2018 IEEE Industry Engagement

Dejan Milojicic, IEEE Division Director 8; Past Chair, IEEE Industry Engagement Committee

Distinguished Technologist, Hewlett Packard Labs, Palo Alto, CA

Industry Discussion Action for Industry Meeting

Belgrade, Serbia, 20-21 October 2018

IEEE Challenges

- IEEE was founded by industry, engineers, technologists, yet we have been out of touch with their needs for some time

- Our content has been losing relevance to those groups (with the exception of Standards)

- Our offerings are increasingly academic and we are increasingly perceived as an academic organization

- IEEE's membership from industry has been in decline, from near 60% in 2005 to under 40% in 2015

- Until this year, there was no IEEE-wide organizational unit to address this problem (Industry Engagement Committee)

Industry
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Committee

Membership situation in Europe (2016)

- 27% of Region 8's Higher Grade Members (not including GSM) are from industry
- 45% were from academia
- 10% from government
- The rest broken up by non-profit (non-educational), retired, and full-time student
- 2% accounted for entrepreneur/founder and 4% for self-employed/consulting

Geographic Distribution by Member Grade
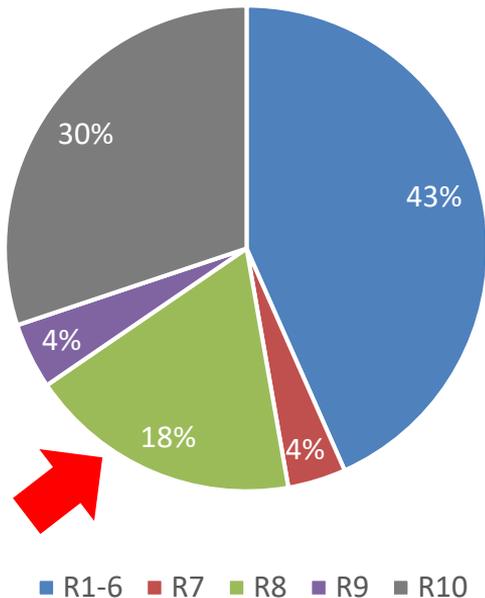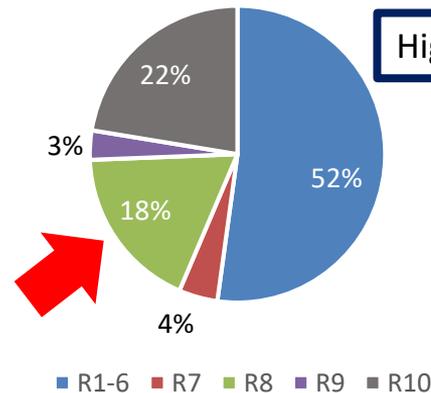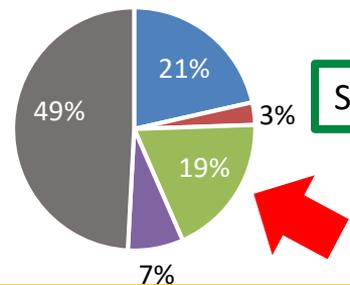
From Ad Hoc Committee to Committee

Ad Hoc	Ad Hoc	Ad Hoc	Ad Hoc	Committee of IEEE
2014	**2015**	**2016**	**2017**	**2018**
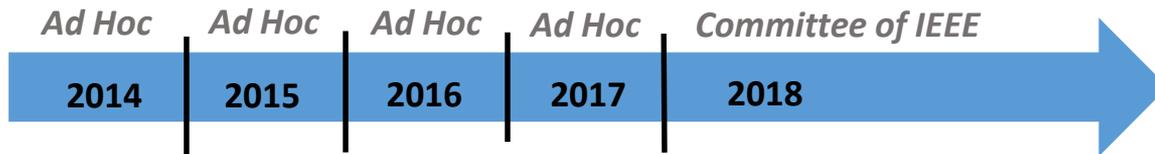
▸ 2014: Made recommendations to IEEE BoD to increase interest and participation from industry

▸ 2015: IEEE BoD outreach meetings launched in Germany, Japan, China, Silicon Valley, met with 175+ industry leaders to understand how IEEE can address the needs of the industry engineer

▸ 2016: Deepened IEEE's engagement with and began to deliver value to industry
- Board Outreaches to China, Japan, India, Israel, Korea, Singapore, Taiwan, UK, met with 250+ leaders
- Segmentation Study, Awards Program, Trend Papers, Support for Industry Summit/Entrepreneurial events

▸ 2017: Provided more opportunities, products and services that will enable IEEE to better serve the needs of professionals in industry, particularly younger professionals and entrepreneurs
- Board Outreaches to Brazil, Kenya, Australia, Twitter, met with 200+ industry leaders
- Trend Papers, Confluence Event, Webpage, New-style conference, continued support for industry activities
- 1st IEEE Industry Advisory Board meeting held
- **Approval as a Committee of IEEE at November IEEE BoD Meeting**

Industry
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Committee

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Committee Charter - General

The Committee shall facilitate IEEE industry engagement activities broadly across IEEE, coordinate at the IEEE level, identify and act on opportunities, gaps and overlaps across IEEE, launch initiatives, and recommend to the IEEE Board needed development of products and services that meet the needs of industry, government and industry professionals.

