison@ieee.org](mailto:r.t.harrison@ieee.org)

**Communications Policy:** IEEE-USA promotes 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 (Sheree Wen, Chair)

Staff Contact: Russ Harrison, [r.t.harrison@ieee.org](mailto:r.t.harrison@ieee.org)

URL: <https://ieeeyusa.org/volunteers/committees/ccp/>

**Congressional Visits Day (CVD):** IEEE-USA coordinates a multi-society collaborative program, the annual Science, Engineering & Technology Congressional Visits Day in Washington, D.C. CVD was suspended in 2020, due to the pandemic, but will be replaced temporarily in 2021 with a locally focused CVD, inviting members to share their views on important career and technology policy issues with their elected representatives in Congress remotely, or where possible, at their legislators' local offices.

Oversight: Vice President, Government Relations Will Robinson  
Staff Contact: Russell Harrison, [r.t.harrison@ieee.org](mailto:r.t.harrison@ieee.org)  
CVD URL: <https://ieeeusa.org/cvd/>

**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](mailto: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 the U.S. Small Business Administration, and other federal agencies, on activities designed to assist high-tech entrepreneurs starting new businesses. The committee also works with the Congressional Small Business Committees, to promote legislation that supports entrepreneurship.

Oversight: Entrepreneurship and Innovation Policy Committee (Nikita Rule, Chair)  
Staff Contact: James Savage, [james.savage@ieee.org](mailto: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. members (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, to enhance inventors' rights. In recent years, IEEE-USA has 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*; and a “foreseeable bar” standard for patent amendment cases in *Festo Corp. v. Shoketsu Kinzoku Kogyo Kabushiki Co.*

Oversight: Intellectual Property Committee (Maura Moran, chair)



Staff Contact: Erica Wissolik, [e.wissolik@ieee.org](mailto:e.wissolik@ieee.org)  
URL: <https://ieeusa.org/volunteers/committees/ipc/>

**Local Government Activities (Ad Hoc):** Initiated as an ad hoc of the IEEE-USA Board in 2020, the Local Government Activities Ad Hoc has been extended and repositioned to report to the IEEE-USA Government Relations Council. The LAC is focused on identifying ways to enhance member engagement in IEEE-USAs government relations programs at the local and regional level — including support for grassroots advocacy, a local congressional visits initiative; and developing local, regional and national member communities around policy issues of concern to U.S. IEEE members.

Oversight: Intellectual Property Committee (Karen Pedersen, chair)  
Staff Contact: Russ Harrison, [r.t.harrison@ieee.org](mailto:r.t.harrison@ieee.org)  
URL: <https://ieee-collabratec.ieee.org/app/community/1339/State-Local-Government-Relations/activities>

**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 national security. IEEE-USA addresses related policy and regulatory issues, such as technology-related export controls and visa restrictions on international researchers' travel. 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 (<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 (Charles Thorpe, Chair)  
Staff Contact: Aline McNaull, [a.mcnaull@ieee.org](mailto:a.mcnaull@ieee.org)  
URL: <https://ieeusa.org/volunteers/committees/rdpc/>

**Transportation and Aerospace Policy:** IEEE-USA contributes technical perspectives to the formation 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; using technology to increase security of the intermodal transportation system; and maintaining NASA technology programs.

Oversight: Transportation & Aerospace Policy Committee (Walter Rawle, Chair)  
Staff Contact: Aline McNaull, [a.mcnaull@ieee.org](mailto:a.mcnaull@ieee.org)  
URL: <https://ieeusa.org/volunteers/committees/ctap/>

**Government Fellowships:** IEEE-USA offers fellowships annually to qualified U.S. IEEE members to spend a year in Washington, D.C., working for a Member of Congress, a congressional committee, or selected executive branch agency. In addition to supporting seven Government Fellows placed in 2020, IEEE-USA plans to select and sponsor one to two Congressional Fellows, one Engineering & Diplomacy Fellow (State Department), and one Engineering and International Development Fellow (USAID) for 2021-2022. Fellowships provide 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 experiences directly toward developing 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 (Becky Taylor, chair)

Staff Contact: Erica Wissolik, [e.wissolik@ieee.org](mailto:e.wissolik@ieee.org)

URL: <https://ieeusa.org/advocacy/government-fellowships/>

**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](mailto:e.wissolik@ieee.org)

URL: <http://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: Corey Ruth, [c.ruth@ieee.org](mailto:c.ruth@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 (\$96.4) to support committee meetings and projects, as well as an Advocacy fund (\$148.9K) that can be used for direct support of lobbying and related policy advocacy activities. For details, contact Russ Harrison, [r.t.harrison@ieee.org](mailto:r.t.harrison@ieee.org).

