



IEEE-USA PROGRAM BOOK 2014

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INTRODUCTION

The Institute of Electrical and Electronics Engineers – United States of America (IEEE-USA) is a major organizational unit of the IEEE that traces its origins to the formation of the IEEE U.S. Activities Committee in 1973. IEEE-USA was created to advance the public good and promotes the careers and public policy interests of over 200,000 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 18 based in the IEEE-USA's Washington office.

The IEEE-USA Program Book (2014) highlights the mission, goals and programs of IEEE-USA, 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 information on specific programs or issues or who are looking for opportunities to volunteer their time and expertise in support of their profession.

IEEE-USA MISSION AND PURPOSE

As provided in our By-Laws, IEEE-USA's mission is "recommend policies and implement programs specifically intended to serve and benefit the members, engineering professionals, and general public in the United States. IEEE-USA shall be the organizational unit that represents the professional interests of the IEEE before U.S. governmental bodies. It shall also be responsible for coordinating and reporting, under federal disclosure laws, all official communications with government." This mission is further described by IEEE-USA Policy 1.2, which defines as our organizational purposes the responsibility to:

- Promote the professional, social, economic and ethical status of electrical, electronics, communications, and computer engineering, as well as computer science and allied branches of engineering and the related arts and sciences and technologies, and related technical professionals in the United States with a special emphasis on U.S. IEEE members.
- Provide technical advice and policy perspectives to U.S. policy-makers at all levels in the areas of electro-technology and information technology to improve the quality of life and for the benefit of the public.
- Work with U.S. policy-makers and regulators to enhance the careers and improve the working conditions of U.S. engineers and other technical professionals.
- Develop products and services that support the lifelong professional development and career vitality needs of the IEEE's U.S. members and other technical professionals.
- Support communication with and among U.S. IEEE members, potential members, their employers and the public about IEEE-USA and the professional issues that affect our members and their professions.
- Enhance public awareness and understanding of electrical, electronics and computer engineering and related technical fields.

IEEE-USA STRATEGIC GOALS

IEEE-USA's current Strategic Plan represents IEEE-USA's commitment to build upon our strengths in order to address the challenges facing IEEE-USA and IEEE U.S. members, as well as to bring us to a higher level of member satisfaction and financial security. This will require that IEEE-USA achieve the following strategic goals:

- Serve the career and professional interests of IEEE-USA members, and support lifetime member careers in engineering and related disciplines.
- Increase IEEE-USA membership to have the greatest effect in influencing trends affecting our members' interests and well-being.
- With IEEE's Educational Activities Board, assure our members valuable and affordable graduate level educational products, to provide lifetime learning and to avoid obsolescence.
- Advance public policies that are technically sound, advance the public welfare, and serve the needs of the engineering profession and IEEE U.S. members.
- Use state-of-the-art communication tools and practices to assure that IEEE U.S. members solidly understand and appreciate IEEE-USA's programs and services, and to provide our members with an influential role in the larger public community.
- Promote and nurture communities of interest among our members and volunteers in conjunction with IEEE Member and Geographic Activities, Technical Activities, Educational Activities and Standards in areas of technology, public policy and career management in order to optimize the interests of our members and volunteers.

We must focus our resources on high priority activities, where we can have clear impact. In support of these goals, IEEE-USA has identified a number of strategic activities supported by operational plans, which are reflected in this program book and which are also detailed at: <http://www.ieeeusa.org/volunteers/files/IEEE-USAStrategicPlan2008.pdf>

IEEE-USA'S STRATEGIC FOCUS FOR 2014

IEEE-USA President Gary Blank has made reversing IEEE's negative U.S. membership trends our primary strategic focus for 2014.

IEEE-USA's strategic themes for 2014 include increasing member engagement (i.e. member involvement, utilization and/or awareness of IEEE-USA and its products and services) and diversifying IEEE-USA's revenue sources in order to reduce our budgetary reliance on the U.S. membership assessment. These themes relate to our broader strategic efforts, which are focused on:

- Building Member Careers
- Shaping Public Policy
- Promoting Science, Engineering and Technical Literacy
- Revitalizing IEEE's U.S. Membership

Our Government Relations priorities for 2014 are focused on federal support for research and innovation (including a new focus on manufacturing), skilled immigration reform, energy, patent reform, K-12 STEM education, and issues related U.S. security.

IEEE-USA will continue to offer strong programs, products and services in the areas of Career & Member Services, Communications & Public Awareness, Government Relations, and local Professional Activities.

In addition, IEEE-USA is supporting IEEE's policy interests on the subjects of public access to scholarly publications, data and standards, federal participation in conferences, and supporting an IEEE Initiative to reinforce our global role in Internet Governance.

IEEE-USA FUNDING

IEEE-USA operates on an annual budget approved by the IEEE Board of Directors. IEEE-USA's 2014 operations budget is \$5.53 million. This budget supports the programs, volunteer activities and staff highlighted in this book.

IEEE-USA's budget is primarily funded through a mandatory assessment of all U.S. IEEE Higher Grade members, which is indexed to inflation. The 2014 assessment is \$42. This assessment generates approximately 95% of IEEE-USA's operating revenues. IEEE-USA is working to expand its non-dues revenues from conference registrations, proceedings, and sales of products and services, which currently comprise 5% of total revenues.

In addition to IEEE-USA's operating budget, tax-deductible member contributions to the IEEE-USA Fund, the IEEE-USA E-Week Fund, and/or the IEEE-USA Awards Fund provide seed money for new career and professional programs and services. For information on how you can support IEEE-USA through a voluntary contribution, see:

<http://www.ieeeusa.org/about/development.asp>

IEEE-USA's 2014 Treasurer is Dane Watson.

