



# Plans for IEEE in 2024

*Tom Coughlin*

*2023 IEEE President Elect*

[ieee.org](http://ieee.org)



# IEEE: A Resource For Technology Decisions

- ▶ Technology of all sorts drive the world's economy
- ▶ IEEE is the largest technical professional organization in the world
- ▶ IEEE members are involved in all aspects of technology creation and use
- ▶ IEEE research powers patents and IEEE creates world's technical standards
- ▶ IEEE fosters efforts in future directions, technical roadmaps and tracking megatrends
- ▶ IEEE can inform public policy and is a resource for technical discussions



# My Priorities for 2024



- ▶ Increasing our outreach to younger members
- ▶ Increase our engagement with industry
- ▶ Increasing our outreach to the broader public
- ▶ Make investments in new products and services

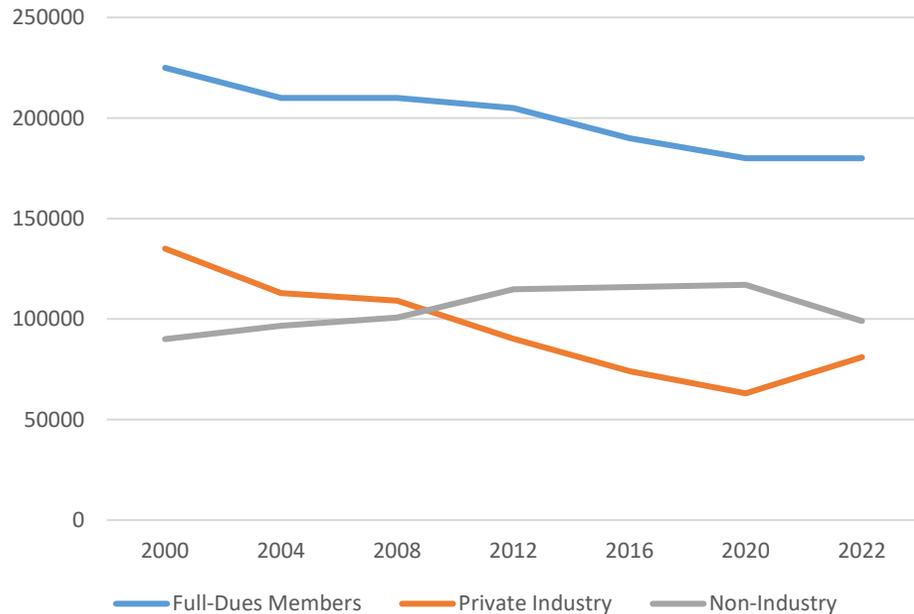
# Retaining our Younger Members

- ▶ From 2015 through 2021, the average of IEEE members in the US increased from 51.8 years to 55.2 years
- ▶ Over the same period, the overall IEEE membership average age remained at about 44-45 years due to the influx of student members, mostly outside of the US
- ▶ Annual renewal of student members who are eligible to become Higher Grade members from 2016 through 2021 was about 30-33%.
- ▶ IEEE Young Professional annual retention rates from 2016 through 2022 were between 54-58%



# Declining Industry Presence

*IEEE faces a significant foundational and financial threat to its mission, but also an opportunity*



	2000	2004	2008	2012	2016	2020	2022
<b>Full-dues Members</b>	225,000	210,000	210,000	205,000	190,000	180,000	180,000
<b>Private Industry</b>	60%	54%	52%	44%	39%	35%	45%
<b>Private Industry</b>	135,000	113,400	109,200	90,200	74,100	63,000	81,000
<b>Non-industry</b>	90,000	96,600	100,800	114,800	115,900	117,000	99,000

Source: IEEE Research

# Informing the Broader Public about IEEE



## ▶ Did you know:

- IEEE publications are cited 3x more than any other publisher in the top 50 patenting organizations worldwide
- IEEE members have won 21 Nobel Prizes so far
- IEEE members filed over 143,000 patents last year
- IEEE has over 1,300 active standards with more on the way that standardize the internet, the metaverse, blockchain, etc.
- IEEE publishes 3 out of the top 5 publications on AI, Automation and Control Systems, and Computer Science HW and SW

## ▶ We need to participate in opportunities to talk to non-IEEE groups about IEEE

- IEEE can provide slides for local efforts to talk about IEEE
- I want us to talk about IEEE at the WEF, the UN, CES, and other major corporate leader, policy makers, and industry trade shows
- I want to support the creation of “IEEE is my Competitive Edge” 2.0 videos for international use IEEE should do press releases for significant developments

# IEEE Strategic Plan 2020-2025

[www.ieee.org/strategic-plan](http://www.ieee.org/strategic-plan)

Approved by the IEEE Board of Directors, November 2019

## OUR MISSION

We foster technological innovation and excellence for the benefit of humanity.

## OUR VISION

We will be essential to the global technical community and to technical professionals everywhere, and be universally recognized for the contributions of technology, and of technical professionals in improving global conditions.

## CORE VALUES



## IEEE WILL:



Drive global innovation through broad collaboration and the sharing of knowledge



Enhance public understanding of engineering and technology and pursue standards for their practical application



Be a trusted source of educational services and resources to support life-long learning



Provide opportunities for career and professional development



Inspire a worldwide audience by building communities that advance technical interests, inform public policy, and expand knowledge for the benefit of humanity

IEEE will foster a collaborative environment that is open, inclusive, and free of bias and will continue to sustain the strength, reach, and vitality of our organization for future generations.



# IEEE Education Week™

*A celebration of IEEE's impact in Pre-University STEM, University, and Continuing Professional Education*

## What is Being Planned?

- **Website** where IEEE units can submit educational events, offerings, and websites (available now or in the future), and have them featured
- **Live virtual sessions** throughout the week
- **Contests and prizes**
- **Special offers** for members on education from IEEE

## Why?

To highlight the impact of IEEE educational efforts globally and increase usage/attendance

IEEE.org | IEEE Xplore Digital Library | IEEE Standards | IEEE Spectrum | More Sites

IEEE

## IEEE Education Week™

# Celebrate Education from IEEE!

2 April – 8 April 2023

72 Days 07 Hours 29 Min 20 Sec

Stay Informed

## How Do I Get Involved?

Plan an educational event during the week, submit your IEEE group's content on our website, and help spread the word about IEEE Education Week!

Sign up for updates at [educationweek.ieee.org](https://educationweek.ieee.org)

# Where technology and philanthropy intersect



**Illuminate**



**Educate**



**Engage**



**Energize**



**Future**

*Together, we deliver opportunity, innovation and impact across the globe.*





# IEEE

*Advancing Technology  
for Humanity*



**Tom Coughlin**

2023 IEEE President-Elect

[tomcoughlin@ieee.org](mailto:tomcoughlin@ieee.org)

(408) 202-5098

ieee.org