



IEEE-USA PROGRAM BOOK 2022

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INTRODUCTION

IEEE-USA (Institute of Electrical and Electronics Engineers – United States of America) is a major organizational unit of the IEEE. 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 the IEEE. IEEE-USA is led by a volunteer board of directors chaired by the member-elected IEEE-USA President. IEEE-USA's operations are supported by a professional staff of 15 based in the IEEE-USA's Washington, DC office.

This IEEE-USA Program Book (2022) 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.

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 USA to shape and foster technological innovation and excellence for the benefit of humanity

OUR VISION

Be recognized by IEEE U.S. members as their premier 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 our members, the profession and the U.S. public
- Provide career and member services to foster technological innovation and excellence for the benefit of IEEE U.S. 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 our 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 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 IEEE U.S. members and the profession

Vision: Be the premier source for member services to IEEE U.S. members that promote lifelong career vitality. To achieve this vision, the Career & Member Services Team will:

- Offer products and services that promote life-long career vitality with educational and professional development workshops, webinars, eBooks, 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 IEEE U.S. members to develop and maintain the FE/PE national model exams, and inform IEEE U.S. members of PE 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 IEEE-USA information to members and publicly recognize distinguished professional achievements

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

- Increase the visibility of IEEE-USA and the engagement of its members
- Publicize and support Career Services, and Public Policy programs nationally and locally
- Support IEEE efforts to grow membership in the USA
- Recognize distinguished professional achievements with high visibility awards
- Generate operating revenue and increase IEEE-USA visibility through conference 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 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 2022

IEEE-USA 2022 President Deborah Cooper has stated her commitment to continuing the efforts by previous IEEE-USA Presidents and Boards to move IEEE-USA toward a more financially sustainable future, including updating IEEE-USA's strategic plan, program prioritization and new revenue development.

As specific areas of Presidential priority, Cooper has also outlined the following broad goals for 2022:

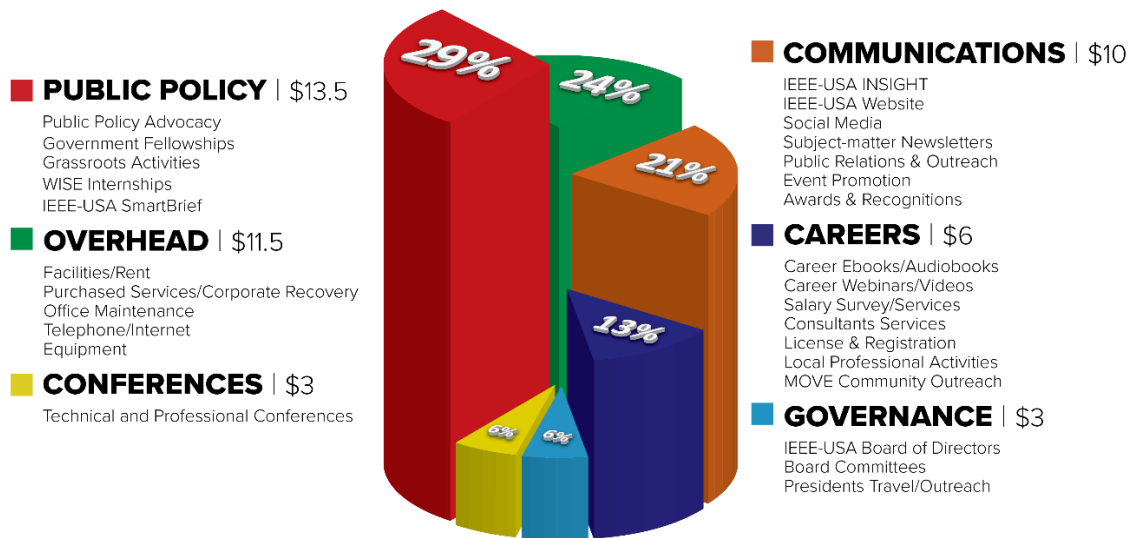
- Focus on strategic priorities and improving IEEE-USA's 2022-2026 5-yr Financial Sustainability.
- Focus on diversity and inclusion in our messaging, communications, outreach, and "branding"
- Sustain and enhance our Public Policy and Career and Member/Professional Services with the goal of increasing awareness, member satisfaction and engagement within available resources
- Work closely with IEEE-USA staff and consultants from 2021 IEEE-USA Board approved RFP to advise on creating new sources of revenue generation
- Begin planning for a modest celebration of IEEE-USA's 50th Anniversary in 2023

In an effort to increase U.S. higher grade membership, IEEE-USA will also continue to support efforts by the IEEE Member and Geographic Activities Board and interested IEEE societies to recruit and retain U.S. members.