PROGRAM HIGHLIGHTS

IEEE-USA's programs are organized into four departments: Career & Member Services, Professional Activities, Government Relations, and Communications and Public Awareness, each of which operates under the direction and oversight of an IEEE-USA Vice President. highlights are appended below for each Department, followed by a summary of other programs and operations-related activities.

Career and Member Services

Lead by 2014 IEEE-USA Vice President Will Kassebaum, IEEE-USA's Career and Member Services encompasses programs designed to support IEEE U.S. member and their careers, assist them in employment and career transition, enhance their professional status and recognition, and help sustain the engineering educational pipeline. Specific program offerings include:

Consultants Services: IEEE-USA's Consultants Services program coordinates and supports the IEEE Consultants Network, providing various products and services including a directory of local IEEE Consultants Networks, annual consultants workshops and publications, and the on-line Consultants Database. The database is a fee-based listing service that connects technical consultants with potential clients, including a questionnaire-based tool that matches consultants to projects.

Budget: \$16.1K (Revenues: \$46.8)

Oversight: Alliance of IEEE Consultants Networks Coordinating Committee (Chair: Herman Amany)

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

URL: <http://www.ieeeusa.org/business/>

Employment & Career Services: IEEE-USA offers a package of services and publications designed to enhance members careers and assist those in career transition. Programs/services include the IEEE-USA Salary Service (salary survey and salary calculator), Employment & Career Strategies virtual community, the Career Webinar Series, Ebooks and related publications (e.g., Career Planning Guide, Beyond Job Satisfaction Workbook), on-line courses, EmploymentNavigator job listings (complimenting the IEEE Job Listing Service), and PE Review videos.

Budget: \$33.4K (Revenues: \$60.7K from Salary Service products)

Oversight: Employment & Career Services Committee. (Holly Cyrus, Chair)

Staff Contact: Scott Grayson, s.grayson@ieee.org

CareerNavigator URL: <http://www.ieeeusa.org/careers/>

Salary Service URL: <http://www.ieeeusa.org/careers/salary/>

Entrepreneurs Services: IEEE-USA's Entrepreneur's Village provides an on-line community and tool kit developed by and for entrepreneurs to help them network, share information, and mentor prospective entrepreneurs. IEEE-USA is also working with the U.S. Small Business Administration and SCORE through a strategic alliance memorandum on activities designed to assist high-tech entrepreneurs starting new businesses.

Budget: \$18.4K

Oversight: Entrepreneurs Committee (Mark Wingate, Chair)

Staff Contact: Scott Grayson, s.grayson@ieee.org

URL: <http://www.ieeeusa.org/careers/entrepreneurs/>

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. The committee provides support to NCEES for administration of the software engineering licensure model examination and publishes an associated exam guide.

Budget: \$16.3K

Oversight: Licensure & Registration Committee (Steve Barrett, Chair)

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

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

K-12 STEM Literacy: IEEE-USA seeks to support improvements in the math, science, and technology education of U.S. precollege students and to help raise their functional and technological literacy. In addition to coordinating member and financial support for IEEE Educational Activities Board's Teacher in Service, TryEngineering.Org and other technical literary program, IEEE-USA makes Teacher Grants and recognizes teacher-engineer collaborations with its Teacher-Engineer Partnership Award. IEEE-USA provides an IEEE presence by participating in national STEM educational events such as National Engineers Week, National Lab Day, and the U.S. Science and Engineering Festival.

Budget: \$34.3K

Oversight: K-12 STEM Literacy Committee (Neeraj Bhatia & Dusty Fisher, Co-Chairs)

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

URL: <http://www.ieeeusa.org/volunteers/committees/pec/>

Professional Activities

Lead by 2014 Vice President Ed Perkins, IEEE-USA professional activities programs support the Professional Activities Committees for Engineers (PACE), which are volunteer entities established in IEEE U.S. regional, sections, student branches, divisions, technical societies, and chapter organizations. IEEE-USA help coordinate this PACE Network within the U.S. and assists their efforts to help members outreach to the public, develop an awareness of professional issues, and develop skills in such areas as job searching, communications, and project management. PACE programs encompass meetings, conferences, competitions, networks, publications and other activities focused primarily on the non-technical aspects of technology careers. Key program elements include:

Annual Meeting: The 2014 Annual Meeting will be held on 15-18 May in Providence, Rhode Island. The AM disseminates information to volunteers on IEEE-USA's key missions, goals and priorities and provides a mechanism for communication of member interests and concerns. It supports the PACE Network's effort to train leaders and disseminate information, products and services to members through local sections and chapters. Other program components include technical tutorials and career-related continuing education sessions designed to build soft-skills and tools for professional development, job search and networking. In addition to the Annual Meeting operating budget, IEEE-USA distributes an additional \$38.8K to U.S. regions/divisions to support participation.

Budget: \$80.0K (Revenues: \$90K)

Oversight: Annual Meeting Committee (Tom Habetler, Chair)

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

Scott Grayson, s.grayson@ieee.org

URL: <http://www.ieeeusa.org/calendar/conferences/annualmeeting/2014/default.asp>

IP Professionals: The IP Professionals Committee is charged to develop and launch a "home" for U.S. intellectual property professionals (technical, legal, business, inventor, etc.) within IEEE similar to an affinity group, and to provide relevant information on intellectual property as a member service.