Full Charter at: https://www.ieee.org/about/corporate/industry-engagement-committee.html

IEEE Industry Engagement Committee

	Name	IEEE Role	Company
1	Eddie Custovic, Chair	Region 10	La Trobe University
2	Hossam Ali	Region 8 & 10	Vodafone
3	Lola Awoniyi-Oteri	Region 6	Qualcomm
4	Tom Coughlin	Region 6	Coughlin Associates
5	Stefano Galli	Region 1	Huawei
6	Bruce Kraemer	Region 3	Retired – Marvell Semiconductors
7	Tingting Liu	Region 10	Tencent
8	Dejan Milojicic	Region 6	HPE
9	Ed Palacio	Region 1	P&L Technical Mgmt. Solutions
10	Glenn Parsons	Region 7	Ericsson Canada
11	Sohaib Sheikh	Region 8	Arup
12	Barry Shoop	Region 1	US Military Academy
13	Allan Tear	Region 2	RevUp

2018 Priorities and Outputs

▸ New Products and Services
- <u>Corporate Partnership Program Pilot</u>
- <u>Infrastructure'2018: infrastructure.ieee.org</u>
- <u>Industry participation in magazines, articles and other publications</u>
- <u>Distinguished Member: Planned for 2018</u>
- <u>Awards for industry, Awareness, Sponsorship, Fundraising</u>
- Recommendation for more new-style, industry conferences and events
- <u>Industry Congress</u>

▸ Governance
- <u>Industry Engagement Committee held 2 F2F meetings (June and November)</u>
- <u>Industry Advisory Board</u>, 2nd Annual Meeting, planned for 3 November 2018 in CA
- Engagement Guidelines and Best Practices
- Industry mapping and cataloging
- Increased accessibility and visibility of industry publication

- **Industry Strategy with support from OUs**

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Now Included in Offer:

IEEE Individual Membership Discount

- $25 off each new full IEEE Membership*
- $25 off each renewal full IEEE Membership
- $25 discount on Affiliate Membership upgrades**
- Customized Membership landing page

▸ Notes:
- Full Membership is a full year Professional Membership
- *Individual Membership Discounts may not be combined
- **The Affiliate fee will be applied to full membership fee in addition to the $25 discount.

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Partners within IEEE

Society Involvement

- Computer Society

- Communications Society

Additional Inclusions

- Sponsorship opportunities
- Professional development
- Society memberships

Status Update

-CPP Collateral

- Brochure
- PPT Template for Presentations
- CPP Flyer

-In Process

- Website/landing page on IEEE.org in discussion- looking to have 2018 link under Membership and into 2019 a tab on the homepage (working with creative & product marketing)
- Prospect Database – All IEEE Engagement (2019 stretch goal for IEEE Product Marketing)
- Research Ongoing - contact information

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Looking Forward

2018 and 2019

- ▸ Pilot plan continuation into 2019
- ▸ Target list growth
- ▸ Work with IEEE Societies

2018 IEEE Infrastructure Conference: Scaling for the Future

Brief History

▸ In 2017, Mazdak Hashemi (Engineering VP, Twitter) reached out to IEEE President Karen Bartleson, to engage engineers with IEEE and its products and services

▸ Members of IEEE Board met at Twitter HQ to discuss mutual cooperation, areas in which IEEE can provide value to twitter

▸ We selected industry-focused, 1-day conference targeting infrastructure (vs traditional 2-3 days & papers submission)

▸ Mazdak Hashemi and Dejan Milojicic, Conference Program Committee Chairs, lead planning, beginning in late 2017…

▸ Excellent example of responding to, and providing value for, industry and its needs

2018 IEEE Infrastructure Conference: Scaling for the Future

Sponsors

▸ US$50K for 1st time conference

▸ Some doubled as exhibitors, were interactive and hands-on

Attendees

▸ 153 registered, 144 attendees

▸ From the local engineering/infrastructure communities such as the below and more

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2018 IEEE Infrastructure Conference: Scaling for the Future

Speakers and Keynotes

▸ 2 Keynotes, over 20 Speakers

▸ 1 Panel Session, How to Manage Failure at Scale and Lessons Learned

Program Designed to…

▸ **Gain insight and inspiration to (re-)think your infrastructure in discussion with foremost experts across the technology industry**

