

Transparency and Trust / Diversity and Inclusion / Financial Transparency

# IEEE region 10

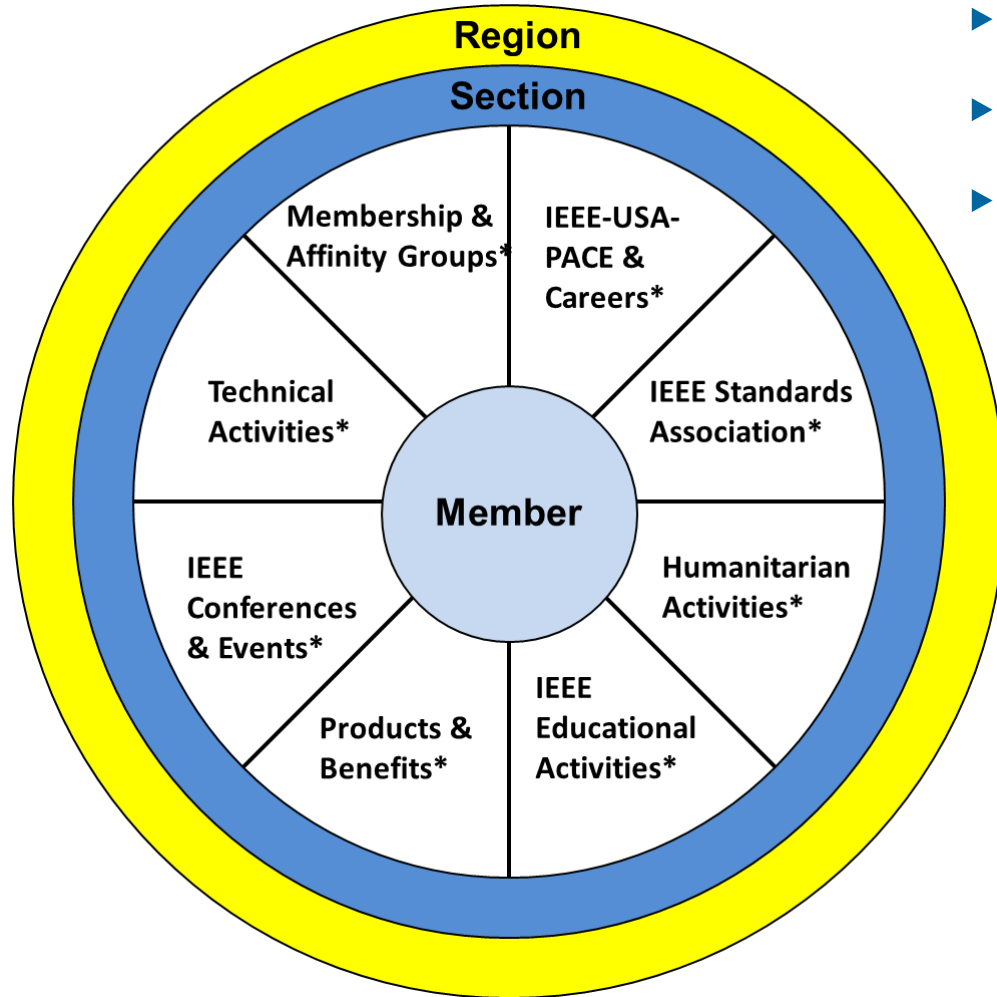


**Susan K. (Kathy) Land**  
2021 IEEE President & CEO

5 March 2021



# Typical Member View of IEEE



- ▶ This is often the view of IEEE
- ▶ Many do not realize the full depth and breadth of IEEE
- ▶ **Everything is connected ... but not integrated**
- ▶ Reasons People Join ... Looking for Needs Fulfillment
  - Access to education and training
  - Enhanced benefits
  - Access to membership directories
  - Competitive advantages
  - Access discounts
  - Inside access to innovations and new developments
  - Opportunities to give back
  - Networking opportunities



# What do Our Members Want?

- ❑ 2020 All Societies Research Project (ASRP)
  - To remain technically current
  - To network with others in the profession
  - To serve as a volunteer
- ❑ 2018 Focus Group Project
  - Focus on existing programs
  - Communicate more effectively
  - Do more locally
- ❑ 2016 Membership Segmentation Survey
  - To remain technically current
  - To join IEEE societies
  - To network with others in the profession
  - To participate with others in local activities
- ❑ 2015 ASRP
  - To network
  - To serve as a volunteer
  - To attend local chapter activities



We need to focus on mission, engagement, and service.