Budget: \$20K

Chair: Evelyn Hirt (Keith Grzelak, Vice Chair)

Staff Contact: Erica Wissolik, e.wissolik@ieee.org

URL: <http://www.ieeeusa.org/ip-pros/>

PACE Network: PACE (Professional Activities Committees for Engineers) is a grassroots network of IEEE volunteers and committees organized at the section and chapter level in the United States with support from their respective regions and the IEEE-USA. The PACE Network promotes the professional interests of IEEE's U.S. members and provides a mechanism for communication of members' views on their professional needs. Through PACE, IEEE-USA provides advice, speaker lists and limited funding support to IEEE U.S. regions and sections to help them sponsor professional development activities, including Professional Development Seminars (PDSs, formerly Member Professional Awareness Conferences). PDSs cover a broad

range of career and professional topics such as active career management, negotiation, consulting, setting up a business, and often provide a venue for briefings and discussion on public policy issues of interest to the engineering profession.

Budget: \$35.4K
Oversight: PACE Committee (Ed Kirchner, Chair)
Staff Contact: David Iams, d.iams@ieee.org
URL: <http://www.ieeeusa.org/volunteers/pace/>

Professional Development Fund: IEEE-USA allocates funding for support of local professional activities to the six U.S. regions and to the IEEE technical chapters in 2014, through a combination of project grants and a formula based distribution to the regions. No more than 45% of the funds distributed can be used to support regional/section participation in the IEEE-USA Annual Meeting.

Budget: \$148.9K
Oversight: Vice President, Professional Activities Ed Perkins
Staff Contact: David Iams, d.iams@ieee.org

Student Professional Activities: IEEE-USA provides advice, speaker lists and limited funding to IEEE U.S. student branches to support Student Professional Activities Experiences (SPA-X), which include Student Professional Awareness Conferences (S-PACs), Ventures (S-PAVes) and Workshops (S-PAWs). S-PACs are student-organized conferences/workshops where students listen to experienced engineers from diverse backgrounds discuss topics related to Career Growth, Working, Professional Ethics/Social Responsibility, Self Management, Engineers & Public Policy, and/or the Importance of Professional Society Membership. S-PAVes encompass other types of projects or activities conceived and implemented by IEEE Student Branches to develop an awareness of engineering professionalism. S-PAWs are structured professional development workshops organized by student branches that are presented and funded by the IEEE-USA Student Professional Awareness Committee. They are held 1-2 times a year. S-PACs, S-PAVes, and S-PAWs not only promote professional awareness for participants, but also provide valuable management experience for student organizers. Each year, IEEE-USA typically sponsors 50+ of these activities.

Budget: \$54K
Oversight: Student Professional Activities Committee (Gurupras Madhavan, Chair)
Staff Contact: Scott Grayson, s.grayson@ieee.org
URL: <http://www.ieeeusa.org/volunteers/committees/spac/>

Government Relations

Lead by 2014 Vice President Thomas Tierney IEEE-USA government relations programs (<http://www.ieeeusa.org/policy/>) are directed toward the related goals of:

- informing/educating IEEE U.S. members on public policy issues of professional concern,
- informing/educating U.S. public policy makers on the technical implications of important public policy issues, and
- advocating specific public policy positions to policy-makers at the federal, state and local levels on technology and career-related issues of concern to IEEE's U.S. members.

These goals are accomplished through direct and grassroots lobbying, government fellowships and internships, publications and related informational programs, amicus curiae filings in federal and state courts, and related activities.

Each year, in addition to approving the government relations program budget, the IEEE-USA Board of Directors endorses a slate of public policy priorities as an advocacy focus for the forthcoming session of Congress. IEEE-USA's public policy priority issue areas for 2014 (113th Congress, 2d Session) are: job creation, innovation & competitiveness, energy, internet/communications, immigration reform, patent reform, continuing education/retraining, K-12 STEM education, E-Health and critical infrastructure protection. For issue information and status reports, see: <http://www.ieeeusa.org/policy/issues/>

Members with questions regarding the compatibility of lobbying activities with IEEE's not-for-profit status should consult the IEEE Lobby Compliance Guidelines (<http://www.ieeeusa.org/volunteers/files/ieeelobbycomplianceguidelinesVer12.09.pdf>). As a general note, IEEE has made the IRS 501-H tax election, which provides a "safe-harbor" for allowable lobbying activities with expenditures of up to \$1 million annually on non-partisan U.S. lobbying activities (defined as efforts to influence specific legislation). IEEE-USA discloses its lobbying activities through biannual reports to Congress and also supports IEEE's disclosures through the annual IRS Form 990, Schedule A tax filing. For more information on applicable lobbying laws, contact Erica Wissolik at e.wissolik@ieee.org.

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

Career & Workforce Policy: IEEE-USA's current focus is on promoting skilled immigration reform and curbing abuses of the H-1B and L-1 temporary visas. If/as opportunities arise, IEEE-USA will also address issues related to education, credentialing, employment, compensation, training, and retirement security of technical professionals. enhancing retirement security, providing health care options for small business, providing incentives for continuing education/life-long learning and strengthening federal support of K-12 science, technology, engineering and math programs. Activities include direct and grassroots advocacy, webinars, presentations, and related outreach efforts. The Career & Workforce Policy Committee is currently on inactive status, pending a reorganization of IEEE-USA's government relations program.

Budget: \$20.0K

Oversight: Vice President, Thomas Tierney

Staff Contact: Vin O'Neill, v.oneill@ieee.org

URL: <http://www.ieeeusa.org/volunteers/committees/cwpc/>

Communications Policy: IEEE-USA promotes formulation of sound legislation, regulation and policies relating to communications, computer and information technology development. Current focus issues include cybersecurity, telecommunications reform and deregulation, advancing broadband deployment, policy implications proposed reforms to FCC governance and radio-frequency spectrum management.