▸ Join us exploring big picture questions to reach forward thinking insight, operational nuts & bolts to maximize your infrastructure, e.g.:

- Understand the **evolving role of AI** to automate, address complex challenges, and improve overall productivity and customer experience
- Leverage **systems, services design, and operational management** in scale
- Manage **failures and lessons learned** using real-world scenarios and examples
- Assess **trust** models in your system paradigms
- Address the **engineering culture and customer experience**

▸ Let's learn from each other, tell our stories, and create a community and network that we can trust and reach out to when needed

FEATURED SPEAKERS

Jennifer Fraser ⌷
Twitter
Senior Director Infrastructure Engineering
Global Co-Chair @TwitterWomen

Danny Lange ⌷
Unity Technologies
Vice President of AI and Machine Learning

Benjamin Treynor Sloss ⌷
Google
VP of Engineering

Industry Engagement Committee

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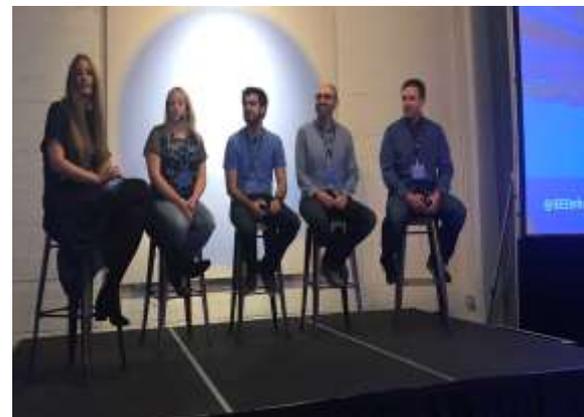
Lessons Learned, Infrastructure Conference

- They key value of industry event is quality of speakers and talks; it requires careful selection of speakers, companies, and topics

- Choice of chairs & PC members with good network is essential; they need to engage in selecting speakers, topics, and sponsors

- Because events are new, it is as hard to recruit attendees as it is speakers; launch a wide recruitment early on

- Organizing such an event requires high touch, continuous interaction between volunteers and dedicated staff

- Chairs, Staff, Speakers, Program Committee, Attendees, Sponsors all play many roles, not just one; success depends on it

- Geographic location is very important, where industry exists; venue and space should match desired attendee experience (e.g. Terra Gallery - hip, non-traditional, local)

- Focus on being relevant in every way to the community you're looking to engage - space, messaging, production, experience

- Staff roles are different - event production, managing and navigating backend processes, market research, marketing incl. social media, direct marketing, messaging and communications

- We can leverage speakers of the inaugural event to recruit speakers in the subsequent event

- No matter how much you plan and test, problems happen (clicker did not work), always have a few fall back solutions

- Work with people who you like and respect; situations will be stressful with many changes, you need to have full in co-workers

- All kinds logistics changes are possisble, be prepared to move things around and dynamically adjust schedule

- Have an initial program available a few months in advance, essential in attracting attendees and getting mgmt approval

- Have a recurring meeting with PC members and set expectations ahead and if needed swap ineffective ones

- Continue to educate people, some associated this conference to other IEEE conferences and thought they have to submit paper

- Add sufficient time to plan and to ensure important speakers have availability on their calendars and time to market the event

- Engage speakers as evangelists for the event (help engage their organization and network to support and attend the event)

Survey Results on Friday which we can input here

- This was hands down the best conference I have attended in my 15+ years in the profession. The lineup of speakers and diverse experiences provided an interesting angle for every attendee. What I found most valuable was the fact that the presentations were short enough and digestible. Great networking opportunities. It brought together professionals who live within a 50 mile radius but never interact due to the competitive nature of our organisations.
- Being a semiconductor supplier I found it great to hear about some of the challenges hyperscalers have had in scaling up their IT infrastructure.
- Great conference, good speakers and topics community and open discussion during panel talks were greatly majority very interesting and infrastructure-focused from large companies with hard problems
- I liked that it was single track so I did not have to choose the talks I needed to attend. Industry focus, especially on practitioners

- I really enjoyed that the conference had a strong representation of industry veterans that spoke about their experiences and thoughts. Most conferences I go to have devolved into product pitches. It was extremely valuable to listen to industry veterans speak about what does and doesn't work in their past.
- Hearing from others across the industry was great
- I enjoyed the talk from the gentleman from West Point about securing physical infrastructure.
- Excellent speakers and ending keynote; Different atmosphere than your typical conference; Nice venue
- The talks presented covered a wide array of topics and were almost universally at a good technical depth. It's refreshing to attend a conference with speakers who directly address a technical audience.
- Good talks , simple setup one track that keeps everybody focused

