

IEEE 2017: Advancing Technology for Humanity

Jim Jefferies, 2017 IEEE President-elect

Region 8 Meeting

25 March 2017



The Fuel of IEEE

Who we are

- ▶ Forward-thinking technology professionals coming together ...
 - to discover the next technological innovation,
 - to develop international standards,
 - to form communities,
 - to share research and educate,
 - in the spirit of collaboration.



IEEE Goals

2015-2020



Expand and enable dynamic, nimble, flexible, and diverse communities to help individuals from around the world to share, collaborate, network, debate, and engage with one another.



Provide technically vital forums for the discussion, development, and dissemination of authoritative knowledge related to traditional technologies, while focusing more of our resources towards serving the professionals working on emerging and disruptive technologies.



Lead humanitarian efforts around the world to use technology to solve the world's most challenging problems.



Leverage IEEE's technology-related insight to provide governments, NGOs and other organizations, and the public with innovative and practical recommendations to address public policy issues.

2017 IEEE Ad Hoc Committees

Foster continuity in IEEE's strategic direction

- ▶ Activities in Africa
- ▶ China Strategy
- ▶ Continuous Improvement
- ▶ Engagement in Europe
- ▶ IEEE Ethics Programs
- ▶ India Strategy
- ▶ Industry Advisory Board
- ▶ Innovation
- ▶ Internet Initiative (3I)
- ▶ Organizational Support for Public Policy Activities
- ▶ Strategic Alignment & Oversight



Expanding Global Outreach

New technology connections

- ▶ IEEE collaborations around the world inspire innovation for those who develop and deliver technology solutions

New Markets

Local Programs

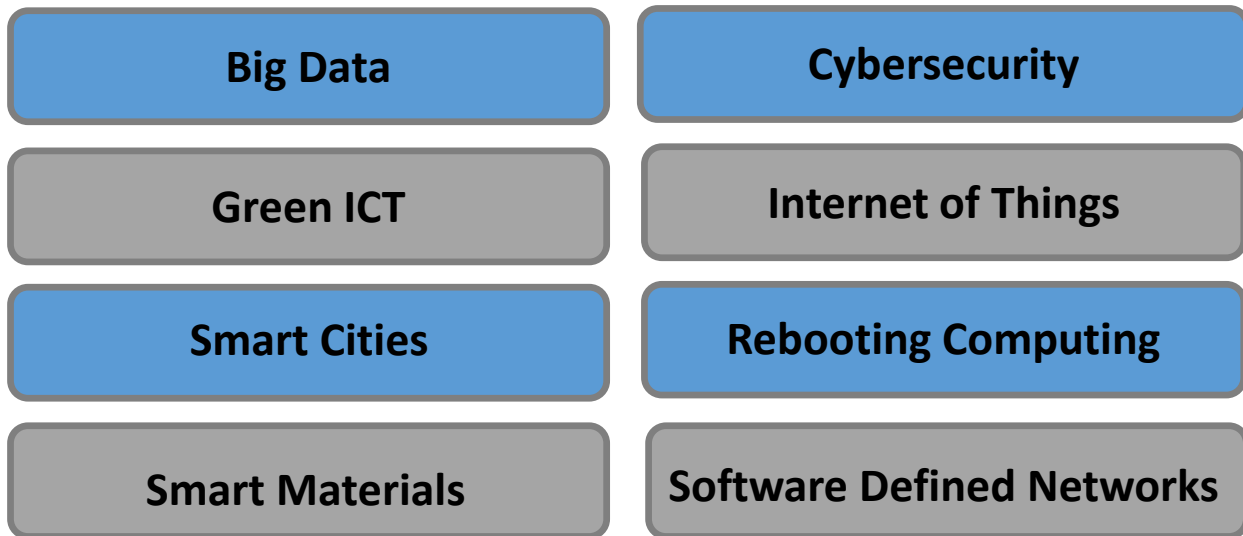
Product Innovation

Global means doing
what is needed **locally**,
everywhere.

