



IEEE-USA STRATEGIC PLAN

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

CORE VALUES

- Trust
- Community Building
- Integrity in Action
- Service to Humanity
- Partnership
- Growth and Nurturing
- Support for the Nation's well-being

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.



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

Mobilizing the Vast Technical Expertise of IEEE's 175,000+ U.S. Members
is Key and Critical to the Success of this Strategy





CAREER & 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

Offering Products and Services that Promote Lifelong Career Vitality is Key
and Critical to the Success of this Strategy





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

Effective Communication is Bi-Directional

