Industry Relations Subcommittee (IRSC)   Terje Gjengedal

General Introduction

This report is intended to cover the period October 2013- March 2014.

- Subcommittee members

In January 2014 the subcommittee changed the membership and is now comprising of the following persons:

Terje Gjengedal, Norway Section, Chair
Andreas Neumeier, Germany Section
Steve Nightingale, UK&IR Section

Special thanks go to Andreas Neumeier for his work and management of the IRSC activities until January 2014. In order to cover a broader geographical range of the R8 several corresponding members will join later on.

The new subcommittee has communicated via email and telephone/skype conferences. The meetings have focused on the last experiences from the IRSC activities, future new focus areas and how to organize the future work. The first physical meeting will be during the R8 meeting in Budapest where the new work plan will be discussed and developed.

The Industry Relations Sub-committee (IRSC) is part of the Technical Activities and is intended to strengthen the relationship with industry by addressing industry requirements for the purpose of fostering better collaboration between IEEE and the industries within R8. As such, the Objective of the IRSC is to highlight the benefits of IEEE to industry and society at large.

IEEE and its benefits are still too little known to industry leaders and their employees. Most IEEE members in Region 8 are from academia. Therefore, one important issue is to convince employers of the benefits of having IEEE members as employed engineers and to improve cooperation between industry and IEEE.

Hence, IEEE Region 8 has over the years initiated several initiatives to support the industry such as the Energy Initiative; Industry Continuing Education (ICED) Program as well as the introduction of the new EnergyCon conference. The continuing education and conference activity is held in collaboration with the Educational Activities Subcommittee (EASC) and Conference Coordination Sub-committee (CoCSC), respectively.

IEEE R8 IRSC will continue to focus its efforts to introduce new industry continuing education (CE) programs and certification support as well as to support new conferences and symposiums as required. The IEEE Region 8 Standards Coordinator showed their support to develop specific programs tailored to the industry as well as IEEE Communications. As a result of the activities, long-term results will be developed, which include:

- Stronger Industry involvement in IEEE
- More members from Industry
- More volunteers from Industry
- Strategic Planning between IEEE&Industry
- Coordination of relevant activities IEEE&Industry
- Better contact between industry, students, young engineers and IEEE

An improved relation will over time increase the reputation of IEEE within the industry and result in increased revenues to IEEE.

Due to the increased importance on industry related activities, we need to review and enhance the overall business/action plan for IRSC. This work will be carried out during the first 6 months of 2014 and will include the subcommittee members, the Vice-Chair: Technical Activities, Region 8. The role of the Industry Relations Officers (IROs) will be reactivated to produce tangible results at section level as well as collaboration with both CoCSC and EASC will continue to be developed.

IRSC Main Objectives

Among the main objectives of the IRSC are:

1) Bridge the gap and enhance relationships (synergy) between industry, research, government, academia and IEEE.
2) Influence industrial organizations to support the involvement of their staff in IEEE activities.
3) Urge people from industry to join IEEE and benefit from its conferences, products and services.
4) Establish and increase contact(s) with industry.
5) Make industry in Region 8 aware of IEEE.
6) Advertise and promote IEEE's vision mission conferences products and services to Region 8 industry.

IRSC Accomplishments (Fall 2013-March 2014)

.The activities for the past 6 months activities have focused on:

1) Industry Branch Initiative
2) Cooperation with Student Branch and Young Professionals
3) Support of individual IROs
4) Continued discussion with ARC-8 about IRSC Award
5) Working with Industry for Conferences and Sponsorship

All activities are important in order to improve the industry relations and hence the activities will also be important activities in 2014 and will be included in the new business/action plan for 2014-2015.

The industry award motion was finalized in 2011 by the IRSC committee, and also received the approval of the Region 8 Awards and Recognition Committee (R8-ARC). However, further work is needed to clarify the present role and position of the award. When clarifying this we also need to develop the relevant criteria to be used for evaluating the candidates and declaring the winner. This work will be conducted during 2014.

We need to contact all section chairs within R8 to strengthen the role of the IROs and review the roles and responsibilities of those officers to capitalize on their presence. Periodic reporting will be established to ensure industry activities within all R8 are being exposed to all sections, society and council chapters in that region. Selected active individuals will handle regional industry activities as deemed necessary.