Future Directions Committee

IEEE's innovation engine

- ▶ IEEE focuses on what's next—enabling innovation and the creation of new technologies



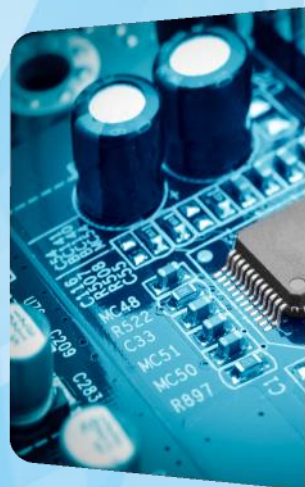
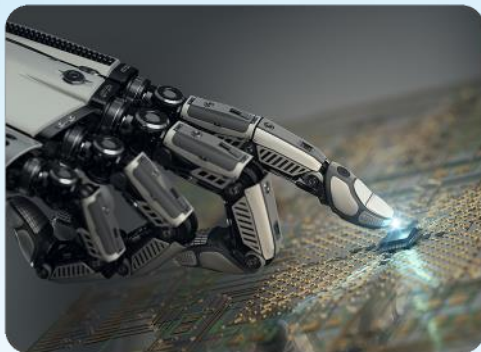
Future Directions Initiatives

Maturity Level



**IEEE SMART
MATERIALS**





Creating the Next Generation of IEEE

Outcome of Post-Synteegration Strategy Session



Creating the Next Generation of IEEE

Board retreat strategy session

**What should IEEE look like in 2025
to appeal to and serve young
professionals and other
underserved communities
globally, and what should IEEE do
to get there?**



Session Objectives



- ▶ Determine what a membership society like IEEE should look like in the future
- ▶ Find new ways to appeal to and better serve young professionals (including women and diverse global populations)
- ▶ Create long- and short-term plans to undertake the required transformation
- ▶ Engage leaders from across IEEE to co-create the plan and gain their buy-in and alignment

What Emerged...

In 2025 and beyond, IEEE is positioned to appeal to and effectively serve young professionals and other underserved communities globally.

[1] Engage, Enable, and Empower Diverse Global Communities

[2] Serve IEEE's Communities of the Future

[3] Support the Development of Young Professionals

Strategies

- A. Build the right infrastructure to enhance engagement and communications with top notch user experience
- B. Tailor the membership model to meet the needs of diverse communities
- C. Futureproof our engagement model

- A. Recognize the importance and promise of the African Continent
- B. Create a global entrepreneurship and innovation ecosystem

- A. Create a volunteer ecosystem to provide opportunities for Young Professionals
- B. Serve industry at the intersection of the supply and demand for talent



Young Professionals are the Future of IEEE!

Emphasis is on increased engagement with young professionals

- ▶ Seek out our Young Professionals!
 - IEEE Young Professionals Program (formerly GOLD)
 - www.yip.ieee.org
- ▶ Appointed a Young Professional to every 2017 IEEE Ad Hoc Committee roster
- ▶ Invite them to join your activities
- ▶ Encourage participation in governance and volunteer leadership





Appendix

Engage, Enable, and Empower Diverse Global Communities

Recommendations

- ▶ **Build the right infrastructure to enhance engagement and communications with top notch user experience**
 - Build the right infrastructure to enhance engagement and communications with the best user experience--a portal driven by analytics
 - Use customers' data to drive communications and segmentation of customer type (categories) and include recognition of contributions
- ▶ **Tailor the membership model to meet the needs of diverse communities**
 - Launch a corporate membership for IEEE
 - Pilot in 2017 with between 2 and 3 corporations; consider in package offering industry distinguished lecturers, trend papers, education, innovation workshops, management, etc.
- ▶ **Futureproof our engagement model**
 - Consider appointment of a Young Professional as a non-voting member of the BoD
 - Foster collaboration on Strategic Agenda with underserved communities



Serve IEEE's Communities of the Future

Recommendations

- ▶ **Recognize the importance and promise of the African Continent**
 - Propose a non-voting member of the IEEE Board representing Africa
 - IEEE Ad Hoc Committee on Activities in Africa to become a standing committee
 - Consider 2020 BoD meeting and Sections Congress to be held in South Africa
 - Develop an effective multi-format communication strategy for Africa

- ▶ **Create a global entrepreneurship and innovation ecosystem**
 - Create a series of local entrepreneurial activities in 3-5 low GDP countries with a reasonably strong IEEE presence
 - Develop an ecosystem to support entrepreneurial activity where we can house and leverage all diverse assets we have in IEEE



Support the Development of Young Professionals

Recommendations

- ▶ **Create a volunteer ecosystem to provide opportunities for Young Professionals**
 - Develop VO4YP (Volunteer Opportunities for Young Professionals) Program
- ▶ **Serve industry at the intersection of the supply and demand for talent**
 - Develop Service Navigator
 - Develop Service Navigator as a handheld app connected back into IEEE Talent Marketplace and contributing to Xplore for Practitioners
 - IEEE Talent Marketplace
 - Develop back end for Service Navigator and connected to Xplore for Practitioners; delivers information to corporate and personalized services for members
 - IEEE Xplore for Practitioners
 - Store for data for practitioners, such as code, VMS development information, etc.