IEEE-USA FUNDING

IEEE-USA operates on an annual budget approved by the IEEE Board of Directors. IEEE-USA’s 2022 operations budget is \$4.41M, with a projected deficit of \$148.8K, including \$41K of approved reserve spending. 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 normally adjusted annually to address inflation. The 2021 U.S. assessment is \$47, which was not increased in 2021-2022 to moderate the financial impacts on IEEE U.S. members facing work and other challenges associated with the COVID pandemic.



This assessment is expected to generate approximately 89 percent of IEEE-USA’s operating revenues for the year. IEEE-USA continues efforts to expand its non-dues revenues from technical conference and proceedings-related revenues, sales of products and services, and advertising, currently budgeted at 11 percent of total revenues.

In addition to IEEE-USA’s operating budget, tax-deductible member contributions to IEEE-USA funds managed by the IEEE Foundation provides seed money for new career and professional programs and services. Gifts to IEEE-USA’s Awards Fund helps sustain the Awards program, which recognizes professional leadership and achievement. Our newest fund, the Student Public Policy Fund, supports student participation in the WISE program and related activities. For information on how you can support IEEE-USA through a voluntary contribution, see: <http://www.ieeeusa.org/about/development.asp>

IEEE-USA’s 2022 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 the Board of Directors.

Career and Member Services

Led by 2022 IEEE-USA Vice President Brendan Godfrey, 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 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 on-line Consultants Database. The database is a fee-based listing service that connects technical consultants with potential clients, including a questionnaire-based tool that matches consultants to projects.

Budget: \$20.0K (Revenues: \$50.2K)

Oversight: Alliance of IEEE Consultants Networks Coordinating Committee (AICNCC)
Coordinating Committee (Chris Wilson, Chair)

Staff Contact: Daryll Griffin, 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 and 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 PreUniversity Education Committee and the IEEE-MGA Student Activities Committee.

Budget: Committee Operations: \$21.0K

Budget: Salary Service: \$50.0K (Revenues: \$64.4K)

Oversight: Career & Professional Development Committee. (Amber Orr, Chair)

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

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

Career Webinar Series: <https://ieeusa.org/careers/webinars/>

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.

Budget: \$12.0K

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

Staff Contact: Darryl Griffin, d.r.griffin@ieee.org

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

MOVE Community Outreach: The MOVE Community Outreach program is a collaboration between IEEE-USA, the IEEE U.S. Regions (3, 5, 6) and the U.S. Red Cross to deploy trained volunteers and two vehicles 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 vehicles will also be used to support local STEM education and public visibility engagements when not in use for disaster recovery. A priority for 2022 is establishing MOVE operations in Region 6.

Budget: Funded Through Member Donations/Transfers to the IEEE-USA MOVE Fund.

Oversight: MOVE Steering Committee (Loretta Arellano, MOVE Program Director),

MOVE National Oversight Committee (Deb Cooper, Chair)

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

URL: <https://move.ieeeusa.org>

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 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 through grants and corporate gifts. As a partner in the initiative, IEEE-USA is focused on 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 2022 Vice President Rebecca Taylor, IEEE-USA government relations programs (<https://ieeusa.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 2022 (117th 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 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 briefing 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 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.ieeusa.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 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 (Jenna Mathews & Carlos Ignacio Gutierrez, Co-Chairs)
Staff Contact: Erica Wissolik, e.wissolik@ieee.org
URL: <https://ieeusa.org/volunteers/committees/aiaspc/>

Career & Workforce Policy (Ad Hoc): This on-going ad hoc committee of the GRC was created in 2020 to address issues affecting the U.S. STEM workforce, review and update IEEE-USA’s career-related positions, 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

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 (Eric Burger, Chair)
Staff Contact: Russ Harrison, r.t.harrison@ieee.org
URL: <https://ieeusa.org/volunteers/committees/ccp/>

Congressional Visits Day (CVD): A multi-society collaborative program coordinated by IEEE-USA, the annual Science, Engineering & Technology Congressional Visits Day in Washington, DC (aka CVD), which invites members to share their views on important career and technology policy issues with their elected representatives through participation in legislative Town Halls and visits to their congressional offices. Due to pandemic, the scope of CVD has been expanded to include virtual meetings.