Q1 - Overall, how satisfied or not satisfied were you with the Infrastructure Conference

| 11% | 34% | 45% Very satisfied 5 |

Not at all satisfied 1   2   3   4   Very satisfied 5
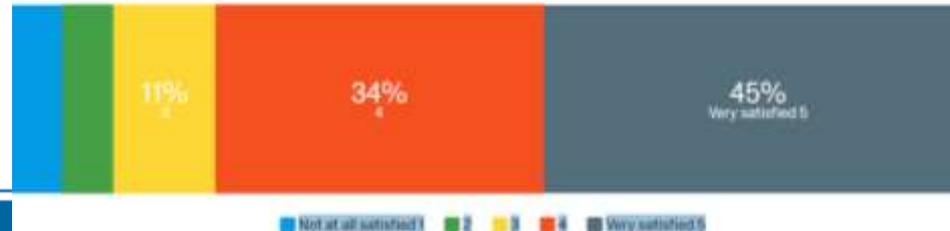
AI/ML Applied to Cybersecurity Trend Paper Released

New model of engagement

- ▶ Connecting technology leaders, industrial leaders, and policy leaders
- ▶ Authored by 19 leading experts from Artificial Intelligence (AI), Machine Learning (ML), and cybersecurity sectors
- ▶ Featured Web page on IEEE.org **with over 3K PDF downloads: https://www.ieee.org/about/industry/confluence/feedback.html**
- ▶ Wide distribution and promotion including:
  - IEEE President Jefferies distribution to the IEEE BoD and all MOUs; cascaded propagation across SA, TA, EA, etc.
  - Interview in Spectrum Online: https://spectrum.ieee.org/tech-talk/telecom/security/report-nextlevel-cyberattacks-demand-data-clearinghouse
  - Promoted on IEEEorg Facebook and Twitter channels May 15 – June 1 with **over 4K engaged** (comments, sharing, liking, etc.)
  - Featured on the IEEE.org carousel and Collabratec and promoted via IEEE online newsletters including The Institute Online, Society Sentinel, SCOOP, and the Transmitter, and on an ongoing Xplore Ad
  - Other promotions include CEO of ISACA cascade, HPE WW Ambassadors distribution, University of Maryland, distribution at the World Economic Forum Workshop on "Shaping Forms and Uses of Computing for a Human-centered Inclusive Future in the Fourth Industrial Revolution"

Artificial Intelligence and Machine Learning Applied to Cybersecurity

The result of an intensive three-day IEEE Confluence 6-8 October 2017

In the spirit of continued transparency and peer-review, please provide your comments/feedback: https://www.ieee.org/about/industry/feedback.html

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Advancing Technology for Humanity

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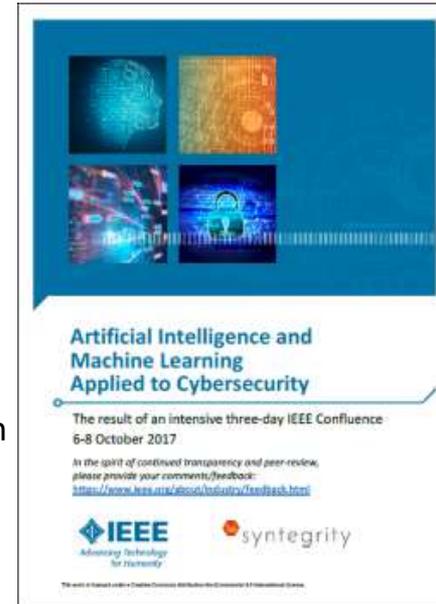
Lessons Learned, Confluence

Successes

▸ Gathering high caliber attendees is key, ~20 people worked well; personal connections critical in invitations, high acceptance rate

▸ Careful planning of goals, design of the event, and outcomes very important; pre-, post-event equally important as event

▸ Alternating brainstorming, reviewing, and documenting among breakout teams increases chances of consistency, synergy and broad and at the same time selectively deep coverage

▸ Carefully identifying owners who will write the section post-event will help

▸ A few skillful editors/writers needed to review whole paper

▸ Advertising broadly helped visibility and distribution of the paper and ultimately its impact. "Plan for marketing"

▸ Collocating (2nd) event with another conference helped logistics and simplified many details

Opportunities for improvement

▸ Engaging external facilitator was useful (forcing function in planning, structured meeting, follow-ups, etc.) however it is not financially sustainable we hope we can make up with volunteers

▸ Aspiration to write paper during the event was not successful, we should have used that time to prepare high level notes

▸ Roundtable was not an effective means to refine what had already been written.