## **Communications and Public Awareness**

Led by 2021 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 about 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 IEEE, the profession and the 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 2021 are to:

- Increase awareness of the IEEE-USA brand
- Promote and cultivate IEEE's U.S. membership independently, and in cooperation with IEEE Corporate and MGA
- Support Career and Member Services and Government Relations
- Provide digital services, marketing expertise and graphic design, in support of IEEE-USA's products, programs, services and activities

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, career guidance and development, 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* @IEEE-USA feature also covers announcements and highlights of IEEE-USA products, services, programs and activities

Budget: \$63.0K (Revenues: \$20.8K from associated advertising)

Editor-in-Chief: Greg Hill, [g.hill@ieee.org](mailto:g.hill@ieee.org)

Oversight: Communications Committee (Rob Vice, 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 latest content additions, 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](mailto:g.hill@ieee.org)

Oversight: Communications Committee (Rob Vice, Chair)

URL: <https://ieeeusa.org/newsroom/email-newsletters/>

**IEEE-USA E-Books:** 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).

In 2020, due to the global pandemic, and as an IEEE member benefit, IEEE-USA made all of its E-Books and Audiobooks free to all IEEE members. IEEE-USA E-Books are also still available for non-members to purchase. IEEE-USA also distributes selected titles 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 new E-Books, audiobooks, and in other open reader formats.

Budget: \$20.0K (Revenues: \$5.0K) Publishing Manager/Editor: Georgia C. Stelluto, [g.stelluto@ieee.org](mailto:g.stelluto@ieee.org)

Oversight: eBook Peer Review Subcommittee

Communications Committee (Rob Vice, Chair)

**Public & Media Relations:** Through media relations, IEEE-USA works to increase public and member awareness of IEEE-USA programs and activities; coordinates responses to media inquiries regarding career and public policy issues affecting U.S. IEEE members; and monitors 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:

<https://ieeeusa.org/newsroom/in-the-news/>. IEEE-USA also has a booth that it uses at conferences and trade shows to promote the association. The Communications Team uses PR Newswire and Cision Media Monitoring to amplify IEEE-USA’s message beyond our standard web, email and social media channels.

Budget: \$13.9K

Oversight: Vice President, Communications & Public Awareness (Brendan Godfrey)

Staff Contact: John Yaglenski, [j.yaglenski@ieee.org](mailto:j.yaglenski@ieee.org)

URL: <https://ieeeusa.org/newsroom/news-releases/>

**Awards & Recognitions:** IEEE-USA’s awards program recognizes outstanding performance in furthering the objectives of IEEE-USA and the professional aims of IEEE. The Robert S.



Walleigh Award recognizes career contributions to engineering professionalism. The George F. McClure Award recognizes exemplary contributions to IEEE-USA's professional goals. Our newest award — the John Meredith Professional Service Award — recognizes individuals for outstanding contributions as an IEEE-USA volunteer. IEEE-USA also presents awards for Distinguished Public Service; Literary Contributions Advancing Engineering Professionalism; and Public Understanding of the Profession. Technical awards include the Harry Diamond Award and the Technology Transfer Award. IEEE-USA bestows its awards in conjunction with Region awards ceremonies; at special conferences; or other venues award recipients prefer.

Budget: \$28.0K (including \$3K transfer from the IEEE-USA Awards Fund)

Oversight: Awards & Recognitions Committee (Jason Hui, Chair)

Staff Contact: David Iams, [d.iams@ieee.org](mailto:d.iams@ieee.org)

URL: <https://ieeusa.org/volunteers/committees/awards-and-recognition-committee/>

**Conferences Committee:** The Conferences Committee is responsible for managing the IEEE-USA's technical conferences program. IEEE-USA collaborates with other IEEE organizational units to co-sponsor financially successful technical conferences, with career and/or policy themes or program elements, 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. It is supplemented by Board-approved transfers from the IEEE-USA Fund — to provide seed funding for individual conference sponsorships.

