



GROWING GLOBAL AND INDUSTRY PARTNERSHIPS

Shenzhen, China

As the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity, IEEE is always seeking ways to expand its reach and relevance in the technical community. In 2015, a coordinated effort was made to develop better ways for IEEE to meet the demands of established industry leaders, as well as the burgeoning entrepreneur community, to ensure that IEEE continues to address emerging industry needs.

Board of Directors Reaches Out to World Industry

Industry engagement is a vital part of the advancement of the IEEE mission. To expand its relationship with technology industry leaders, in 2015 delegations from the IEEE Board of Directors made visits to industry centers in four global regions: Munich, Germany; Shenzhen, China; Tokyo/Osaka, Japan; and Silicon Valley, USA. The IEEE delegations met with over 150 industry leaders from more than 50 companies to collect feedback on key issues relating to the future vitality of the local engineering and technical workforce. This helped IEEE gain a better understanding of how IEEE can contribute to supporting and engaging with industry professionals. Participants included leading companies across all of IEEE's technical disciplines. Among the many topics covered were training opportunities, corporate membership models, and potential new IEEE products and services.

IEEE also created two new ad hoc committees in January 2015 to extend industry outreach around the world. The IEEE Ad Hoc Committee on Board Outreach was appointed to lead these board-level industry engagement and outreach efforts. The IEEE Ad Hoc Committee on Engagement in Europe was tasked to work to expand IEEE's engagement with, and support of, the European engineering community, which includes nearly 60,000 IEEE members.

IEEE Enhances Engagement with Entrepreneurs

Record numbers of young people are starting businesses and IEEE made a concerted effort to reach out to these entrepreneurs in 2015 to inform them of the advantages of IEEE membership. To help coordinate this effort, the IEEE Board of Directors appointed an Ad Hoc Committee on Entrepreneurship and tasked it with a number of goals. These included the creation of a web portal to IEEE services and programs that are relevant to the startup community, development of a global networking event for entrepreneurs, investors and others, and the launch of new events targeted at the global entrepreneurship community and tech startups.

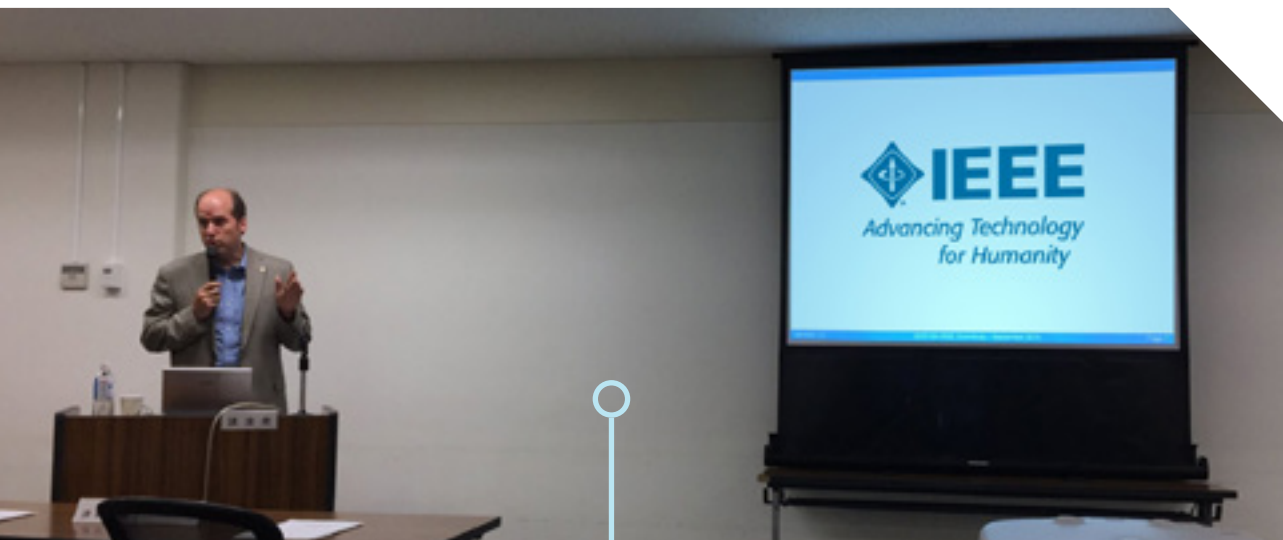
Another important part of the engagement effort was the launch of the IEEE N3XT Summit, the first IEEE-wide global entrepreneurship event, which convened a diverse group of technical entrepreneurs on 14 November in Toronto, Canada. The IEEE N3XT brand is designed to deliver, locally, a global connection to IEEE content and contacts, to foster collaboration and innovation, and to provide encouragement and skills building to young entrepreneurs looking to make their mark. The event attracted more than 250 attendees and generated nearly 250,000 Twitter impressions, which is a measure of the number of times a tweet is seen.