▸ Participants that they would have liked instructions on process to be even more clear from the beginning

▸ Few participants used Google Docs during the meeting to engage in the process, some didn't have access, and many didn't seem interested in collaborating in this way.

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Distinguished Technologist

Of the 3.5k Fellows elevated since 2007

|	
Research Engineer/Scientist	80.8%
Technical Leader	10.4%
Application engineer/Practitioner	5.9%
Educator	2.9%
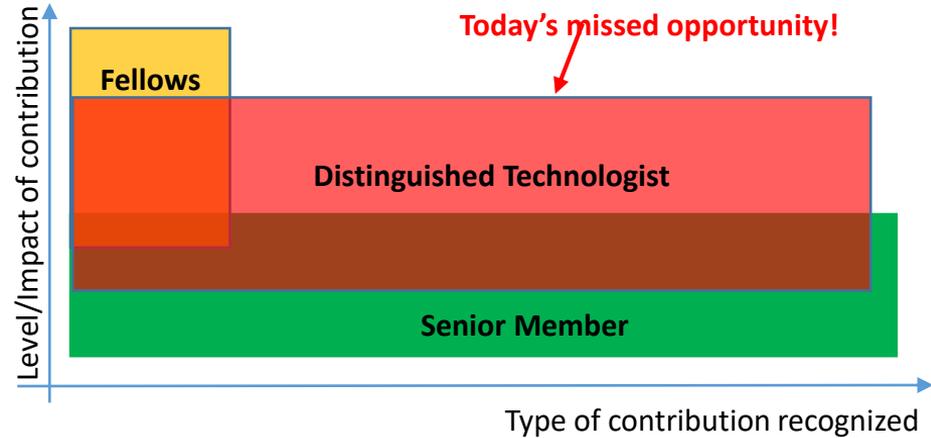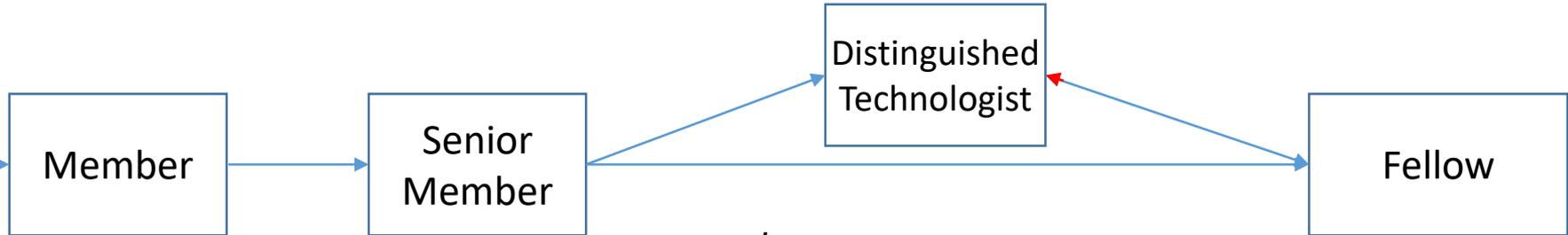
Awards Board: Engagement Sponsorship Fundraising Task Force
(Rich Cox, Adam Drobot, Nim Cheung, Dejan Milojicic, Keyana Tennant)

‣ As the largest professional technology organization in the world, the IEEE promotes a vigorous program of awards and prizes. The individuals, companies, and organizations that IEEE recognizes are the innovators, inventors, and builders that lift all of humanity by driving technological progress, commerce, and benefits to society. They serve as the inspiration to future generations of leaders. **(POSITIONING, IF YOU HAVE MORE TIME)**

‣ We want to win your participation in the IEEE Awards program. IEEE Individual and Company awards are the most prestigious and important recognition of contributions to human progress! **(ELEVATOR PITCH, IF YOU HAVE 7s ONLY)**

‣ It is doubtless that there are individuals within your company, and successful and important technologies that deserve to be recognized. Be a part of ceremonies where awards are presented and of the awareness campaign to publicize and celebrate the recipients! **(MORE, IF YOU HAVE 15s ALTOGETHER)**

‣ The recognition promotes the profession by exposing the public to important and exciting developments. It spotlights the hard work that our IEEE members and technologists do every day to shape our world and make it a better place. It is also likely that you are part of an industry that has benefited from the progress made by IEEE members through their seminal contributions. **(FULL, USE WITH ALL OTHERS)**

Industry Engagement Committee

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Awards Board: Engagement Sponsorship Fundraising Task Force
(Rich Cox, Adam Drobot, Nim Cheung, Dejan Milojicic, Keyana Tennant)

- Created brochure for reach out to industry
- Targeting past award winners (Nim)
- Targeted segments (Rich)
- Broad reach out for all opportunities (Dejan)
- Working with Change Makers (Keyana)
- Contributing to all (Adam)