Oversight: Vice President, Government Relations Rebecca Taylor
Staff Contact: Russell Harrison, r.t.harrison@ieee.org
CVD URL: <https://ieeusa.org/advocacy/cvd/>

Energy Policy: Through EPC, IEEE-USA advances 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 “smarter” and more resilient electrical energy infrastructure. IEEE-USA taps into the expertise of EPC’s members to advocate for 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 (Anitra Wilson, Chair)
Staff Contact: Aline McNaull, a.mcnaull@ieee.org
URL: <http://www.ieeusa.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 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
URL: <https://ieeusa.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. 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*, 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
URL: <https://ieeusa.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 national security. IEEE-USA 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 (<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

URL: <https://ieeusa.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 (Walter Rawle, Chair)

Staff Contact: Aline McNaull, a.mcnaull@ieee.org

URL: <https://ieeusa.org/volunteers/committees/ctap/>

Government Fellowships: IEEE-USA offers fellowships annually to qualified IEEE U.S. members to spend a year in Washington, DC working for a Member of Congress, a congressional committee, or selected executive branch agency. In addition to its 2021-2022 Fellows, IEEE-USA plans to select and sponsor one-two Congressional Fellows, one Engineering & Diplomacy Fellow (State Department) and one Engineering and International Development Fellow (USAID) for 2022-2023. Fellowships provide a mechanism for IEEE-USA Government Fellows to learn first-hand about the public policy process through personal involvement and to directly 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 (Peter Winokur, chair)

Staff Contact: Erica Wissolik, 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 on-line WISE EJournal of Engineering and Public Policy. As a priority for 2022, IEEE-USA and the IEEE Foundation are collaborating on a fund-raising campaign for the IEEE-USA Student Public Policy Fund to help support WISE and related student policy activities.

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 (\$96.4) to support committee meetings and projects, as well as an Advocacy account (\$101.5K) that can be used for direct support of lobbying and related policy advocacy activities. For details, contact Russ Harrison, r.t.harrison@ieee.org.

Communications and Public Awareness

Led by 2022 Vice President Rhonda Farrell, 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 2022 are to:

- Enhance member awareness of IEEE-USA and its offerings.
- Promote IEEE US membership and member awareness
- Provide communications, marketing and public relations support for IEEE-USA's products, services and programs
- Work on strategic initiatives to enhance and diversify IEEE-USA's revenues.

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

Editor-in-Chief: Greg Hill, 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 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 (Robert Vice, Chair)
URL: <https://ieeusa.org/newsroom/email-newsletters/>

IEEE-USA eBooks: A series of career, professional and public policy-related electronic publications on topics of interest to U.S. IEEE members and other targeted audiences (e.g. policy-makers). IEEE-USA eBooks are sold on-line with a member discount, and selected titles are distributed free as a membership renewal incentive or to promote global professional activities. Traditionally offered in PDF format, IEEE-USA has, and will continue to, expand their distribution in the form of audiobooks and in other open reader formats.

Publishing Manager/Staff Editor: Georgia C. Stelluto, g.stelluto@ieee.org
Oversight: Communications Committee (Robert Vice, 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.

Staff Contact: Corey Ruth, c.ruth@ieee.org
URL: <http://www.ieeeusa.org/communications/releases/>
Oversight: Vice President, Communications & Public Awareness (xxx)

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 individuals for outstanding contributions as an IEEE-USA volunteer. 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: \$19.0K (including \$6K transfer from the IEEE-USA Awards Fund)
Oversight: Awards & Recognitions Committee (Jason Hui, Chair)
Staff Contact: David Iams, 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, 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: \$175.0K (\$287.1K in revenues)
Chair: Scott Tamashiro
Staff Contacts: Chris Brantley, c.brantley@ieee.org, Corey Ruth, c.ruth@ieee.org
URL: <https://ieeusa.org/committees/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 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 will explore plans to sponsor again during our 50th anniversary in 2023.