Budget: \$11.0K

Oversight: Communications Policy Committee (Terry Davis, Chair)

Staff Contact: Russ T. Harrison, r.t.harrison@ieee.org

URL: <http://www.ieeeusa.org/volunteers/committees/ccip/>

Energy Policy: IEEE-USA has outlined a comprehensive set of national energy policy recommendations designed to increase energy efficiency, transforming the transportation sector, greening the electric power supply, and building a more reliable and "smarter" electrical energy infrastructure. IEEE-USA is tapping the expertise of its members to advocate these and related energy policies, and engaging in such efforts as congressional grassroots fly-ins, congressional briefings, testimonies, workshops and related outreach.

Budget: \$14.0K

Oversight: Energy Policy Committee (Veronika Rabl, Chair)

Staff Contact: James Savage, james.savage@ieee.org

URL: <http://www.ieeeusa.org/volunteers/committees/epc/>

SMART BRIEF: Eye on Washington (newsletter): SMART BRIEF is a weekly e-newsletter available free to opt-in subscribers, which highlights important federal legislative and regulatory developments that affect U.S. engineers and their careers.

Budget: \$0K (Revenue \$3-5K advertising)

Staff Contact: Erica Wissolik, e.wissolik@ieee.org

URL: <http://www.smartbrief.com/news/IEEEUSA/index.jsp>

Government Fellowships: Each year, IEEE-USA offers fellowships for qualified IEEE U.S. members to spend a year in Washington, DC serving on the staff of a Member of Congress or congressional committee or in an executive branch agency.. For 2014, IEEE-USA plans to sponsor two Congressional Fellows, one Engineering & Diplomacy Fellow (State Department) and one Engineering and International Development Fellow (USAID). Fellowships link engineers with government, providing a mechanism for IEEE-USA Government Fellows to learn first hand about the public policy process through personal involvement and to apply their knowledge and experience toward the development of technically-sound public policies.

Budget: \$245.1K

Oversight: Government Fellows Committee (Jack Cedarquist, chair)

Staff Contact: Erica Wissolik, e.wissolik@ieee.org

URL: <http://www.ieeeusa.org/policy/govfel/>

Grassroots Activities (CARE Network): IEEE-USA enlists IEEE U.S. members as grassroots advocates through the Congressional Advocacy Recruitment Effort or CARE Network. CARE is a voluntary network of IEEE U.S. members who receive and take action on Legislative Updates and Action Alerts on specific legislation forwarded by IEEE-USA. The grassroots program also includes outreach through support of speakers at conferences, region and section meetings and other venues to inform members of public policy issues and raise their awareness/understanding of the public policy process and why engineering involvement is important. Related grassroots activities include participation in the multi-society Science, Engineering & Technology Congressional Visits Day (aka CVD) held each Spring.

Budget: \$37.0K (plus \$23.4K expense/\$19.1K revenue providing in-kind services to 2014 CVD participants)

Oversight: Vice President, Government Relations Thomas Tierney

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

URL: <http://www.ieeeusa.org/policy/care/>

Intellectual Property: IEEE-USA addresses intellectual property policy as it relates to the interests of IEEE's U.S. membership (employed engineers, faculty, scientists, inventors, entrepreneurs, etc.) and its implications for fast moving technology, technology transfer, and U.S. competitiveness. Current focuses include efforts to reform the U.S. patent system, enhancing inventor's rights, and proposing methods to discourage the practice of "patent trolling." In recent years, IEEE-USA has also filed amicus curiae briefs before the United States Supreme Court successfully advocating the adoption of an "active inducement" standard for digital copyright infringement in *MGM vs. Goldwyn-Mayer* and a "foreseeable bar" standard for patent amendment cases in *Festo Corp. v. Shoketsu Kinzoku Kogyo Kabushiki Co.*

Budget: \$20.0K

Oversight: Intellectual Property Committee (Keith Grzelak/Adam Mossoff, co-chairs)

Staff Contact: Erica Wissolik, e.wissolik@ieee.org

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

Medical Technology Policy: IEEE-USA seeks to assist in the formulation of medical technology legislation, regulation, and policy in the U.S. Recent efforts have focused on establishment of national health information systems, including electronic medical records, privacy, interoperability of systems, and the National Health Information Network. Other issues of interest include the role of technology in improving health care/patient safety, the quality of health information on the Internet, and social/ethical issues related to use of genomic information. The Medical Technology Policy Committee is currently on inactive status, pending a reorganization of IEEE-USA's government relations program.

Budget: \$12.0K

Oversight: Vice President, Gov't Relations Thomas Tierney

Staff Contact: NA

URL: <http://www.ieeeusa.org/volunteers/committees/mtpc/>

Research & Development Policy: IEEE-USA promotes strong federal investments in engineering (civilian and defense) research and development in the United States with the broader goal of promoting innovation, U.S. technological competitiveness and enhancing homeland security. IEEE-USA also addresses related policy and regulatory issues, such as technology-related export controls and post-9/11 visa restrictions on travel of international researchers. In addition to a strong advocacy focus, IEEE-USA attempts to educate members on key R&D budget trends through an annual Engineering Societies R&D Symposium and to educate Congress on selected R&D topics by co-chairing the Advisory Committee to the Congressional R&D Caucus (see <http://www.researchcaucus.org/>). IEEE-USA also participates as a member of the Alliance for Science and Technology Research in America (ASTRA), the Coalition for National Science Funding, the Coalition for National Security Funding, the Task Force on American Innovation, the Council on Competitiveness, the R&D Tax Credit Coalition, and related organizations.