Industry Congress

▸ Bring all successful industry engagement activities at one location and at the same time

- Events: IEEE Infrastructure Conference; Industry Summit; Confluence
- Roadmapping (e.g. IRDS) and standards (e.g. CAG)
- Publishing: Technology Trends Reports and Predictions
- Education: Select training and tutorials linked to events
- Membership: elevation to new membership grades
- Governance: Industry Advisory Board and Industry Engagement Committee

▸ Benefits

- Gain momentum and rallying behind the same agenda
- People would be working hard in preparation of the event, and try to achieve some successes prior to that week.
- All people at the same place can lead to synergies across the technologies, across products and services, can lead to very useful engagement of all industry-related people within IEEE and
- Our invited guests who would have more reason to attend individual gatherings (e.g. IABs and Conferences of different kinds, etc.)
- This is well known concept (Section Congress), seems to be working, people are familiar.

Industry Congress, Execution

▸ Carefully select passionate, dedicated co-chairs to run the whole event, and probably a steering committee with chairs of individual events

▸ Very close engagement with Conference team (great success for IEEE Infrastructure)

▸ Buy-in and tie with relevant IEEE organizations to participate, optional not required, they need to see value and be motivated to participate

▸ Industry Congress would be a highly decentralized event, a placeholder for industry related activities to gather rather than strongly coordinated

▸ No requirements for centralized investments like Section Congress does, all individual events would be self-funded, *BUT* we would only go for top events, not for quantity but quality

▸ Cost would be reduced because of the collocation, we can get more leverage for larger event

▸ Complex to organize but eventually much higher influence collectively, it would be an industry signature week, Industry Congress

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Industry Advisory Board

Inaugural meeting took place at West Point (USMA) on 28 October 2017

IAB Recommendations

▸ Revise the IEEE mission/strategy to clearly define industry engagement
- Define IEEE's 5 year industry-related plan; Where do we want to win?
- Define value proposition for all constituent persona types (academic, industry, gov't, etc.)
- Re-position the IEEE brand $I\Sigma^3$

▸ Unanimous support for the IAB and IEC
- Continuing on IAB: All 10 members
- Action items to be addressed at Board Retreat
- Participation at Brain Fuel Session Feb 2018 IEEE Meeting Series in Florida a success

Members

▸ M. Blaise, SVP, ComEd

▸ K. Bresniker, Fellow, VP Hewlett Packard Enterprise;

▸ D. Dunie, Ind. Board Director, ex-EVP/CTO CACI

▸ J. Freeman, Director, Boeing

▸ K. Hagimoto, President and CEO, NTT Electronics

▸ M. Hashemi, ex-VP Engineering, Twitter

▸ D. Lange, VP AI/ML, Unity Technologies

▸ N. Mehta, Chairman, Schneider Electric Kenya Ltd

▸ B. Meyerson, IBM Fellow, Chief Innovation Officer

▸ Michael Muller, CTO, ARM

Industry Advisory Board

Second annual meeting scheduled at HPE in Palo Alto, CA on 3 November 2018

▸ Review of Industry-related Products, Services and Activities
- New-style industry events   - Industry Congress Proposal
- Corporate Partnership Program Pilot   - Industry-focused Publications
- Distinguished Technologist (Member)   - Engagement Guidelines
- Young Professionals Sub-Committee

▸ **Strategy Discussion**
- Industry Engagement Committee Strategy
- IEEE Strategic Oversight Committee Proposal and IEEE Strategic Plan

▸ **Structure of Future IEEE Industry Advisory Board**
- Charter
- Chairperson and Membership
- Terms of Service
- Roles and Functions

▸ **Industry Advisory Board Member Report of Challenges and Priorities**

Goals for Meeting:
1. Support of Products/Activities
2. Feedback/Guidance on Strategy
3. Approval of IAB Structure
4. External Publicity of IAB/work

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IEEE Industry Advisory Board

Michelle Blaise, ComEd

Kirk Bresniker, Hewlett Packard Labs

Deb Dunnie, Independent Director

Jim Freeman, Boeing

Kazuo Hagimoto, NTT Electronics

Mazdak Hashemi, Technology Advisor

Danny Lange, Unity Technologies

Naresh Mehta, Schneider Electric Kenya
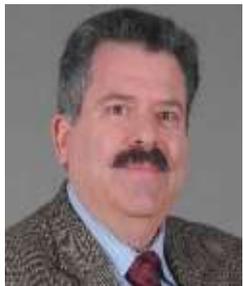
Bernie Meyerson, IBM

Mike Muller, ARM Inc.

