

Plans for IEEE in 2024

Tom Coughlin

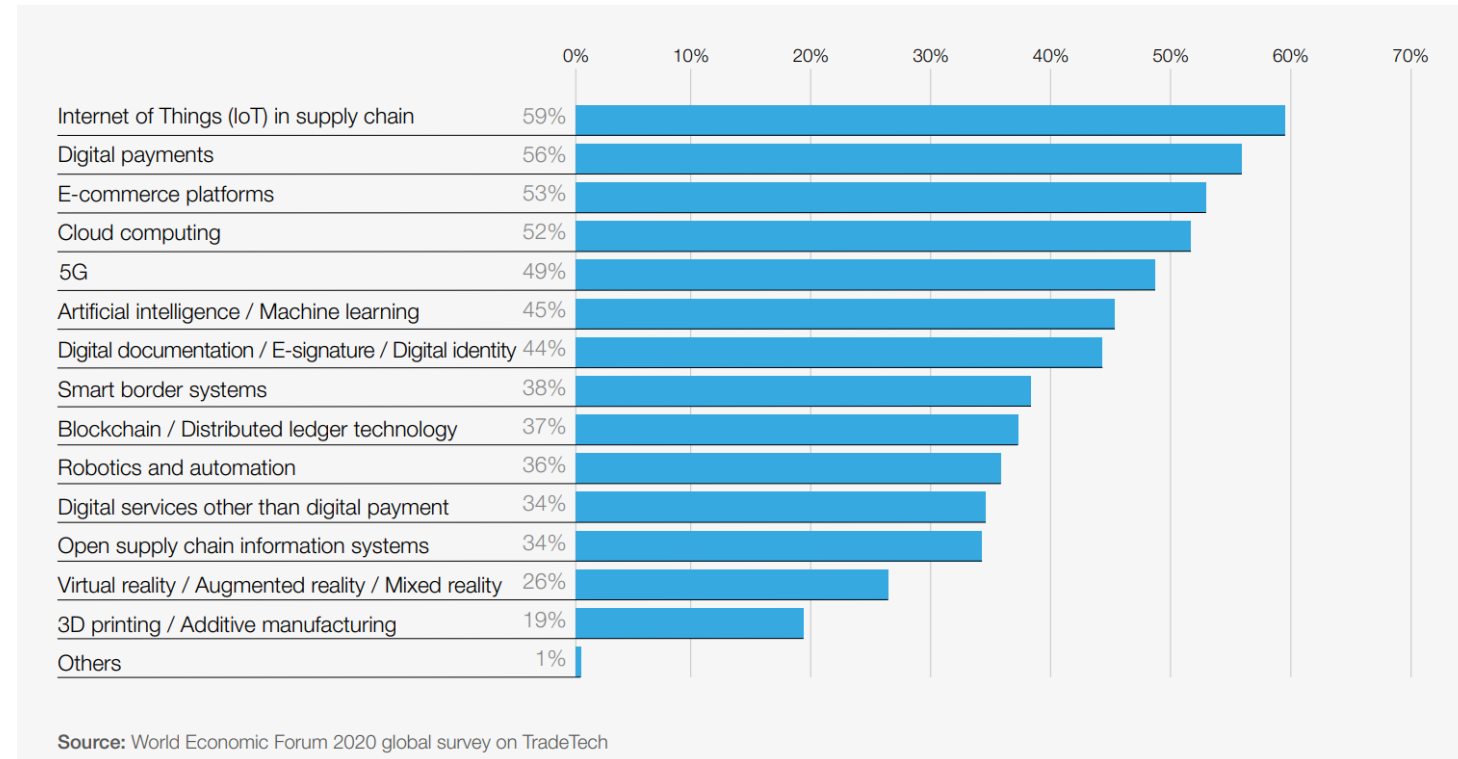
2023 IEEE President-Elect

[ieee.org](https://www.ieee.org)



Technology is driving the world's economic growth

- ▶ The information technology market has a compound annual growth rate of 11.6%¹.
- ▶ There is an expectation of **65%** of global GDP to be digitalized by 2022².
- ▶ The World Bank estimates that in the past decade the digital economy has been growing at two and a half times faster than physical world GDP³.