# What Does our Organization Need?

*Everything is connected ... but not integrated ...*

- ▶ Completed Financial Platform Rollout
- ▶ Integrated Conference Model Alternatives
- ▶ Continued Open Access
- ▶ Continuation of IEEE as thought leader in Diversity & Inclusion
- ▶ Continued Exploration of Membership Fee/Model Alternatives
- ▶ Support for Students and Young Professionals
- ▶ Increased Support for STEM



Continue and complete critical initiatives from 2020 and mitigate anticipated 2021 financial impacts.



# 2021 Board of Directors Strategic Retreat

- ▶ Held virtually 16 – 17 January
- ▶ Goals:
  - Communication and Collaboration (Teambuilding)
  - Emphasize Role of Board
- ▶ Impactful Initiatives throughout IEEE
  - IEEE Student Volunteer Program
  - IEEE Volunteering Platform Demo
  - IEEE Volunteer STEM Portal
  - IEEE HAC/SIGHT Projects Program
  - Trends to Watch
  - Igniting a Passion for Learning with STEM - IEEE EAB Meritorious Achievement Award in Pre-University Education Award Winner





# Board of Directors: 2021 IEEE Strategic Agenda

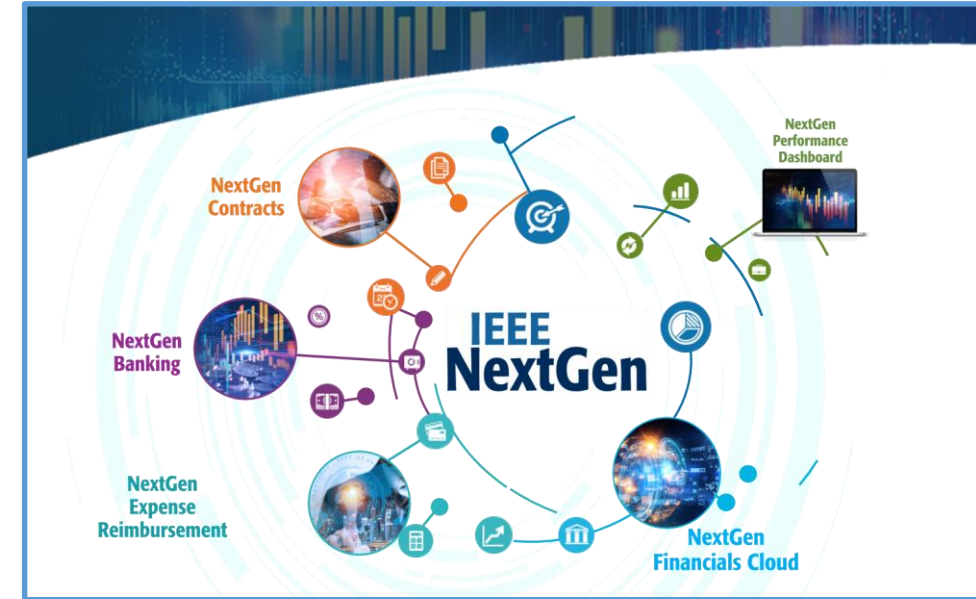
Adopted as a *\*living document\** by the IEEE Board of Directors on 17 January 2021