Budget: \$134.8K (\$224.6K in revenues)

Chair: Scott Tamashiro

Staff Contacts: Corey Ruth, [c.ruth@ieee.org](mailto:c.ruth@ieee.org)

Chris Brantley, [c.brantley@ieee.org](mailto:c.brantley@ieee.org)

URL: <https://ieeusa.org/conferences/>

## **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 it 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. 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, D.C., 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 its 50<sup>th</sup> anniversary in 2023.

Budget: \$25.0K (Communications Budget)

Oversight: Vice President, Communications & Public Awareness (Brendan Godfrey)

IEEE-USA EWeek Steering Committee Representative (Steve Bonk)

Staff Contact: Corey Ruth, [c.ruth@ieee.org](mailto:c.ruth@ieee.org)

David Iams, [d.iams@ieee.org](mailto:d.iams@ieee.org)

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

**U.S. Science and Engineering Festival:** In 2021, IEEE-USA will be preparing and collaborating with IEEE Educational Activities on plans for participation in the next U.S. Science and Engineering Festival, scheduled for 2022 in Washington, D.C. 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 typically attracts more than a half-million visitors from across the United States. It was held virtually in November 2020, due to the global pandemic.

Oversight: Vice President, Communications & Public Awareness (Brendan Godfrey)

Staff Contact: John Yaglenski, [j.yaglenski@ieee.org](mailto:j.yaglenski@ieee.org)

URL: <https://usasciencefestival.org/>

**MOVE Community Outreach Initiative:** See MOVE entry under Career and Member Services, above. In addition to providing a vehicle for IEEE volunteers to assist the public in times of need, whenever possible, the MOVE vehicle, volunteer crew and staff managers also serve as STEM educators — helping to raise public awareness of IEEE, IEEE-USA, and the contributions of U.S. IEEE members to society.

**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 it 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 premiere (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.
- Big Hoopla Stem Challenge, Dayton Ohio – Held in conjunction with the NCAA Basketball Tournament First Four, this event brings together students and families in a fun-filled atmosphere celebrating STEM. The 2020 and 2021 events were cancelled, due to COVID-19, but IEEE-USA will carry our sponsorship over to the 2022 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](mailto:j.yaglenski@ieee.org)

## **Operations**

IEEE-USA operations encompasses the day-to-day operations of IEEE-USA, including the organization’s volunteer governance, which encompasses the work of the IEEE-USA Board of Directors, its officers, and the Board’s chartered or ad hoc committees. Active 2021 operations committees include:

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

Budget: (subsumed within Board Operating Budget)

Chair: IEEE-USA Treasurer Steven Kerchberger

Staff Contact: Chris Brantley, [c.brantley@ieee.org](mailto: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](mailto:r.t.harrison@ieee.org)

**Membership Committee:** The IEEE-USA Membership Committee remains inactive in 2021; however, IEEE-USA volunteers and staff are working to support MGA membership retention and recruitment efforts; and the IEEE-USA Board has allocated additional funding for Phase II of the “IEEE Competitive Edge” marketing campaign — using promotional videos IEEE-USA developed in 2020. IEEE-USA also tasked Young Professional Representative, James Ritchie, to collaborate with IEEE’s Young Professional Group — to enlist IEEE-USA support for YP student transition programs and retention efforts.

**New Revenue Opportunities Committee (Ad Hoc):** An ad hoc committee of the Board of Directors, it identifies, evaluates and propose opportunities for IEEE-USA to develop alternative sources of non-assessment revenue, consistent with IEEE-USA’s overall mission and focus.

Budget: (subsumed within Board Operating Budget)

Chair: Thomas Coughlin

Staff Contact: David Iams, [d.iams@ieee.org](mailto:d.iams@ieee.org)

**Financial Survivability (Ad Hoc):** An informal working group chaired by President-Elect Deb Cooper, to update IEEE-USA’s Five-Year Prioritization Plan, and explore new strategic opportunities for IEEE-USA, including cross-OU collaborations. This working group is operating in lieu of the Strategic/Long Range Planning Committee, which remains inactive.