There is a need to review and update the strategic plan, the mission and vision and the business/ high level plan for the IRSC. These updated plans will be used as a foundation for our activities during the plan period. A detailed implementation plan with measurable targets will be discussed with the IRSC members and Region 8 Vice-Chair, Technical Activities after the IRSC consolidates the inputs of the participants who will attend the IRSC workshop as part of the R8 meeting in Budapest.. A Region 8 news article will also be composed for the wider communication to our members-at-large.

IRSC planned major activities for 2014

Several activities are currently under planning for 2014 and 2015. To ensure that priority activities are being addressed properly, the upcoming IRSC Meeting/workshops in Budapest will address key issues related to the industry. The outcome/recommendations of the workshop will assist in shaping IRSC deliverables for 2014 and will also

The following are the current planned IRSC major activities for 2014:

It is expected to continue our activities from 2013 as most activities as still valid and require continuous focus. Planning for most of the activities will be started in 2014 but some will be addressed in 2015.

1) Review and update the vision, mission and strategic plan for the IRSC activities
2) Review and update the business/action plan to cover activities for 2014 and 2015. The plan must be realistic and including clear priorities and progress.
3) Implement, follow up, evaluate and report on the planned activities.
4) Review and suggest updates to the IRSC roster and responsibilities.
5) Review the IRO responsibility roster and establish a stronger and more focused collaboration with IROs:
    a) Obtain an updated list of all IROs
    b) Establish guidelines for IRO roles and responsibilities
    c) Obtain report from all assigned IROs in their activities
    d) Provide critical review of the IRO activities and how to improve that
    e) Identify active IROs for possible recognition
    f) Encourage IROs to participate in R8 flag conferences and support industry tracks
    g) Conduct on WebEx call with IROs
    h) Review the need for holding face to face meetings with active IROs and come-up with   the estimated costs and budget for such meetings. This must be further discussed with R8 TA Vice Chair
6) Review and update the industry needs for continuing education and define how IRSC/IEEE can take a position and play a role in this area. This may be to utilize existing ways as to promote and enhance ICED offerings within R8 and capitalize on ICED approved speakers list and/or cooperate with other international/national organizations. The activities must be focused and realistic to implement. It could include. This includes but is not limited to:
    a) Encourage all R8 sections and general conference chairs to utilize the ICED speakers list
    b) Update and Expand the Speakers list to include other qualified industry speakers (provide recommended list of speakers to be added to the list along with their Bio data)
    c) Suggest certification programs based on industry needs
    d) Collaborate with all involved IEEE bodies to support Industry CE program within R8 by addressing industry needs
7) Collaborate with R8 CoCSC to further ensure industry tracks and sessions are established in all R8 flag conferences
    a) Collaborate with R8 CoCSC chair and/or general conference chairs to provide statistics for Industry participations in major R8 flagship conferences and ways to improve that percentage
    b) Propose speakers for the various industry sessions and tracks on as required basis
    c) Work with CoCSC to ensure IROs are part of the conference organizing or technical committee
8) Enhance the Collaboration with IEEE-SA and IEEE R8 Standards Coordinator
9) Review and update the Industry needs by performing high level assessment of a few industry companies in Europe and perform high level assessment of their needs and requirements
    a) Select three companies outside Europe
    b) Select three major Companies in Europe
10) Strenghten the Collaboration between a selected Major Institutes, Universities Research centers and the Industry. Capitalize on IROs and active members to drive this forward.
11) Collaborate with R8 Member Development Committee (part of Vice-Chair: Member Activities, Region 8) to identify all industry members and provide them with regular updates on IRSC Activities
    a) Share with industry members Industry CE activities
    b) Establish survey forms to obtain feedback fro industry members
    c) Share the industry tracks and sessions for all R8 conferences with Industry members
12) Clarify if there still is a basis for establishing an industry award(s).This includeto propose guidelines and criteria for industry award(s) and continue to collaborate with R8-ARC.

It is envisioned that the role of IEEE R8 IRSC will increase as industry requirements are continuously changing due to new technological development as well as the need for additional services to support the industry. IRSC within IEEE Region 8 will continue to monitor and respond to those changes.

We need to insure the industry's:

1) Continuing and advancing support for IEEE volunteerism
2) Awareness of the value of IEEE's products and services

We need to attract industry and hence we need to convince industry that IEEE is the premier EE society to belong to.