

## Action For Industry (AfI)

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### The Past

Instead, we are looking to the future.

### Outlook

Industry members are the traditional majority of IEEE and remain the majority in Region 8. Yet, IEEE takes them for granted, and some staff had implemented steps that have worked against the interests of Industry. To return our attention to industry and to serve our industry members, we must re-establish a relevance of IEEE to industry. Starting in Region 8, we seek to achieve by dedicating significant resource to the task.

To progress IEEE Action for Industry in Region 8, the following is proposed:

The end objective must be change within IEEE from complacent expectation of support from Industry to commitment by IEEE Board to 'Action for Industry'

An intermediate objective is that R8 through its Director will make representations to the Board for Action for Industry.

The steps to generate intelligence for such Action will come from activity within R8 to rejuvenate IEEE involvement with Industry.

IEEE R8 Action for Industry will be enabled by engagement with Sections throughout R8. To achieve this engagement we will establish an Action for Industry team with Industry Ambassadors (IAs) for Africa, Middle-East, Europe, plus support from additional Corresponding members (members participating by correspondence) of the team. The Industry Ambassadors will have a roving role (travel telephone) to reach out to all Sections. Engagement of all Sections is vital to build strong relations with industry in the nations of R8. We must not expect the Sections to deliver without a corresponding commitment from R8. So, we will involve them and support them (with guidance and funds) in active participation.

We will make use of existing Industry Initiatives by Sections and build on the good things they may be doing with Industry.

We will access Senior and Fellow members based in industry as a means of reaching their companies.

We will implement specific actions (see the Stages below) within Sections which will be mentored by the IAs and the R8 Action for Industry Chair. We will not burden our Section volunteers with obscure generalities, but with specifics.

Year 1 will be a period of engaging with Sections and identifying and establishing contacts and actions with industry.

Year 2 will be threefold - (i) to consolidate on productive actions from year 1, (ii) amending and implementing alternative solutions to overcome impracticalities, (iii) to develop IEEE Actions for Industry based on what has worked, together with the inputs we already have received from industry about what must be done by IEEE to make it more acceptable to industry.

### Year 1

Stage 1. Dec 2014 - Jan 2015: Appointment of R8 Industry Ambassadors

Region 8 Ambassador for Industry in Africa

Region 8 Ambassador for Industry in Middle-East

Region 8 Ambassador for Industry in Europe North

Region 8 Ambassador for Industry in Europe South

Stage 2. 2015: Appointment of R8 Action for Industry Corresponding members, where needed. Note: This action has been deferred

Stage 3a. Jan-April 2015: Industry Ambassadors (IAs) interview Section leaderships and obtain details of all industry oriented activities.

Stage 3b Jan-April 2015: Corresponding Members to identify and list all IEEE Senior Members and Fellows based in industry in Africa, Middle-East and Europe. This action requires full co-operation from R8 Member Development Chair (R8 Director to secure this commitment) plus all member development chairs of each Section.

Stage 3c. 27th March 2015: 3a to be reported at R8 Committee in Cyprus.

Stage 4. April 2015: Extracting the best from identified Industry initiatives and planning deployment actions in the Sections of R8. If there are insufficient such initiatives, the R8 Action for Industry Chair will provide the detail to be implemented. These may include: Internship, Research-to-Industry Workshops, Technology Insight by practitioners. For Internships we will establish a process for assessing capable students and then support them in reaching out to specific identified companies to provide industry internships. In making such representations we must show credible disciplined high level of professionalism without favour - no corruption will be tolerated.

Stage 5. April-July 2015: Section leaders (and Section IAs) make contact with Industry Senior Members and Fellows and socialise those contacts to establish friendly relationships (avoid the arrogance of asserting that 'We are IEEE'). If useful, arrange evening receptions with senior industrialists as VIP guests.

Stage 5. April-September 2015: Implementing the action plan. Continuous monitoring of progress with guidance by IAs.

Stage 6. October 2015: Of R8 Industry team and all Section leaders or IAs at a pre-meeting at R8 Committee. Discuss progress, difficulties encountered and practicalities. Devise practicable Solutions. Report progress and next phase to R8 Committee.

### Best practices

Best examples of progress towards industry will be developed from those observed from inputs from Sections.

### Points of concern / Topics for future discussion

Progress towards industry has been superficial and has disengaged from the Sections. Engagement of Sections as part of the Action for Industry Team is vital. They will be the local interfaces and communicators and engagers with industry. During 2015 we will re-engage with Sections and involve their participation at the October meeting of R8 Committee - for which R8 has committed budget.

**Miscellaneous**

In general:

This is the initiative that has the best opportunity for IEEE to

- 1) 'Get closer to Industry'
- 2) Seek to benefit Industry by identifying top calibre Students and Young Professionals for Internships in Industry
- 3) Improve Section Vitality by active engagement with Industry Practitioners