Technologies that will change international trade

- 1) The Business Research Company's "Information Technology Global Market Report 2022"
- 2) <https://www.idc.com/research/viewtoc.jsp?containerId=US46880818>
- 3) August 2022 World Economic Forum



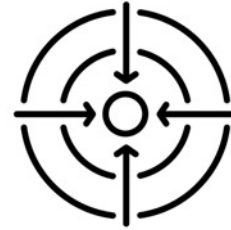
IEEE: A Resource For Technology Decisions

- ▶ 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



Becoming IEEE President

- ▶ This year I am IEEE President-Elect
- ▶ I am involved in setting the agenda for IEEE Board meetings and other activities
- ▶ I am travelling to represent IEEE in internal IEEE events as well as non-IEEE events
- ▶ I am listening to people in the various IEEE OUs to understand issues and opportunities
- ▶ I am supporting the current IEEE President (Saifur Rahman) and Past President (Ray Liu)
- ▶ I am creating plans for my term as IEEE President



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%



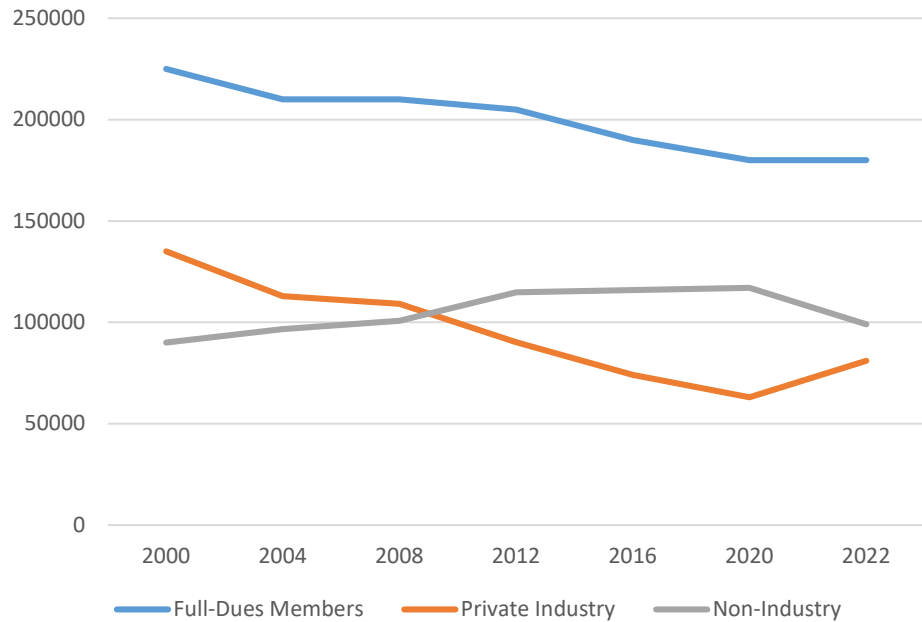
Retaining our Younger Members cont.

- ▶ How can we retain our younger members and thus keep IEEE relevant and vital?
- ▶ I believe that an important element in this is creating a sense of community among IEEE members
- ▶ At the local section level, we need to create a sense of community
 - Talk to your local student branches about IEEE, show that it is more than a student club, it can be a lifelong valuable professional network
 - Go to them, don't expect that they will come to you
 - IEEE can help you with presentation materials, but also talk about how IEEE has benefited you with your career
 - Consider creating job fairs for your student branches
 - Consider creating mentorship opportunities between your local YP members and members of your student branches
- ▶ Also engage your YP members, the best way to keep members is to get them involved, or at least offer ways to get involved
- ▶ Many members would like to help, they are just waiting to be invited



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
Full-dues Members	225,000	210,000	210,000	205,000	190,000	180,000	180,000
Private Industry	60%	54%	52%	44%	39%	35%	45%
Private Industry	135,000	113,400	109,200	90,200	74,100	63,000	81,000
Non-industry	90,000	96,600	100,800	114,800	115,900	117,000	99,000