2015 IEEE President Howard Michel presenting a China Southern Grid company representative with a commemorative plate



Members of IEEE Young Professionals participate in the IEEE N3XT event.



IEEE 802.1™ Chair Glenn Parsons introduced current projects and activities for IEEE 802.1, IEEE 802.3™, and IEEE 802.11™ in Chiyoda-ku, Tokyo, Japan. The IEEE Standards Association (IEEE-SA) participated at the 19th meeting of the Global Standards Collaboration (GSC), a high-level gathering of the world's leading Information and Communication Technologies (ICT) standards bodies.

IEEE Extends Its Influence in Standards

Throughout 2015, the IEEE Standards Association (IEEE-SA) worked to achieve its top strategic goal: expanding its global presence. IEEE-SA successfully increased the adoption and use of IEEE standards worldwide, while generating greater interest in and deeper engagement with IEEE-SA programs and activities. As evidence of this forward momentum, IEEE-SA continued its participation in the European Multi-Stakeholder Platform (MSP) on Information and Communication Technologies (ICT) standardization. The MSP provides counsel on matters relating to the implementation of ICT standardization policies in support of European legislation.

IEEE-SA also signed a number of key agreements. One, with the Bureau of Indian Standards (BIS), enables the BIS to adopt IEEE standards as Indian National Standards and is of strategic importance to IEEE-SA with respect

to standards conformance and continuing the growth of IEEE's international footprint. An agreement signed by the IEEE-SA and the Pakistan Engineering Council ensures that IEEE National Electrical Safety Code is used as the basis of the Pakistan Electric and Telecom Safety Code, which will improve worker safety in Pakistan. Agreements with the Zambia Bureau of Standards and the Ghana Standards Authority also allow the adoption of IEEE standards as national standards in both of those countries.

Youth Membership Expands in India

In 2015, IEEE continued its focus on supporting and meeting member needs, membership recruitment, and member retention in India. IEEE implemented a plan for member and membership development based on planning activities conducted in 2014. The India Task Force team, created in February 2015, worked to improve engagement with industry, develop student

internship and entrepreneurship programs, and retain student members. It also conducted a 2015 Metro Area Workshop in Bangalore and engaged student leaders at both the Region 10 Student/Young Professionals Congress and the All India Student Congress.

Africa Committee Builds Relationships

The IEEE Ad Hoc Committee on Activities in Africa was appointed to develop a roadmap for programs and initiatives to guide IEEE's future activities in Sub-Saharan Africa. In 2015, it made significant strides in program development and relationship building that have strategically poised IEEE for sustained engagement on the continent in 2016 and beyond. To realize this goal, in 2015, the committee focused on increasing access to IEEE technical information, promoting education, and supporting development of IEEE's framework locally.

The committee's roadmap for future programs and initiatives will focus on building partnerships both within IEEE and with other external groups that will advance IEEE's work in the region. The roadmap includes the following: developing and supporting activities aimed at bolstering section vitality, supporting local members and nurturing volunteer leadership in Sub-Saharan Africa, facilitating increased access to technical information, convening key stakeholders critical to advancing the engineering ecosystem, building partnerships internally and externally to advance IEEE's work, and supporting and aligning with planned and ongoing IEEE activities.



Expansion in China and Austria

The IEEE Board of Directors moved ahead with global expansion in 2015 by approving an international presence in Shenzhen, China, and Vienna, Austria. These are significant additions to the growing IEEE family.