**IEEE Region 1 Industrial Relations Liaison Report**

**to BoG for August 11th Meeting**

On June 15th we received a request by **Stefano Galli** of the **IEEE Industry Engagement Committee** asking us for our help in gathering input from IEEE's Region 1 Sections. The purpose of this input will help the IEEE in the development of their strategic direction related to the needs of Industry.

The **IEEE Industry Engagement Committee** would like to inventory and catalog the various industry-related activities, products and services, as well as industry strategies, across the IEEE. The Committee also wants to know the inputs from the Regions that are already doing an excellent job in recruiting and engaging industry members, and share this information for the development of best practices.

Once they have collected this data, the Committee will analyze the information to give us a better sense of who is doing what as it relates to industry. We were asked to fill out a **Region 1** aggregate survey by **Friday July 6th**. We asked and received an extension to **Friday July 13th** due to the July 4th holiday to allow more of our Sections to participate.

The four (4) Area Chairs were recruited to help out and distribute the survey request to their Section Chairs. I would like to thank the Area Chairs for to the **Daniel Sniezek** (Central Area), **Harold Belson** (Northern Area), **Newman Wilson** (Southern Area) and **Greg Gdowski** (Western Area) their help in the circulation, gathering, analyzing of the Survey results and participation in our teleconference. In addition, our **Electronic Communication Chair Greg Gdowski** did an excellent job in creating a Region 1 local survey repository for our Sections to respond and his boundless effort with the email communications, teleconferences and assembling the Survey results.

The following IEEE Region 1 Sections (16 out of 22 Sections) participated in the **IEEE Industry Engagement Committee** **Survey**. They are:

* **Central Area:** Berkshire, Green Mountain and Schenectady;
* **Northern Area:** Boston, Maine, New Hampshire, Providence and Worcester County;
* **Southern Area:** Long Island, New Jersey Coast, North Jersey and Princeton/Central Jersey
* **Western Area:** Binghamton, Buffalo, Ithaca and Rochester

I would like to thank all the Section Chairs that participated in the Survey.

The aggregated Survey data were submitted on **Friday July 13th** to the **IEEE Industry Engagement Committee** **Survey**.

**IEEE Region 1 Industry Engagement Committee Survey**

**Survey Content:**

**1.** **How do you segment industry in your OU/Society?**

Most of the Region 1 Sections do not segment their activities on behalf of

Industry Members.

**1a. What segments do you target specifically with your products?**

All of the activities are geared towards Technical Society Chapters and Affinity

Groups members.

**2. What are your OU/Society's industry-oriented activities, such as events (conferences, workshops, seminars, etc), publications, standards, educational courses/webinars, memberships, awards, and any other types of products and services?**

Industry engagement occurs through plant tours, workshops, awards & recognition banquets, conferences, symposia, educational & training courses and webinars. Some Sections hold networking and social events along with picnics, baseball games and other social events.

**2a. How would you describe the typical customers for these?**

The Sections serve career professionals from industry, college students, members, and non-members, Graduate students. Joint Society meetings/activities are held to share experiences and reduce costs and some meetings are take place on campus in conjunction with Academic

Departments.

**2b. Who else would you like to reach?**

New Industry members.

**2c. Has your OU/Society created non-traditional IEEE content and if so, what?**

Sections are working on a specialized Technology Conferences meeting with Universities. This is a University/Industry conference. In another Section we had talks in Biomedical Engineering which are interdisciplinary and may encompass areas such as Hemodynamics, which is, normally, considered as part of fluid mechanics. Also worked with other Engineering Societies, such as ASME, which fosters cross-pollination between disciplines. We use non-traditional content when working with the Young Professionals to get them to come and gather to meet each other and talk. Some examples are airsoft meet-ups, bowling, and escape room experiences.

**3. Do you have any industry-related boards and committees within your OU/Society?**

**3a. If YES, what is their scope, objectives, and KPIs? What type of members serve? (i.e. All from industry, IEEE/non-IEEE Members)**

Many Section members, Senior Members as well as Fellows are from Industry and are very good ambassadors for IEEE. A very large Region 1 Section, has two teams that work on developing relationships with companies that have had past interaction with the Section, and they also seek new companies to engage.

**3b. If NO, why not?**

Lack of volunteers and interest level.

**4. Does your OU/Society have an industry engagement strategy?**

NO

**4a. If YES, can you outline it in terms of mission/vision, value proposition, goals, KPIs, achievements, etc.?**

**4b. If industry engagement is a piece of the overall strategy, please outline that as well.**

**4c. If you do not have an industry strategy, or it is not part of your overall strategy, why not?**

Most Sections don't have an Industry engagement strategy. The need for additional volunteers was stated as the main reason for not having an industry strategy.

**5. Describe how your OU/Society and members/volunteers are currently engaging with industry, at what level and with whom?**

Most Sections are currently engaging with industry at the member and volunteer level but not at higher management levels. Some Sections advertise their activities and invite the industry top leaders to participate. Many Section members working in the industry bring their research to technical meetings enticing other industry members to attend.

**6. Can you describe methods of industry engagement that were successful?**

Technical symposium/conferences with industry exhibitors and training courses that meet the needs of members from industry are successful. Joint meetings, held at the industry sites seem to work best. Inviting the Industry CEO to be the Keynote Speaker at the Awards Banquet works well.

**6a. What has worked best for you?**

Plant tours, training courses, seminars, conferences, casual picnics and networking events that meet the needs of our industry partner employees entice them to attend.

**6b. What did not work well?**

Technical papers-only conferences have not been successful with industry members.

**7. Can you describe what success means to your OU/Society in terms of industry engagement?**

Success means that IEEE is a vibrant organization and each Section is providing value to its members in industry with high quality conferences, seminars, and networking opportunities. If we can bring new members and volunteers from the industry and companies that are currently not represented, it will be a good outcome with new revenues for the Section. Having a good relationship with local industry businesses that hire and work with our members will allow our Sections to add value to the members by bringing the industry to them.

Submitted by:

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