Budget: (subsumed within Board Operating Budget)

Chair: Deb Cooper

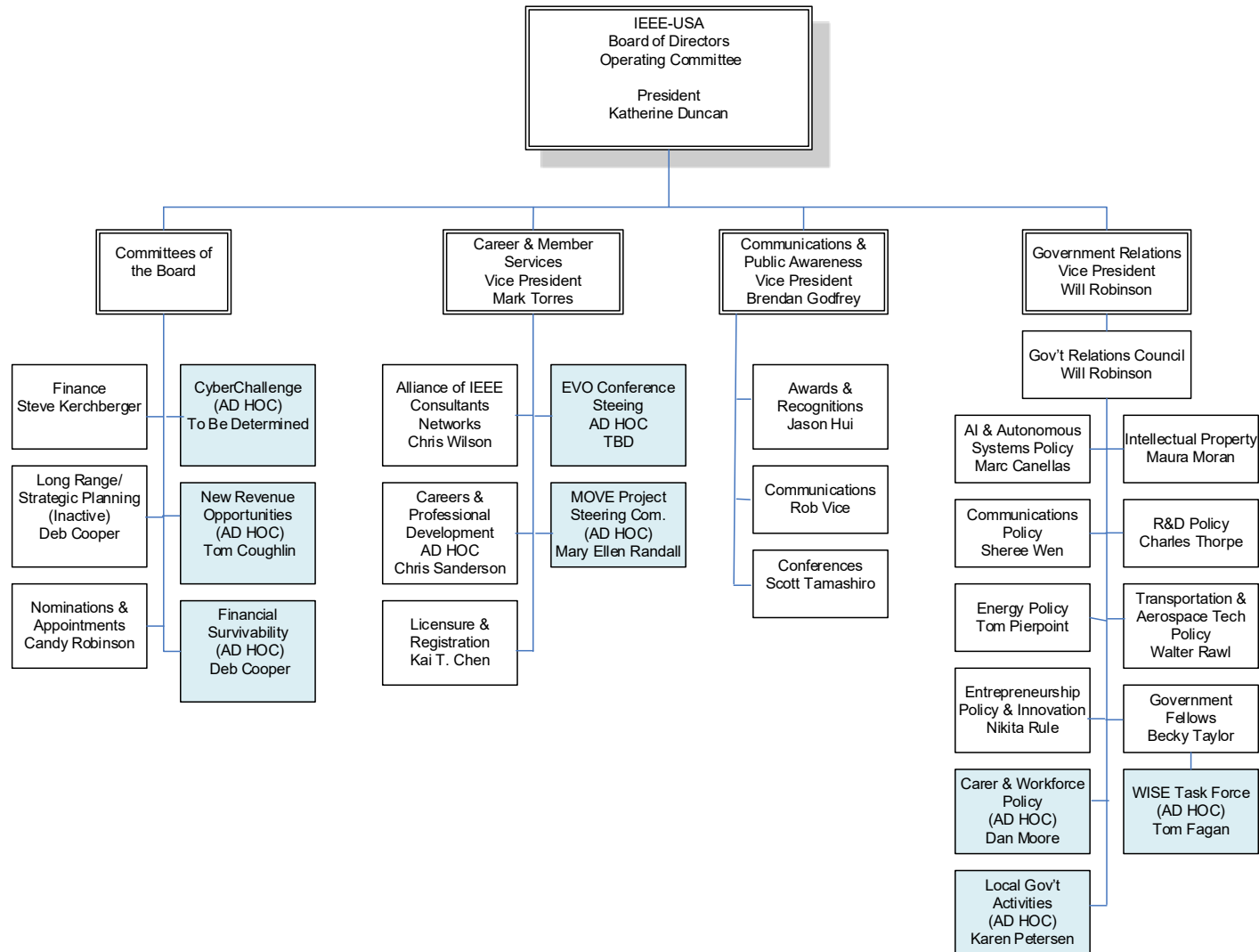
Staff Contact: Chris Brantley, [c.brantley@ieee.org](mailto:c.brantley@ieee.org)