	JANUARY	FEBRUARY	JUNE	NOVEMBER
FINANCIAL PLANNING	<ul style="list-style-type: none"> <li>Financial Update</li> <li>NextGen</li> </ul>	<ul style="list-style-type: none"> <li>Budget Guidelines</li> <li>NextGen Deployment Plans</li> </ul>	<ul style="list-style-type: none"> <li>2022 Budget Update</li> <li>NextGen Deployment Update</li> </ul>	<ul style="list-style-type: none"> <li>2022 Budget Approval</li> <li>NextGen Feedback on Initial Rollout</li> </ul>
IEEE FRAMEWORK		<ul style="list-style-type: none"> <li>Regional Alignment Update</li> <li>Strengthening the IEEE Constitution Ad Hoc Recommendations</li> <li>Membership &amp; Dues Ad Hoc Update</li> </ul>	<ul style="list-style-type: none"> <li>Election Practices and Oversight Ad Hoc Update</li> <li>Membership &amp; Dues Ad Hoc Update and Recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Regional Alignment Recommendations</li> <li>Election Practices and Oversight Ad Hoc Recommendations</li> <li>Membership &amp; Dues Ad Hoc Recommendations</li> </ul>
REVIEW PLANS FOR MAJOR INITIATIVES	<ul style="list-style-type: none"> <li>TryEngineering IEEE Volunteer STEM Portal</li> <li>Open Access/Open Science Update</li> </ul>	<ul style="list-style-type: none"> <li>STEM Portal Update</li> <li>Fellows Elevation Processes Ad Hoc Recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Diversity &amp; Inclusion Ad Hoc Update and Recommendations</li> <li>Lifelong Learning and Continuing Education Ad Hoc Update</li> <li>PSPB Presentation (Author Portal, Research Reproducibility)</li> <li>IEEE Software Strategy Review</li> </ul>	<ul style="list-style-type: none"> <li>Lifelong Learning and Continuing Education Ad Hoc Recommendations</li> <li>Diversity &amp; Inclusion Ad Hoc Recommendations</li> </ul>
IEEE AS A GLOBAL ORGANIZATION	<ul style="list-style-type: none"> <li>Student Volunteering (Internship Program)</li> <li>IEEE Volunteering Platform</li> <li>Humanitarian Activities</li> </ul>	<ul style="list-style-type: none"> <li>Foundation Activities</li> </ul>	<ul style="list-style-type: none"> <li>Focus on Industry Engagement</li> <li>Spotlight on Region 9</li> </ul>	

# IEEE NextGen Transition

*Tools and processes for a better volunteer experience*

- ▶ Upgraded financial systems:
  - Banking
  - Contracts
  - Expense Reimbursement
- ▶ Streamlining and simplifying existing processes
- ▶ More nimble as an organization
- ▶ Greater visibility and governance over IEEE processes to make quicker, more informed decisions
- ▶ Better positioned to manage day-to-day activities and focus on the mission of IEEE
- ▶ 2021 IEEE Ad Hoc Committee on NextGen Implementation Oversight chaired by IEEE Treasurer Mary Ellen Randall



# One Diverse IEEE

*Continue our efforts to ensure thought leadership & engagement*

- ▶ Approval of a chair-elect committee position to the IEEE Women in Engineering committee and inclusion of this position on the IEEE Annual Election ballot
- ▶ IEEE Diversity and Inclusion (D&I) website showcasing:
  - showcases best practices, provides education, and highlights D&I throughout IEEE and across our professions
  - A 'go-to' website and a valuable service to both IEEE members and non-members



I ask all of our volunteers and members to help us advance the work of promoting diversity, equity, and inclusion across and through IEEE and our professions.





# Revisions to IEEE Code of Ethics and Member Conduct

*An organization's ethics speaks to its diversity and inclusion*

- ▶ IEEE is ahead of many professional societies in having codes of ethics and conduct
- ▶ Approved revisions to the [IEEE Code of Ethics](#)
  - Changes incorporate high-level principles intended to focus members on key elements of the Code, a commitment not to engage in harassment, and the protection of the privacy of others
- ▶ Board approved extension of the timeframe of reporting ethics complaints will become effective 1 April 2021



# New Liaisons to the Board for 2021

*Three committee chairs serving as non-voting members*



Life Member Committee Chair  
Scott Atkinson



Women in Engineering Committee Chair  
Jenifer Castillo



Young Professionals Committee Chair  
Emre Ayranci

Their participation is vital in bringing the unique perspectives of these dynamic communities to the Board.