Budget: \$14.0K

Oversight: R&D Policy Committee (Sherry Gillespie, Chair)

Staff Contact: James Savage, james.savage@ieee.org

URL: <http://www.ieeeusa.org/volunteers/committees/rdc/>

Transportation and Aerospace Policy: IEEE-USA seeks to contribute engineering perspectives to the formulation of sound legislation, regulation and policy in the United States in the areas of aviation, intelligent transportation and other air, space and ground transportation related issues. Current issue focuses include privacy and security issues related to drones and autonomous vehicles, the use of technology to increase security of the intermodal transportation system, and maintenance of a technology program at NASA.

Budget: \$13.0K

Oversight: Transportation & Aerospace Policy Committee (Roger Oliva, Chair)

Staff Contact: Vin O'Neill, v.oneill@ieee.org

URL: <http://www.ieeeusa.org/volunteers/committees/ctap/>

Washington Internships for Students of Engineering (WISE): Each year, IEEE-USA, the IEEE Life Members Committee and IEEE's Technical Activities jointly sponsor two-three IEEE student members to participate in the Washington Internships for Students of Engineering (WISE). 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. to learn 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 WISE EJournal of Engineering and Public Policy.

Budget: \$10.0K (IEEE-USA) (+5K each from IEEE-TA and IEEE Life Members Committee to sponsor IEEE WISE Interns)

Oversight: WISE ad hoc Task Force (IEEE-USA Government Fellows Committee)

Staff Contact: Erica Wissolik, e.wissolik@ieee.org

URL: <http://www.wise-intern.org>

Other Opportunities: In addition to the above committees and programs, the IEEE-USA Vice President, Government Relations controls discretionary funds (\$73.5K), which can be used for support of special projects and activities consistent with IEEE-USA public policy priorities and government relations interests. Funds may be requested through a special proposal submission process, and are available until exhausted. For details, contact Erica Wissolik, e.wissolik@ieee.org

Communications and Public Awareness

Led by 2014 Vice President Karen Panetta, IEEE-USA's Communications and Public Awareness program encompasses several related communications, public relations and publishing functions:

- Keeping U.S. IEEE members informed of new products and services, as well as the organization's accomplishments
- Using communications and public relations tools to advance IEEE-USA's government relations agenda through the public media
- Informing and educating the members on trends, issues, skills and opportunities of potential benefit to them and to the engineering profession
- Recognizing volunteer service to the IEEE, the professional and public through awards and recognitions
- Raising awareness among members and the general 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.

There are three priority initiatives for 2014:

- Lead society sponsorship of the 2014 National Engineers Week, including successful launch of the App-E-Feat Humanitarian Technology application design competition in partnership with IEEE and the Clinton Global Initiative. (February)
- Launch of a new IEEE-USA electronic publication and E-Commerce storefront (June). With launch of its new flagship e-pub, IEEE-USA will phase out IEEE-USA Today's Engineer and IEEE-USA in Action.
- Redesign and substantial progress toward relaunch of a new and improved IEEE-USA website (December)

Key components of the communications and media relations program include:

IEEE-USA Today's Engineer: *Today's Engineer* is a monthly Web publication devoted to the issues affecting U.S. IEEE members' careers, such as professionalism, management skills, engineering performance, engineering skills and competencies, product development practices, project management issues, innovation and entrepreneurship, business practices. Additionally, *Today's Engineer* includes articles and commentary on the topics that are shaping legislation, the technology workplace, and the engineering world.

Budget: \$36K

Editor-in-Chief: Greg Hill, g.hill@ieee.org

Oversight: Communications Committee (Bill Hayes, Chair)

URL: <http://www.todays-engineer.org>

IEEE-USA Today's Engineer Email Update: An adjunct to Today's Engineer, the Email Update is a monthly opt-out email news service sent to all U.S. IEEE members to highlight the upcoming issue along with career and public policy-related news and product information.

Budget: \$0 (Revenues: \$50K from advertising)
Editor-in-Chief: Greg Hill, g.hill@ieee.org
Oversight: Communications Committee (Bill Hayes, Chair)
URL: www.ieeeusa.org/communications/emailupdates

IEEE-USA in ACTION *IEEE-USA in ACTION* is an interactive quarterly e-publication featuring announcements of IEEE-USA products, services, programs and activities, as well as feature articles and short news items on career and public policy issues affecting U.S. IEEE members. This new e-digest is the go-to source for U.S. IEEE members for news about IEEE-USA activities, programs, products, and services.

Budget: \$50K
Editor-in-Chief: Georgia C. Stelluto, g.stelluto@ieee.org
Oversight: Communications Committee (Bill Hayes, Chair)
URL: <http://www.nxtbook.com/fx/mags/lastissue.php?mp=/nxtbooks/ieeeusa/ieeeusa>

IEEE-USA E-Book Series: 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). E-Books are sold on-line with a member discount, with selected titles distributed free as a membership renewal incentive or to promote global professional activities.

Budget: \$20K (Revenues: \$7.4K)
Oversight: EBook Subcommittee (Gus Gaynor, Chair)
Communications Committee (Bill Hayes, Chair)
Publishing Manager/Staff Editor: Georgia C. Stelluto, g.stelluto@ieee.org
URL: <http://www.ieeeusa.org/communications/eBooks/>

Special Communications Projects: IEEE-USA allocates a portion of communications funds for special projects and opportunities, and/or for marketing and promotional efforts to increase readership and/or revenue derived from its periodical publications and e-books.