Source: IEEE Research

Strengthening our Value to Industry and IEEE Members Working in Industry

- ▶ This will require work at the local section level as well as by various IEEE Organizational Units
- ▶ If possible, get members from industry involved in your local section leadership
- ▶ Work with your local companies regarding speakers for chapter meetings
- ▶ Participate in local trade shows (exhibits, talks)
- ▶ Recognize local companies for their activities, particularly those that benefit members
- ▶ In IEEE organizational units:
 - Create Industry Advisory Boards and solicit ideas about new and current activities that engage industry and people working in industry
 - Participate in industry trade shows as well as larger forums and committees addressing activities of interest to industry
 - Lead the way in important developments, standards, roadmaps, etc. that will help drive the future of industry



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

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.

Investing in IEEE Strategic Objectives

- ▶ In 2024, it will be time to work on IEEE Strategic Goals out to 2030
- ▶ I would like to have the IEEE make significant investment in the development of new products and services
- ▶ I would like us to invest in IT and other capabilities to provide resources and services that are of value to our members



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 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

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*

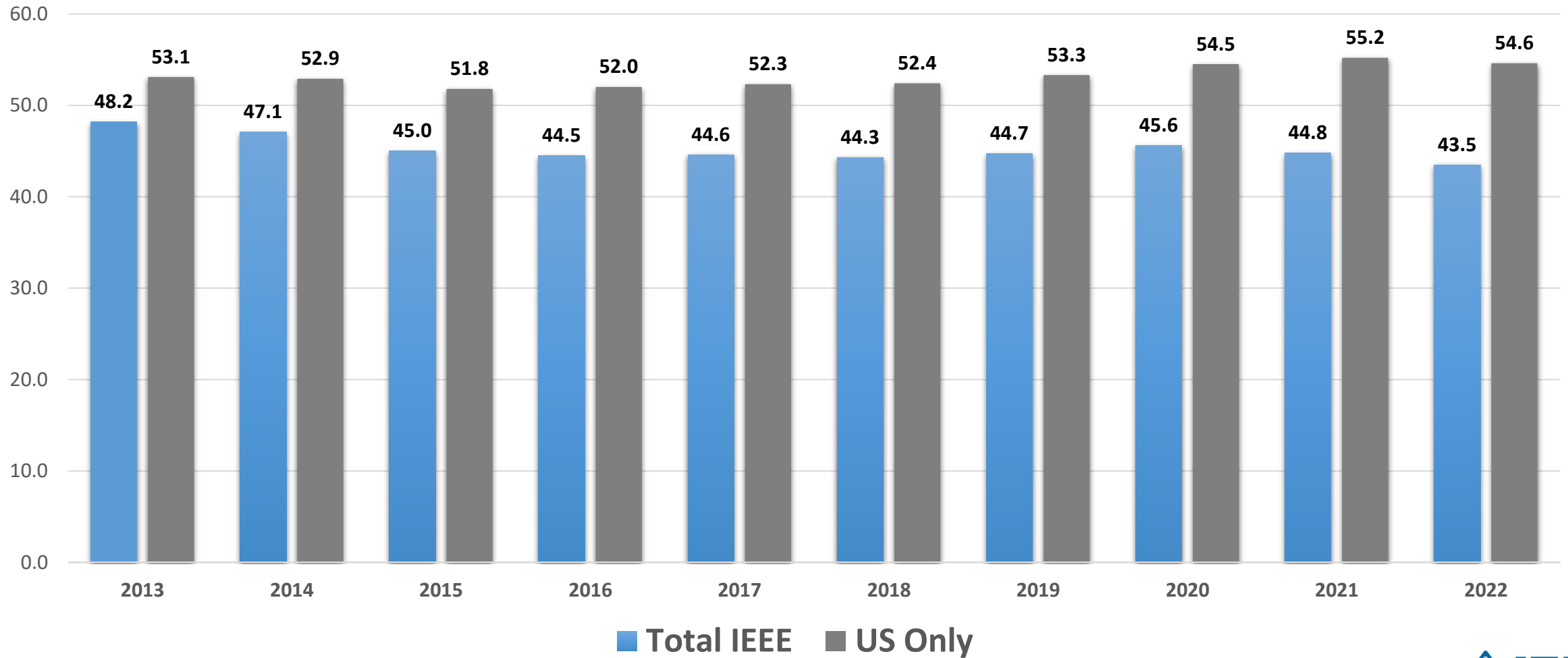


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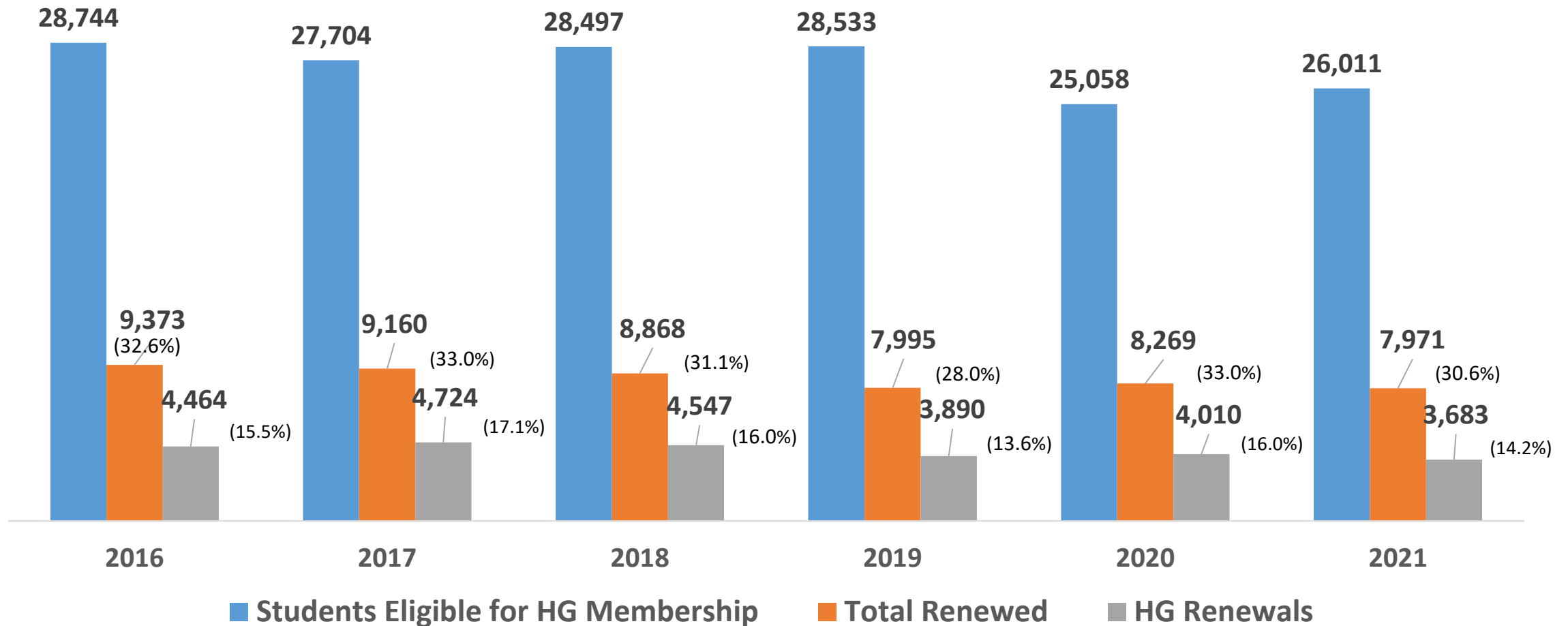
Average Age of IEEE Members: Worldwide and US