# World Engineering Day for Sustainable Development

*Hosted by UNESCO annually on 4 March*

- ▶ Highlight the role of Engineering and Technology in achieving the UN Sustainable Development Goals (SDGs)
- ▶ Encourage inclusive access to engineering for women and girls, and to consider engineering as a career
- ▶ Launch of UNESCO Engineering Report



# International Women's Day – 8 March

*Celebrates the economic, political, and social achievements of women*

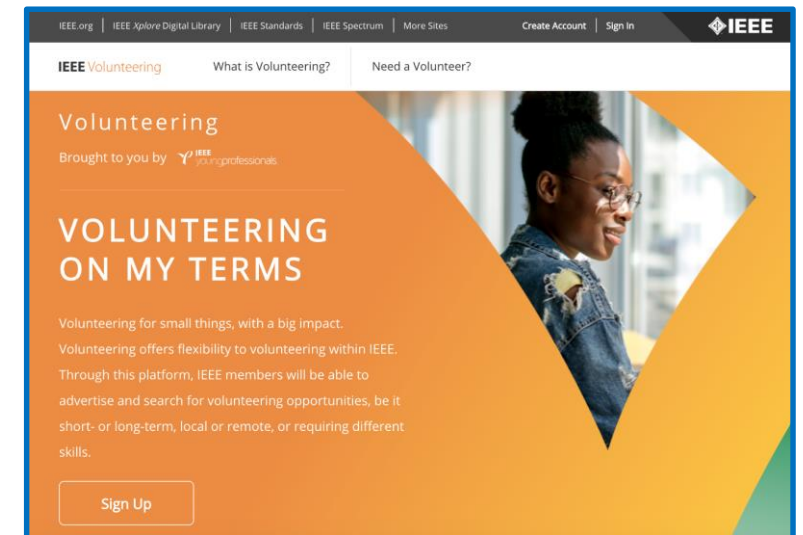
- ▶ #ChooseToChallenge
- ▶ Participating in two virtual events:
  - IEEE Kerala Section Young Professionals Women's Day Celebration
  - IEEE Student Branch Panimalar Institute of Technology, Chennai, India
- ▶ Discussing women's empowerment and how IEEE and our members can support this important issue



# The New IEEE Volunteering Platform

*Offering flexibility to volunteering within IEEE*

- ▶ Advertise and search for volunteering opportunities, be it short- or long-term, local or remote, or requiring different skills
  - Simplify the process of starting to volunteer
  - Provide flexible volunteering opportunities
  - Recognize volunteering efforts, regardless of duration or intensity
  - Create a “IEEE Volunteering resume”
  - Encourage project-based, skill-based, and remote volunteering
  - Enable a recommendation and feedback process

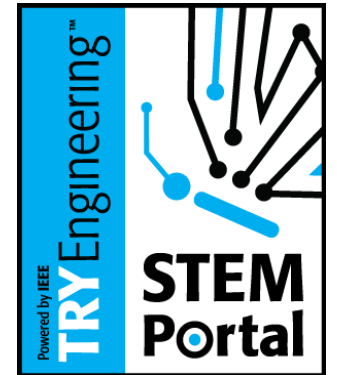




# IEEE Volunteer STEM Portal

*Share. Give Back. Inspire.*

- ▶ The **Volunteer STEM Portal** leverages the reach of IEEE's global communities and volunteers in order to engage and impact as many students as possible in pre-university STEM outreach activities
- ▶ The “go-to” resource for volunteers featuring:
  - A searchable library of current STEM programs
  - “How-to” resources to facilitate STEM outreach activities
  - Impact data and the ability to share results
  - STEM guides and resource materials



# My Promise ... to be a Dedicated Steward of the Position

- ▶ To act in the best interest of IEEE – the President is an empowered servant
- ▶ To earn and maintain the trust of the BoD through the ethical application of the IEEE Constitution, Bylaws and Policies, and Procedures
- ▶ To work as diligently as I have in other IEEE volunteer positions
- ▶ To always remember it is the members that we serve



***Thank you!***

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