

“IEEE Your Professional Home” Ad Hoc Intro

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Region 8 Meeting, Warsaw POLAND

My Introduction: Barry Tilton, P.E, PMP

IEEE Region 2 Director and "Your Professional Home" Ad Hoc Chair

- ▶ Technology Evangelist and Senior Director of Engineering
Maxar Technologies
- ▶ IEEE Senior Member (35 years)
- ▶ Eta Kappa Nu Member
- ▶ Former CTO and Vice President of Engineering, Vricon; Senior
Integrity Applications, Chief Architect, Exelis; Program Manager
Engineer, United States Air Force



Problem Statement

IEEE as an organization needs to better reach and serve its current and prospective membership with a comprehensible and comprehensible purpose and offering set.

- Post-COVID technical job market has radically changed, probably permanently
 - Work from home
 - Resignation culture
 - More GIG workers, less corporate loyalty
- IEEE is more than its Electrical Engineering heritage
 - A significant portion of the total and active membership come from other disciplines
 - We have worked to remove the “words” from the branding, but still need to identify what then aligns us to work together (and define what objectives the members hope to accomplish AS members)
- This is not so much about re-branding as it is enhanced messaging
 - Reaching a larger audience of technically aligned professionals
 - Developing and offering a focused set of activities and
- There ARE “castes” within our community that align naturally across professional activities:
 - Academics, industrial workers, Government and officials, Young professionals and sunsetters
 - The many of the needs of each group are different, but common within these categories

IEEE Your Professional Home Ad Hoc Committee Charter

The 2022 IEEE Ad Hoc Committee on IEEE as Your Professional Home is charged with developing and executing a plan to strategically promote IEEE as one's professional home to key audiences, including both member and non-member technical professionals.

The committee will identify and develop new opportunities for IEEE to engage broadly and communicate more effectively with diverse communities about IEEE's value proposition, services, and benefits throughout the entire career lifespan.

The committee will identify new products and services required for every stage of a member's career, including publications, conferences, life-long learning opportunities, societies and councils, sections and chapters and standards.

The committee will work with the IEEE Public Visibility Committee to produce promotional documents and videos to promote IEEE branding as your professional home.

Liaison and collaboration with other committee/boards is encouraged.

Re-messaging Opportunity

Behind every great invention, there's a human story.

A unique human ambition to evolve and improve the way we communicate the value of IEEE tied to key audiences and personas allowing members/volunteers and other technical professions to feel good about contributing and be part of the cause of the professional technical expert.

IEEE is the place to go to impact the world or to learn and grow within the IEEE home and its community.



How do we shape our story?

Re-messaging

YOUR

Personalized stories and messaging to targeted audience that will engage the **end user to take action**

PROFESSIONAL

Being part of something. Showcase that being part of IEEE you are part of something bigger with shared values and standards...**A sense of community with like minded individuals.**

HOME

Action: Position **IEEE as the place to go to grow, learn more and enhance your opportunities** -- whether it is for education, standards, membership, publications to volunteer, etc.

Audience (Personas):

Members and non-member technical professionals

We intend to re-message the value of IEEE to key audiences vs. showcasing **everything** we offer to each audience. The audience message is similar on a global scale.

Key audiences:

- Industrial
- Academic
- Government and Bureaucratic
- Seniors and Retirees
- Students and Young Professionals

STEP 1: Creation of the Personas

For each audience ask the question as to why each audience/persona wants to be part of IEEE

- ▶ Who is each audience, i.e. Young Professional – newly out of school, seeking growth opportunities, etc.
- ▶ What **value** does IEEE bring to you?
- ▶ Why would you want to **engage** with IEEE?
- ▶ What are the specific products and services IEEE offers to each of these audiences?
- ▶ What are the key benefits that IEEE offers to each audience?

Audience Industry

Challenge:

Supporting professional corporate and consulting practitioners in the evolving GIG Economy – industrial issues are the same around the world



Problem: My office moves with me

Careers today RARELY involve engagement with a single paying employer for life

- Insurance benefits at IEEE - safety net as part of membership benefit
- Professional Credentialing –
how/where/why (PE, PMP, CMMI, 6Sigma, etc.) not free, but necessary — IEEE offers the career path to continue to move forward given the career path – guiding the end user to let them know IEEE has this availability
- Area broadening – one job flows into the next with no growth - how do you learn to grow within today's environment to guide professionals in their career lives
- Connectivity – self generation of a network (LinkedIn, IEEE Collabratec, Zoom, WhatsApp, etc.)
- Operating resources (Pubs libraries, GitHub, etc.)