Budget: \$20K
Coordinator: Georgia C. Stelluto, g.stelluto@ieee.org
Oversight: Communications Committee (Bill Hayes, Chair)

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 coverage of IEEE-USA in the national media. IEEE-USA spokespersons have been quoted in such publications as The New York Times, the Wall Street Journal and The Washington Post; 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/>

Budget: \$45.2K

Staff Contact: Chris McManes

URL: <http://www.ieeeusa.org/communications/releases/>

Oversight: Vice President, Communications & Public Awareness (Karen Panetta)

Awards & Recognitions: IEEE-USA’s awards program is designed to recognize outstanding performance in furthering the objectives of IEEE-USA and the professional aims of IEEE. IEEE-USA’s slate of recognitions includes awards for engineering professionalism, region/division professional leadership, and professional achievement. Technical awards include the Harry Diamond Award and Technology Transfer Award. Other awards for Distinguished Public Service and literary contributions advancing engineering professionalism and public understanding.

Budget: \$29.5K (including \$1K transfer from the IEEE-USA Awards Fund)

Oversight: Awards & Recognitions Committee (Pamela Jones, Chair)

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

URL: See: <http://www.ieeeusa.org/volunteers/awards/>

Public Awareness Generally: 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 foster the positive public image of engineers and engineering through targeted outreach efforts that communicate how U.S. IEEE members and technical professionals improve the quality of life in the United States and in their local communities; and how U.S. IEEE members and technical professionals promote diversity and ethical behavior in the profession.

Mass Media Fellows: In 2014, IEEE-USA will sponsor an IEEE U.S. graduate student member in the Mass Media Fellowship Program of the American Association for the Advancement of Science (AAAS) to help improve public communication about engineering and the sciences. Since 2000, 16 U.S. IEEE undergraduate and graduate students have been chosen for Mass Media Fellowships. Media Fellows spend 10 weeks reporting on hundreds of science, engineering and technology-related stories and assisting print and broadcast journalists at popular media outlets such as Scientific American, WNBC-TV (New York), Popular Science, the St. Louis Post-Dispatch; the Sacramento Bee; and the Raleigh News-Observer.

Budget: \$9.5K

Oversight: Vice President, Communications & Public Awareness (Nita Patel)

Staff Contact: Chris McManes, c.mcmanes@ieee.org

URL: <http://www.ieeeusa.org/communications/massmedia.asp>

National Engineers Week (EWeek): Each year, IEEE-USA joins with other engineering societies in organizing a host of events and activities in celebration of engineers and the engineering profession as part of Engineers Week. EWeek also serves to raise public awareness of engineers and their contributions to society. In the United States, EWeek is held in conjunction with George Washington's Birthday each February. In 2014, IEEE-USA will be the lead society sponsor of E-Week, and will launch the App-E-Feat humanitarian application design competition in partnership with IEEE and the Clinton Global Initiative. Other IEEE-USA's EWeek activities include sponsorship of the annual EWeek Family Day at the National Building Museum in Washington and support for the Future City Competition, both of which are legacy programs from IEEE-USA's lead society sponsorship of EWeek in 1992. IEEE-USA hopes to sponsor again during our 50th anniversary in 2023.

Budget: \$80.5K (plus \$21K in supplemental funding from member contributions)
Oversight: Vice President, Communications & Public Awareness (Karen Panetta)
IEEE-USA Representative on EWeek Foundation Board (Carole Carey)
Staff Contact: Chris McManes, c.mcmanes@ieee.org
URL: <http://www.eweek.org>

Special Public Awareness Projects: Each year, IEEE-USA responds to unique public awareness opportunities that arise, largely involving collaborations with other organizations. IEEE-USA supports these special projects and events with volunteers, staff and funding from member contributions as needed. Some examples of special projects in recent years include:

- In 2009-10, during National Engineers Week, IEEE-USA placed posters and dioramas promoting EWeek Family Day in Metro rail transit stations in the nation's capital.
- In 2010-11, IEEE-USA sponsored a media campaign on WAMU 88.5, Washington's all-news public radio station, to raise IEEE-USA's public visibility among opinion leaders and decision makers in the nation's capital.
- In 2010, IEEE-USA presented two honoraria and convened a Washington luncheon in support of its Engineering in Society Journalism Award.
- In 2011, IEEE-USA provided support to the National Academy of Science's (NAS) Science & Entertainment Exchange, and co-sponsored a Forum on Engineering the Future at the Directors Guild in Los Angeles, providing entertainment industry professionals with access to top engineers and scientists, to help present a more realistic interpretation of sci-tech in Hollywood entertainment
- In 2012, IEEE-USA designed and sponsored an award-winning miniature golf hole (Hole in 1s and 0s) as part of a special concept course developed in partnership with the National Building Museum. IEEE-USA also worked with the IEEE Computer Society to organize the Washington premier (at the National Press Club) of a documentary on the life of Adam Turing.

Budget: (Funding subject to approval; derived from IEEE-USA Fund transfers)
Oversight: Vice President, Communications & Public Awareness (Karen Panetta)
Staff Contact: Chris McManes, c.mcmanes@ieee.org

American Association of Engineering Societies

IEEE-USA is a member of the American Association of Engineering Societies (AAES). AAES is a multidisciplinary organization of engineering societies dedicated to advancing the knowledge, understanding, and practice of engineering. AAES member societies represent the mainstream of U.S. engineering more than one million engineers in industry, government, and academia. Key programs include International Activities (representing the U.S. engineering profession in international engineering organizations such as the World Federation of Engineering Organizations and the Pan American Union of Engineering Societies), the Engineering Workforce Commission (publishing survey reports on engineering enrollments, degrees and salaries), and an awards and recognitions program including the National Engineering Award and the John Fritz Medal. IEEE-USA's 2013 President Marc Apter serves on the AAES Executive Committee.