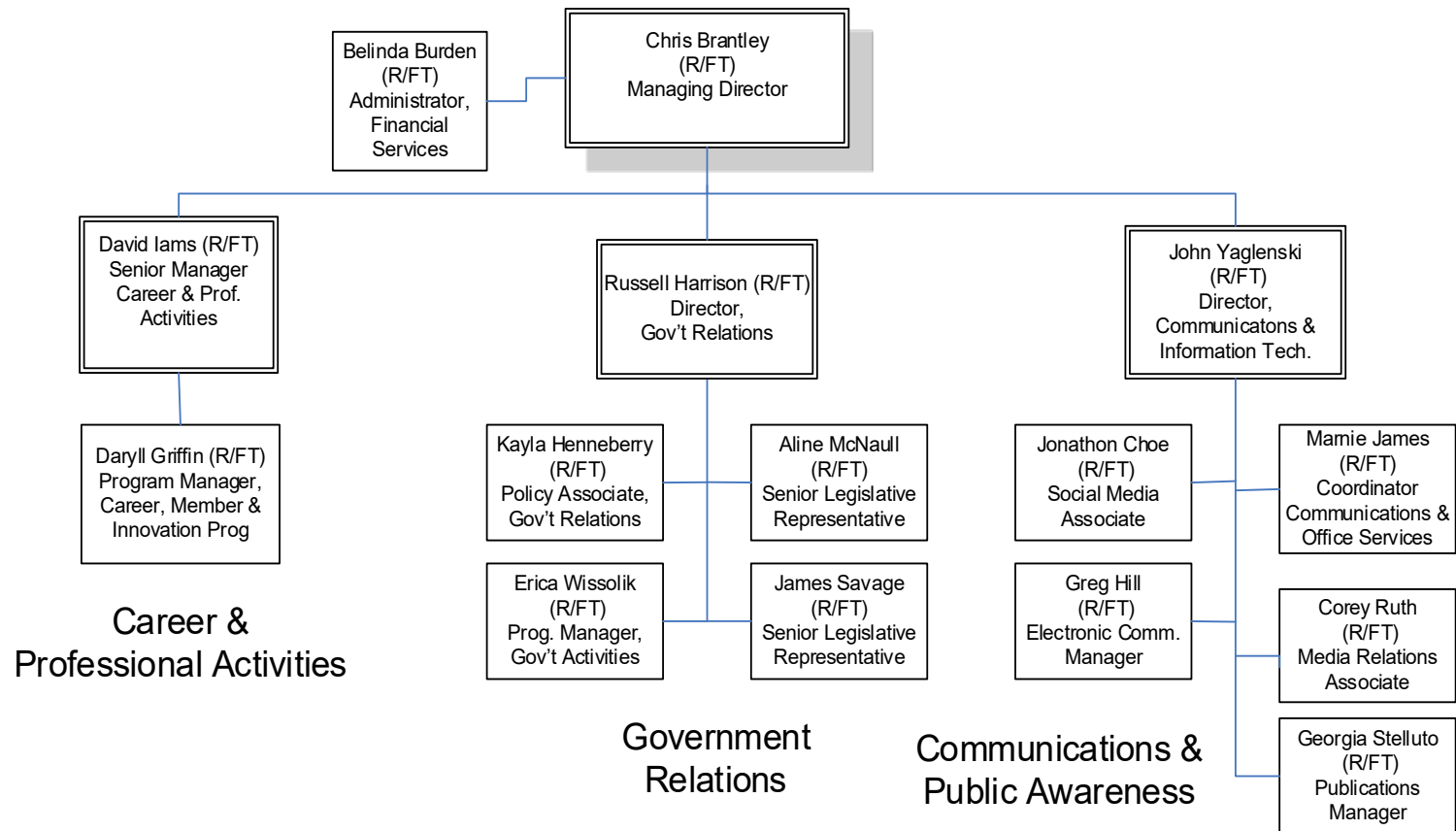
## Appendix A – IEEE-USA 2021 Board of Directors

<b>President</b>	<b>Katherine Duncan</b>
<b>President-Elect</b>	<b>Deborah Cooper</b>
<b>Past President</b>	<b>James Conrad</b>
<b>Vice President, Career &amp; Member Services</b>	<b>Mark Torres</b>
<b>Vice President, Communications &amp; Public Awareness</b>	<b>Brendan Godfrey</b>
<b>Vice President, Government Relations</b>	<b>William Robinson</b>
<b>Secretary-Treasurer</b>	<b>Steven Kerchberger</b>
<b>Region 1 Director</b>	<b>Eduardo Palacio</b>
<b>Region 2 Director</b>	<b>Barry Tilton</b>
<b>Region 3 Director</b>	<b>Jill Gostin</b>
<b>Region 4 Director</b>	<b>Johnson Asumadu</b>
<b>Region 5 Director</b>	<b>Jim Look</b>
<b>Region 6 Director</b>	<b>Timothy T. Lee</b>
<b>Technical Activities Representative</b>	<b>Jennifer Bernhard</b>
<b>Young Professional Representative</b>	<b>James Richie, III</b>
<b>Managing Director (NV)</b>	<b>Chris J. Brantley</b>

## Appendix B: IEEE-USA 2021 Volunteer Organization Chart



## Appendix C: IEEE-USA Staff 2021 Organization Chart



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

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