Audience Academic

Challenge

Supporting research and teaching communities through their careers



Problem: Staying Current and on “track”

Demands on academia have increased in intensity if not in nature

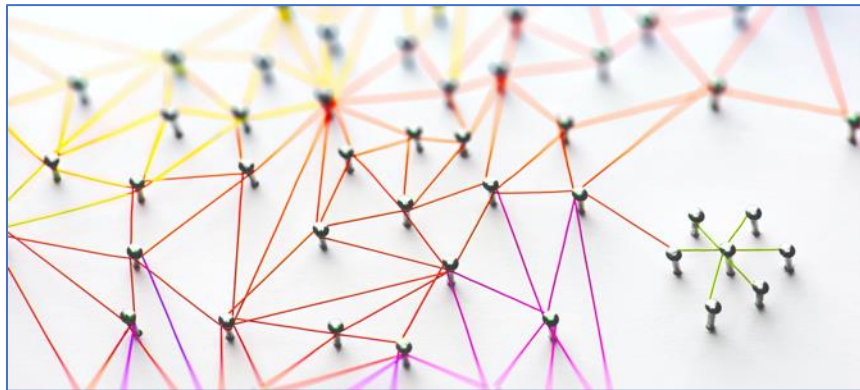
There are several sub cultures in the University System: Research, Teaching, Administration

- ▶ Research Focus: “Publish or perish” - **What do we offer?**
 - Win and maintain grants
 - Partnerships with industry and Government
 - Conference attendance – critical in many cases for network currency
- Teachers guidance on the university support system: **What courses do we offer?**
 - Course relevance
 - Teaching tools
 - Collaboration – access to tools to share knowledge (IEEE Collabratec, Journals, etc.)
- Administrators have more in common with bureaucrats, but live in the world of academic regalia

Governmental/Bureaucratic Audience

Challenge

*Supporting professional
bureaucrats through their
journey*



Problem: Maintain awareness of policy and technology

The Government /Bureaucratic technical professional is expected to fully understand how technology improves or challenges society

► What does IEEE offer to help with the following?

- These individuals have the need for tools to sharpen their understanding of evolving technical issues and how they relate to the policies of both their own and other governments (e.g., privacy, standards, R&D investment, material resource availability, trade)
- They also need a well-defined and easily accessed tool suite to communicate with fellow practitioners and find materials for keeping current on issues

Audience: Retirement years

Challenge

Enable a smooth and fruitful transition to retirement and provide channels for giving back and consulting



Problem: Avoiding the loss of knowledge and wisdom - what does IEEE offer?

The professional at the end of his/her career needs to be prepared for next steps

- ▶ Especially in the US, the workforce is aging to retirement at a rapid pace – Life members are becoming a significant fraction of the community
- ▶ These individuals have the need for resources to understand how life changes after the day-to-day requirements of professional life take a backseat to personal interests
- ▶ There is much to be gained from supporting this population in both Mentoring and IEEE leadership involvement (more time to support)
- ▶ Tools are needed within IEEE to access this invaluable resource

Audience: Students and Young Professionals

Challenge:

Giving the right boost to those starting out so that IEEE BECOMES their Professional Home at career inception



Problem: Creating a relevance proposition for new practitioners?

The focus cannot be only on the Dues amount – that isn't VALUE per se

- ▶ Most students and new graduates in the tech world (and those related to it) have not yet solidified a channel from those disciplines discussed thus far. They need tools to help them get “started” and ensure they can grow and develop effectively
 - Communications (IEEE Collabratec, IEEE App, LinkedIn, Professional-level chat tools, etc.
 - Credentialing advice (PE? Software Certification? Masters or Doctorate? etc.
 - Mentoring (who do I ask about...)
 - Benefits establishment (retirement accounts start EARLY), insurance
 - Family involvement challenges (when it isn't only about ME...)

Common solution features

The proper configuration of the main IEEE offering set should address EACH enclave

Communications tool improvement (CollabraTec, IEEE App, LinkedIn,
Professional-level chat tools, etc.)

Training opportunities (mentoring, seminars, speakers)

Publishing options

Insurance portfolios

Networking

Technical Philanthropy

Policy shaping

We are looking both at the features and how the evolution of the Journey
changes needs and alignment

[illegible]