Budget: \$22.3
Oversight: IEEE-USA President Gary Blank
Staff Contact: Chris Brantley, c.brantley@ieee.org
URL: <http://www.aes.org>

Operations

Conferences Committee: Chartered in 2011, this committee is responsible for developing an IEEE-USA technical conferences program, collaborating with other IEEE organizational units as appropriate, with the goals of offering financially successful conferences that advance IEEE-USA's overall mission, promote U.S. member engagement, and providing alternative sources of revenue for support of IEEE-USA and its programs. Funding for conference sponsorships is provided independently from the committee budget through Board-approved transfers from the IEEE-USA Fund.

Budget: \$126.6K (\$144.9K in revenues)
Chair: Charles Rubenstein
Staff Contact: Chris Brantley, c.brantley@ieee.org
URL: <http://www.ieeeusa.org/conferences>

EWeek 2014 Steering Committee (ad hoc): This committee was formed to coordinate planning for IEEE-USA's lead society sponsorship of National Engineers Week in 2014, including associated fund-raising to support IEEE-USA-related EWeek program.

Budget: (subsumed within Board operating budget)
Chair: Kristi Hummel
Staff Contact: Chris McManes, c.mcmanes@ieee.org

Finance Committee (ad hoc): This committee comprised 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: Dane Watson
Staff Contact: Chris Brantley, c.brantley@ieee.org

Membership: The Membership Committee is charged to identify and help implement ways in which IEEE-USA can assist MGA and its efforts to support U.S. membership growth and retention. IEEE-USA will partner with MGA in 2014 in offering incentives for U.S. membership referrals.

Budget: \$20K.
Chair: James Howard
Staff Contact: Scott Grayson, s.grayson@ieee.org

Membership Engagement (ad hoc): The Membership Engagement Committee is charged to identify and recommend ways in which IEEE-USA can enhance U.S. member engagement, including engagement with IEEE-USA programs and activities and utilization of U.S. member products and services.

Budget: (subsumed within Board operating budget)
Chair: Ron Jensen
Staff Contact: Scott Grayson

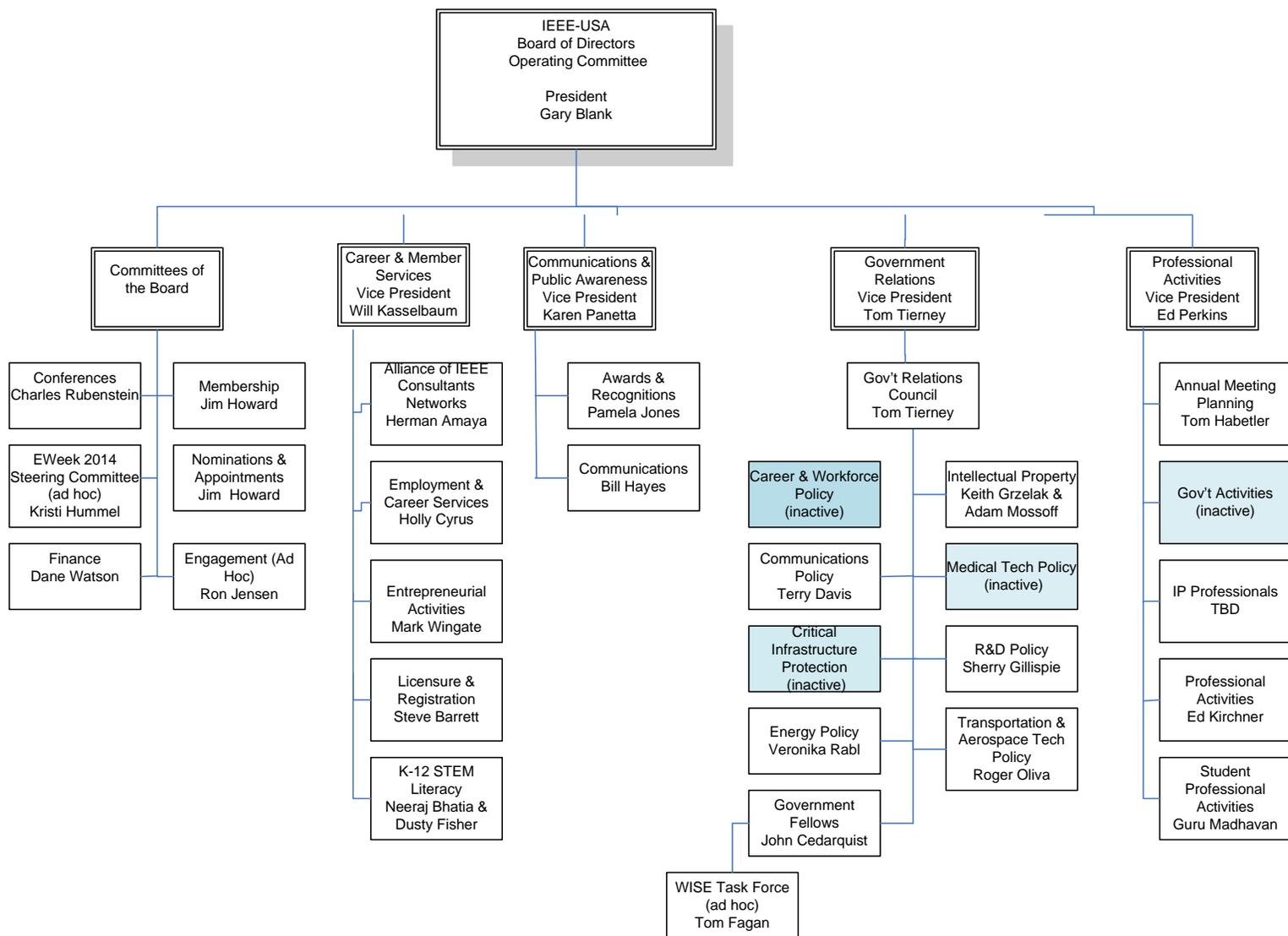
Nominations and Appointments Committee: The N&A Committee administers the nominations and appointments process for the IEEE-USA Assembly and the IEEE-USA Board of Directors by recommending qualified candidates for each post for which nominations are required.