Oversight: Vice President, Communications & Public Awareness (Rhonda Farrell)
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: IEEE-USA participates in the U.S. Science and Engineering Festival, which is scheduled for 2022 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 Fall event in Washington, DC typically attracts hundreds of thousands of visitors from across the United States and has expanded to include virtual events held throughout the year.

Oversight: Vice President, Communications & Public Awareness (Rhonda Farrell)
Staff Contact: John Yaglenski, j.yaglenski@ieee.org
URL: <https://usasciencefestival.org/>

MOVE Community Outreach Initiative: See MOVE entry under Career & Employment 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 education assets and help to raise public awareness of IEEE, IEEE-USA and the contributions of our 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:

- 2022 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. The 2021 event was cancelled due to COVID-19, but IEEE-USA will carry our sponsorship over to 2022 calendar year.
- In 2015-2022, IEEE-USA exhibited at AwesomeCon, a large and growing “geek culture” convention launched as an east coast equivalent to ComicCon, as part of the convention’s Science Fair.
- In 2020-2021, IEEE-USA produced and released a series of promotional videos with the title “IEEE-USA is My Competitive Edge,” which were used in an ad campaign in a dozen major media markets I the United States. In August 2021, IEEE-USA with support from the IEEE Computer Society and MGA, spent \$120K on ad placements in seven targeted cities (Atlanta, Austin, Charlotte, Minneapolis, New York, Orlando, and San Francisco) on mainstream media channels including ESPN, Discovery, History Channel, Comedy Central, CNN, MSNBC, Fox News and major streaming platforms. The ads reached over 3.2 million viewers and generated considerable favorable feedback from IEEE members who saw them in their local TV markets. More videos are planned for production in 2022.
- In 2013, IEEE-USA hosted a “Smart Grid” themed miniature golf hole in partnership with the National Building Museum.

- 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 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

Budget: (Funding derived from the IEEE-USA Communications budget, from IEEE-USA Fund transfers, and from contributions by other IEEE organizational units)

Oversight: Vice President, Communications & Public Awareness (Rhonda Farrell)

Staff Contact: John Yaglenski, j.yaglenski@ieee.org

Communications Budget: IEEE-USA communications works with an integrated budget with projected revenues of \$26.8K from advertising and publication sales and expenses of \$163K including \$55K for production, \$20K for free-lance writers, \$23K to support conference and event-related travel and promotion, and \$20K for supplies and materials.

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 2022 operations committees include:

Finance Committee: This ad hoc 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 Steven Kerchberger
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: James Conrad
Staff Contact: Russell Harrison, r.t.harrison@ieee.org