*Mark Papermaster, AMD

*Haifeng Wang, Baidu

*Juliet Wang, Tencent

**Vint Cerf, Google

*Papermaster, Wang and Wang new 2018 IAB members
**Vint Cerf agreed to serve in 2017/2018 but could not attend due to schedule conflicts

Summary

▸ IEEE has focused on reverting the trend of decreased participation from industry

▸ We created a strong portfolio of industry-related products and services

▸ We continued focus on governance (internally and externally)

▸ Going forward, we will
  - Continue building up successful products and services with highest relevance to industry
  - Articulate and share the strategy and measurable goals for industry engagement
  - Formalize relevant processes

▸ Future work in conjunction with Region 8
  - Focus on regions, including Europe
  - Build relationship with corporations, top down and bottoms up, including signing MOUs
  - Conduct market analysis, regional industry awareness
  - Increase focus on entrepreneurship, especially in Europe
  - Introduce formalized processes and improved communication from the IEC to regions

BACKUP

IEEE

Industry Engagement Guidelines and Best Practices

What do we know is happening: IEEE Members and Volunteers interact with industry and government all over the world, for different reasons and at different levels, and their approaches are different

- ▸ Members and Volunteers have no way of knowing who else from IEEE has interacted with the entity, the result of the interactions, what is available to them in the process
- ▸ Different levels of information/details are needed for different levels of industry
- ▸ Feedback sent to Committee has been more support in engagement process

What are we trying to achieve: Provide resources to make these engagement experiences more positive and fruitful

- ▸ Give resources to get information rather than provide them with everything
- ▸ Think about what is the message Volunteers and members can deliver effectively

Progress Made and Plans for Q4 2018 and 2019

▸ Solicited and incorporated feedback from across IEEE's OUs, Regions and Sections, including IEEE professional staff (MSD, Asia Offices, Standards)

▸ Finalizing Engagement Guidelines, Best Practices and Slides; Intended to serve as resources to IEEE Members and Volunteers who engage with industry. This is not an exhaustive list of protocols, nor is it prescriptive. These are guidelines of best practices for engaging

▸ Communicating these resources to the wider IEEE community, especially those with industry and government engagement activities

▸ Analyze the feedback received at year-end 2018 and 2019, refinements, and maintenance of guidelines resources, including the potential use of a Customer Relationship Manager (CRM) system in 2019

Industry Activity Mapping and Cataloging

What do we know?

- Almost every OU, Society, Section, or Region has an industry-related product, service, information, boards, committees and strategies, and for the most part, all are siloed so information is not shared

- There are overlaps, gaps, and unknowns since there is no one body analyzing, coordinating and synchronizing these activities and engagements across IEEE

- Successes are perhaps unknown, failures are perhaps repeated

- **There is so much opportunity! Partnering is crucial!**

GOAL: Map/Catalog these industry-related activities, encourage collaboration, capitalize on opportunities, maximize potential by…

▸ "Interview" across IEEE (OUs, Regions, Societies/Councils) with data-driven questions

▸ Inventory and Categorize who is doing what

▸ Analyze, re-categorize the information in order to coordinate/synchronize industry activities broadly across IEEE, identify/make recommendations, act on opportunities and gaps which may overlap, make this information freely available/accessible to IEEE

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Progress Made to Date

Phase 1 - Survey

▸ Survey sent to all OUs, Regions, Societies and Councils

▸ 35% total response rate

Phase 2 – Analyze Data

▸ Responses to survey only reinforced the knowns, didn't uncover unknown gems

▸ Currently reviewing data report and identifying outliers, opportunities, overlaps in order to gather reasonable and useful data, and incorporate into easily understandable format

▸ Sent out third and fourth requests for completion of survey, will follow-up at November Series

Phase 3 – Presentation

▸ Share data report with IEEE stakeholders by 2018 IEEE November Meeting Series

Plans for 2018 and 2019

▸ Make recommendations to IEEE/MGA to better understand membership segmentation

▸ Continue mapping and cataloging work from 2018 into 2019, including request for additional resources to catalog and platform to continuously update data, as the work is a big undertaking but absolutely necessary

Industry-Related Publications

What do we know?

- Industry-focused publications (Trend/White Papers, Roadmaps, Journals, Magazines) exist in various locations across IEEE but are not easily accessible or discoverable, nor is there a repository for industry content

- Industry doesn't view IEEE in the same light as the academic world when it comes to related content

- Declining participation from non-academic organizations in publications

What don't we know?

- Does/Would industry value these publications? Should we do more and if so, on what?

- How can IEEE make these industry publications more easily accessible and discoverable?

- Is there a central repository currently within IEEE (*Xplore*? Resource Center?) to house these industry-focused publications?

