

Bernie Sander – R4 Director 2017-2018



- Contact Info
 - H 630-357-3022
 - M 630-303-2664
 - bsander@ieee.org
- Director Report
 - Welcome and Thanks
 - My World is Changing
 - Challenges for IEEE
 - Region 4 2018 Strategic Priorities



My World is Changing! What Do I Do?

Engineering is Changing! Professional Organizations?

What should IEEE do?

- Lessons From History?
- Queen Elizabeth and Baron Altrincham (1957)
 - Story Told in “The Crown”
 - Relevancy of Monarch to the people?
 - Recommendations
 - 3 Things Queen should start doing
 - 3 Things Queen should stop doing
- Model for what IEEE (us) should do?

How do we measure success?

- Does IEEE membership excite our professionals? List of Benefits? Viral?
- Examples
 - Reaction of students in “Hour of Code”
 - LEGO Robot Problem –
 - Seeing inside of phone – camera etc.
 - Young Engineers excited by success

Region 4 2018 Strategic Priorities

- Member Experience via Section Support
 - Promote Active Interchange within Areas
 - Increasing Focus on Young Professionals
 - Conferences & Technical Act
 - PACE Support
- Financial Sustainability -
 - Revenue -Conferences, Assessment, Seek Other sources of revenue
 - Expenses - Manage to Budget, WebEx
- Member Engagement
- Member/Retention (Student, YP, New)
- Unit Engagement (Training)