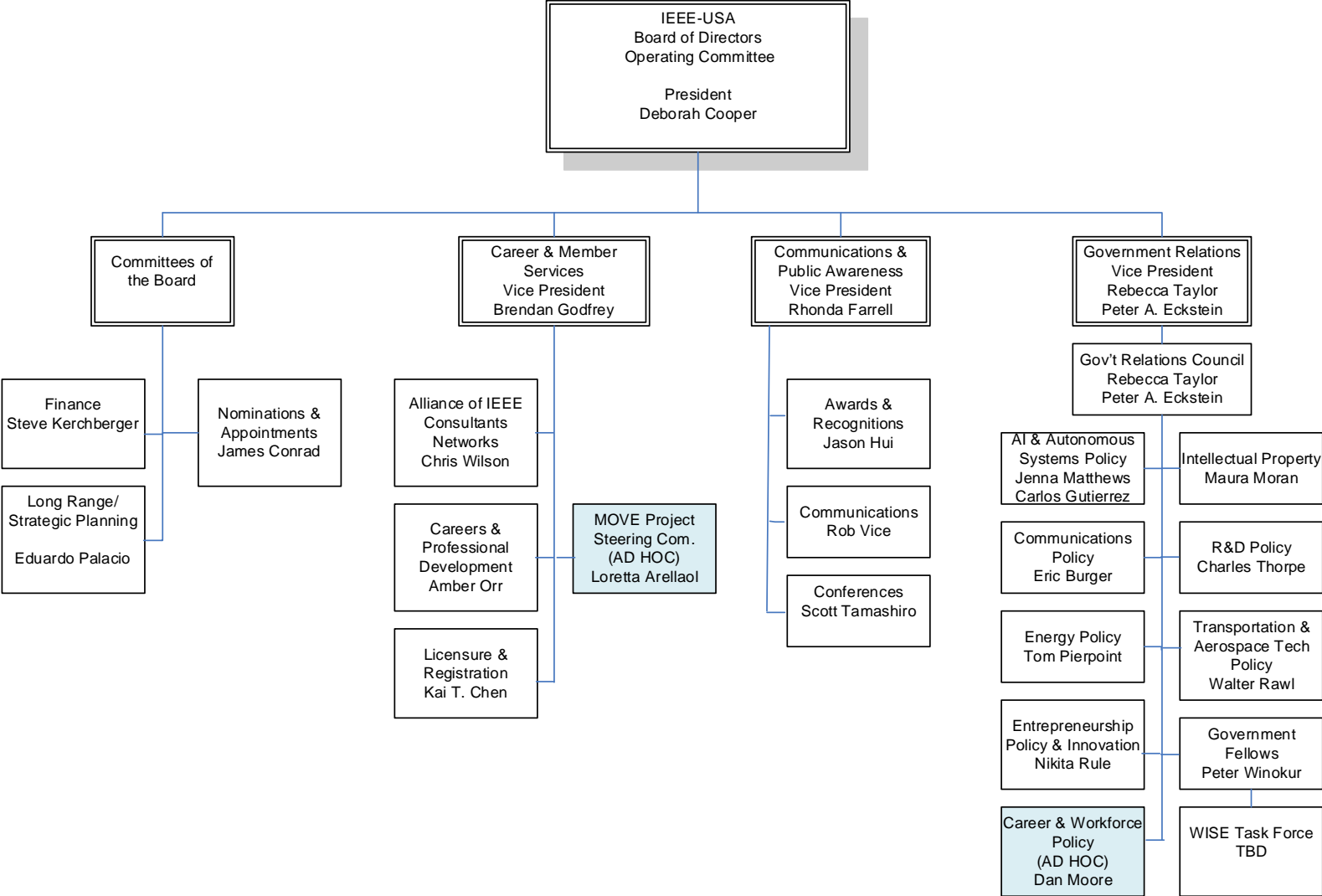
Membership Committee: The IEEE-USA Membership Committee will be inactive in 2022, however, IEEE-USA volunteers and staff are working to support MGA membership retention and recruitment efforts and the IEEE-USA Board with support from the IEEE Computer Society and MGA is leveraging "IEEE-USA is My Competitive Edge" videos developed by IEEE-USA in 2020-2022 in its membership promotional efforts. See:

<https://www.youtube.com/hashtag/discoverieeeusa>

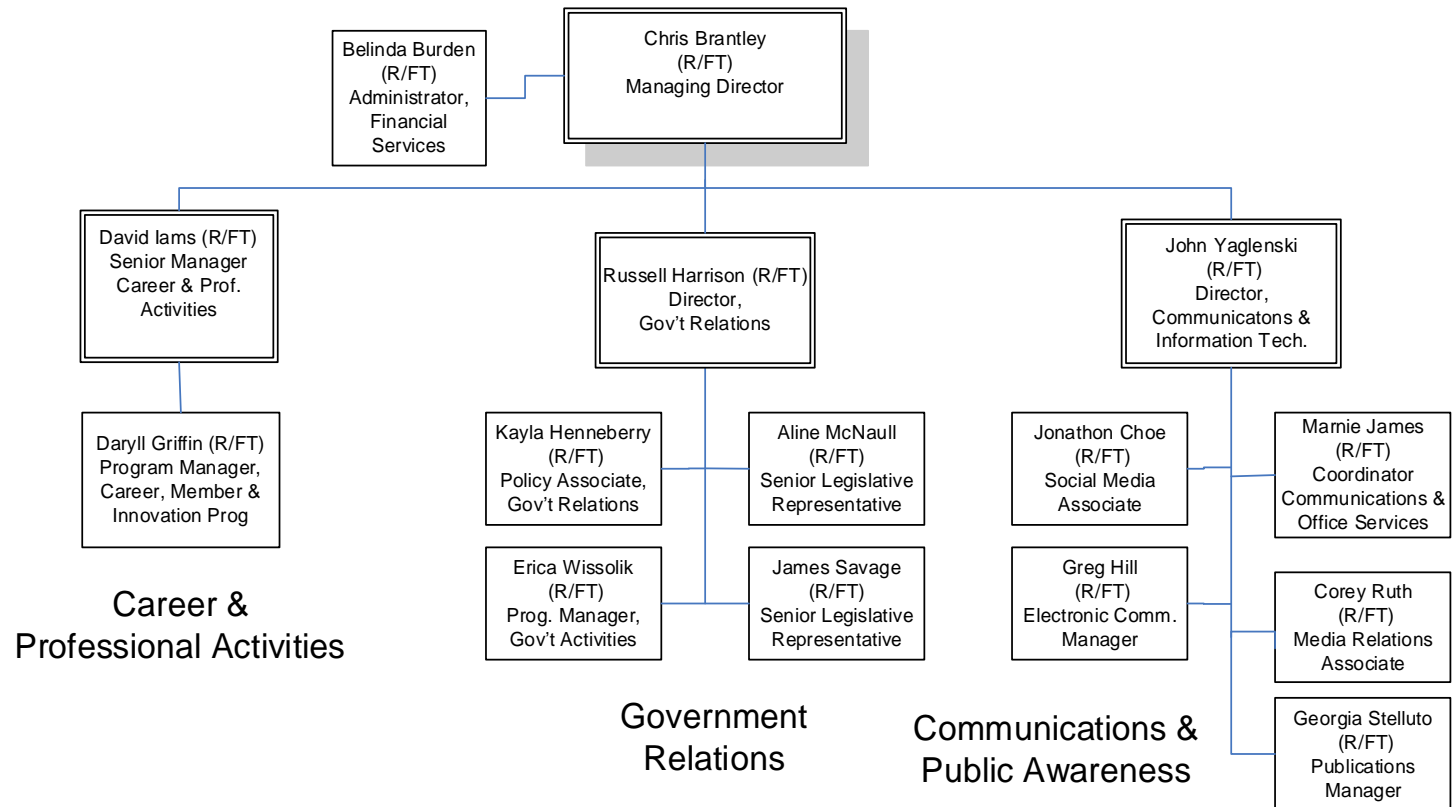
Appendix A – IEEE-USA 2022 Board of Directors

President	Deb Cooper
President-Elect	Eduardo Palacio
Past President	Katherine Duncan
Vice President, Career & Member Services	Brendan Godfrey
Vice President, Communications & Public Awareness	Rhonda Farrell
Vice President, Government Relations	Rebecca S. Taylor (Jan-May) Peter A. Eckstein (June-Dec)
Secretary-Treasurer	Steven Kerchberger
Region 1 Director	Greg T. Gdowski
Region 2 Director	Barry C. Tilton
Region 3 Director	Theresa Brunasso
Region 4 Director	Johnson A. Asumadu
Region 5 Director	Bob G. Becnel
Region 6 Director	Timothy T. Lee
Technical Activities Representative	Jennifer Bernhard
Young Professional Representative	Hasala Dharmawendera
Managing Director (NV)	Chris J. Brantley

Appendix B: IEEE-USA 2022 Volunteer Organization Chart



Appendix C: IEEE-USA Staff 2022 Organization Chart



Revised: 1 June 2022. Russell Harrison as Managing Director Ad Interim.
Chris Brantley as Senior Advisor Ad Interim assisting in transition and supporting IEEE special projects.

Appendix D: Roster of IEEE-USA Staff Contacts

IEEE-USA
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Web: www.ieeeusa.org

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Erica Wissolik -----	202-530-8347	e.wissolik@ieee.org
John Yaglenski -----	202-530-8359	j.yaglenski@ieee.org