Data as of: 31 December 2022



Elevated IEEE Student Members: Post Graduation Retention

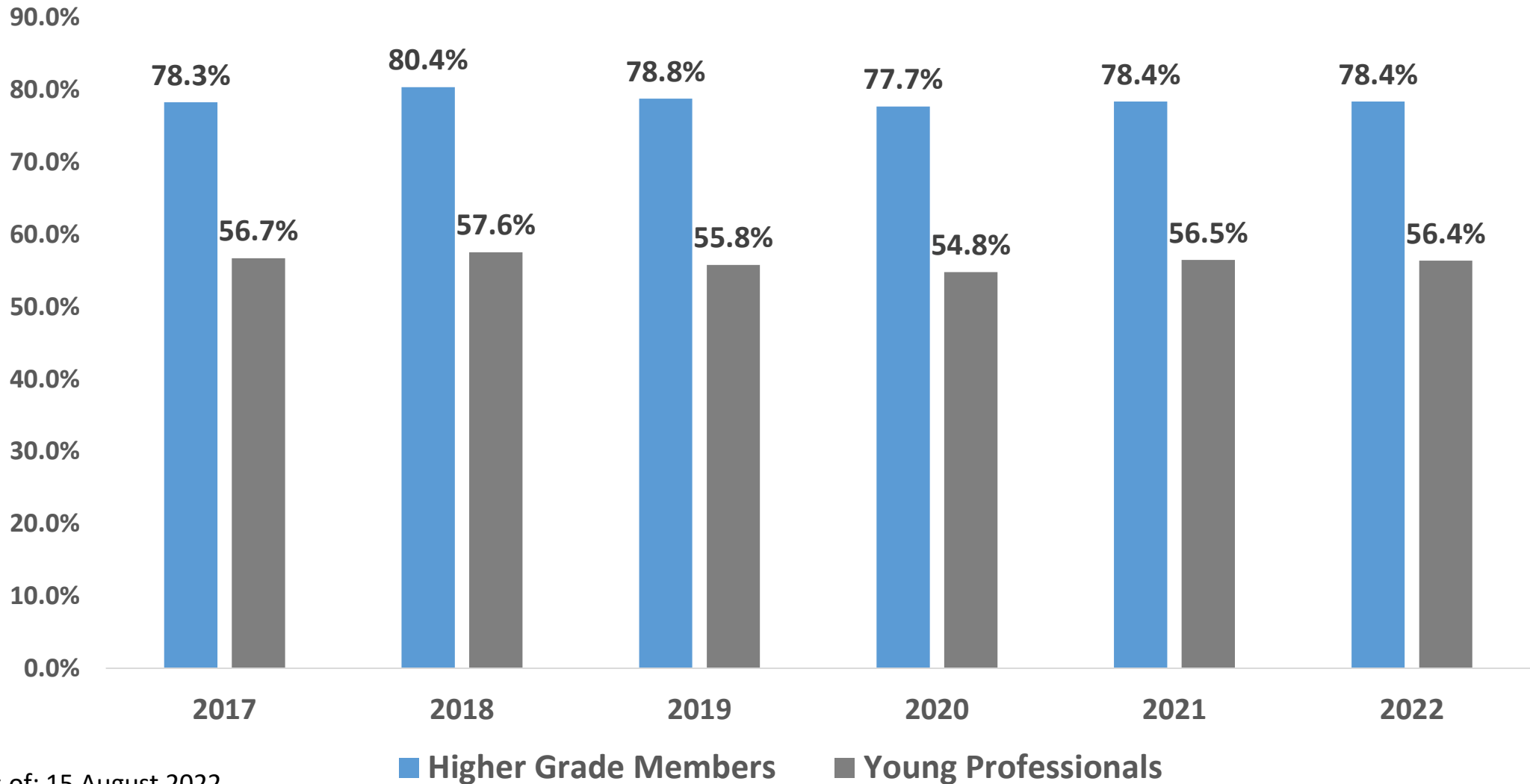


On average, about 1/3 of students eligible for higher grade membership renew. Approximately 1/2 of those renewing go on to be HG's, and the other 1/2 choose to remain students (graduate or undergrad)

Data as of: 15 August 2022



IEEE Young Professional Member Retention: 2017-2022



Data as of: 15 August 2022