Budget: (subsumed within Board operating budget)
Chair: James Howard
Staff Contact: Scott Grayson

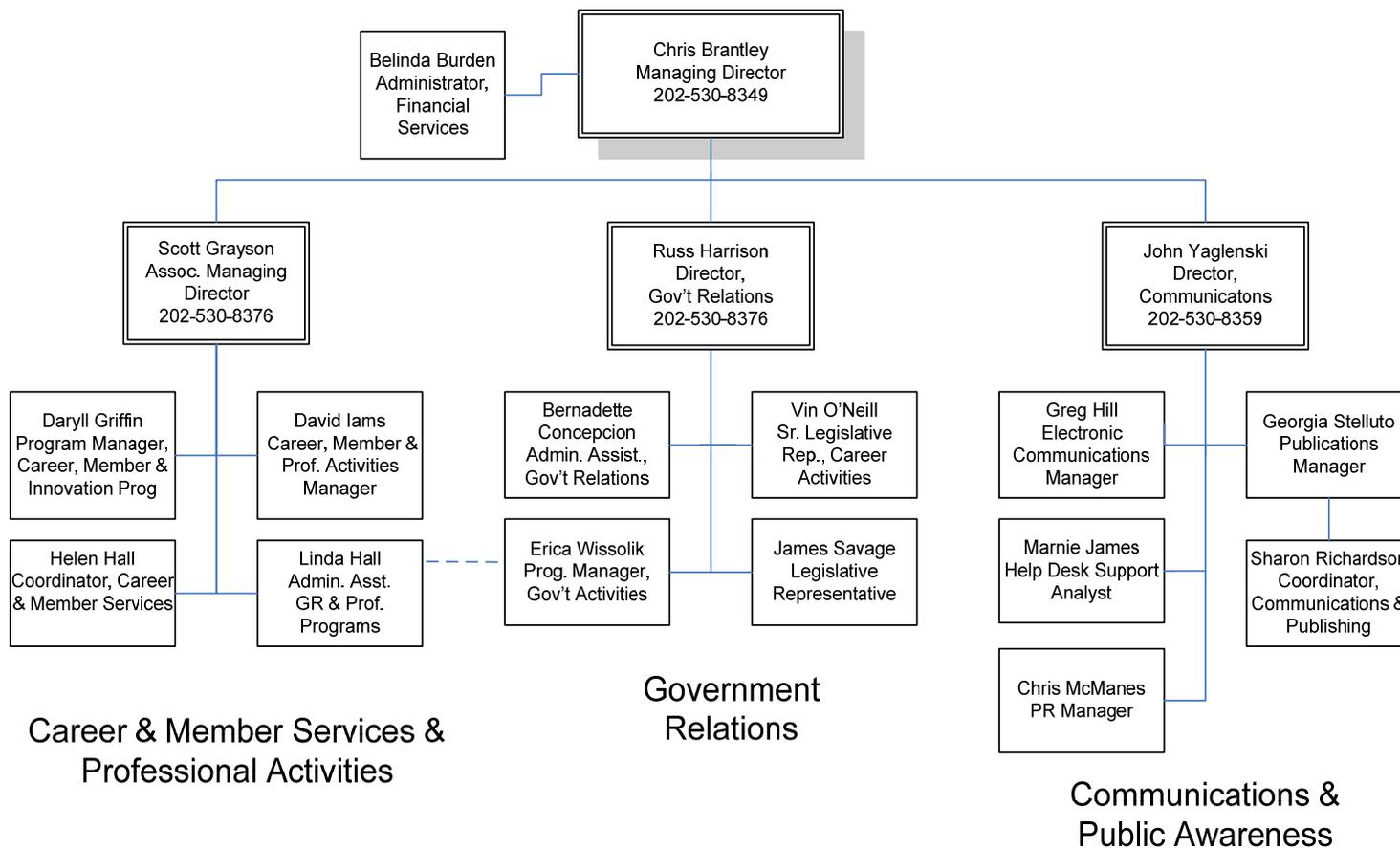
Appendix A – IEEE-USA 2014 Board of Directors

President	Gary L. Blank
President-Elect	James Jefferies
Past President	Marc T. Apter
Vice President, Career & Member Services	Will Kassebaum
Vice President, Communications & Public Awareness	Karen Panetta
Vice President, Government Relations	Thomas Tierney
Vice President, Professional Activities	Ed Perkins
Secretary-Treasurer	Dane Watson
Region 1 Director	Vince Socci
Region 2 Director	Parviz Famouri
Region 3 Director	Mary Ellen Randall
Region 4 Director	Karen Pedersen
Region 5 Director	Derald Morgan
Region 6 Director	Mike Andrews
Member-at-Large (Senior)	Kristi Brooks
Member-at-Large (Junior)	Tom Habetler
Technical Activities Representative	Cheri Warren
GOLD Representative (NV)	Gigi Lau
Managing Director (NV)	Chris J. Brantley

Appendix B: IEEE-USA 2014 Volunteer Organization Chart



Appendix C: IEEE-USA Staff 2014 Organization Chart



Appendix D: Roster of IEEE-USA Staff Contacts

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Washington, DC 20036

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Fax: 202-785-0835

Email: ieeusa@ieee.org

Web: www.ieeeusa.org

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