GOAL: Make industry publications more visible, discoverable and accessible for IEEE Members/Non-members

GOAL: Create a directory or mechanism for finding industry-related publications more easily

GOAL: Get more universal and global recognition rather than from just inside the IEEE domain

GOAL: Change the way industry thinking of IEEE as the place to gain knowledge and expertise

Industry Engagement Committee

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Progress Made to Date

Advertising 4 Industry Committee Trend Papers on *Xplore*

▸ Purpose was to gauge the traction and appetite for consumption in a "home"

▸ Although great visibility and ad server impressions (hundred of thousands), very low number of downloads

▸ Cannot be ascertained if the visitors were from industry or not

Industry Activity Mapping Across OUs, Regions, Societies/Councils

▸ All OUs, Regions, Societies/Councils sent a questionnaire to understand who is doing what

▸ Response rate was very low, and results proved what we already knew

▸ Industry-focused content is dispersed, no centralized location/home due to silos

▸ Mapping is on-going process into 2019 and beyond; Will share findings and make available

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Plans for 2018 and 2019

Short/Long Term Solution Planning: Home for Industry-focused Publications

▶ Short-term solution: Find a Home for trend papers, measure traction/clicks/downloads

- Requires approval by various bodies/processes to upload trend papers in *Xplore*

▶ Long-term solution: Find a Home for all industry-focused, *non-Xplore* traditional content

- Develop Proof of Concept, approval by various bodies/changes to the PSPB Ops Manual to allow for more industry content in *Xplore*, and changes to the *Xplore* interface to accommodate new industry content

- Concerns about reliable streams, timely topics, getting lost in *Xplore's* 4M+ articles

Or…

▶ Create a non-*Xplore*, non-Resource Center platform to house this industry content

▶ Need to ensure acceptable/standard peer-review process, user experience, quality of content no matter where/what the home is

▶ Promote this new industry content and drive traffic

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Plans for 2018 and 2019

Short/Long Term Solution Planning: Industry Recognition and Participation

- IEEE's magazines could serve as a great example to draw industry participation in our published work and thus engage our societies and IEEE in general with industry and industry professionals, which could lead to membership growth and additional revenue

- Solicit or co-author papers from companies/consultants

- Invite industry speakers at IEEE Conferences to turn presentation into articles

- Create "Calls for Articles" for magazines or other publications targeted at attract industry leaders

- Greater effort to ensure visibility of this content by industry and invite to work on future issues

- Awards for industry leaders and publicize in magazines

And more!

- Regular articles introducing an industry member or dignitary

- Encourage regular columns on relevant technology and "how to" articles rather than research

- Offer "special issues" for industry initiatives

- Capture examples/testimonials from industry authors on why they publish in IEEE

IEEE

Young Professionals Industry Engagement Sub Committee

	Name	IEEE Role	Company
	Khaled Mokhtar (CHAIR)	IEEE R8	Dubai Government
	Lola Awoniyi-Oteryi	IEEE R6	Qualcomm
1	Abdur Rehman	IEEE R6 – IEEE YP	Pugent Sound Energy
2	Ravendar Bhojwani	IEEE R6	Amazon
3	Mohamed Bilal Javeed	IEEE R10	Entrepreneurship
4	Veronika Nasheva	IEEE R8	Fellow Entrepreneur First
5	Mohammed Amin	IEEE Industry R8	Nokia
6	Jeff Eker	IEEE R2 YP	Deloitte
7	Sean Garrity	IEEE R7 YP	BBA Engineering
8	Natália Dultra Raposo	IEEE R9	Itau Corporate Investment Bank Brasil
9	Eddy Deeb (Corresponding)	IEEE R8	Alfa Telecom
10	Praveen Kumar	IEEE R4	Commwealth Associates, Inc
11	Mario Milicevic	IEEE R6	Maxlinear
12	Almedin Kavaz	IEEE R8 YP	Energo Invest
13	Jennifer Hunter	IEEE R6	Microsoft

Formed thereafter to give the IEEE Young Professionals working in industry a direct voice on the Industry Engagement Committee. The IEEE YP IES is responsible for providing input to the IEC regarding emerging trends, challenges and opportunities among young professionals in industry.

Active Initiatives

▸ Video Campaign

- Short videos highlight top companies in various verticals and IEEE employees/members

- YPs share experiences in engineering, how IEEE has enhanced their careers

- Sample can be [found here](#)

- Plan to launch 4-6 videos on social media by end of 2018, gauge effectiveness/refine in 2019

▸ Benefits Guide

- Include direct/indirect benefits available to YPs

- Recommendations on how to create impact in local/global communities through IEEE

- Final draft expected year-end 2018, distribution and refinement in 2019

▸ Professional Content for Young Professionals in Industry

- On-going curation of toolkits, guiding videos, course links, talks, webinars and FAQs

- Assist in accessing information from various verticals, experts and SMEs

Strategy