

IEEE Corporate Value

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Many IEEE members in Region 6 work for industry. Some companies provide at least some support for IEEE members who work for them. A lot more companies used to support their IEEE members but don't know. How can we increase the value of IEEE membership to Region 6 employers and thus increase their support of IEEE membership?

Part of our 2016 membership campaign to increase IEEE membership by 1 % in 2016 versus 2015 is to enhance the value of IEEE membership to our members that work for companies as well as to the companies themselves. Towards this end we think we can offer several benefits to our members who work for corporations as well as to their companies.

For employees IEEE offers many opportunities to keep current in their field or to learn new skills. Many sections have regular technical chapter meetings with some of the best speakers on many important technical topics. In region 6 we have also been encouraging our sections to record their technical chapter meetings, which are available for free to IEEE members through the nuxlabs.org web site. Many IEEE societies sponsor webinars and classes where participants can learn the latest information in a field.

We also offer opportunities to learn leadership skills through participation in volunteer leadership at the technical chapter or section level and also with our region conferences such as GHTC and SusTech. These skills and the networking that IEEE meetings and activities offer provide valuable experience that can serve an employee well during their regular work. In addition, Region 6 is instituting a student/regular member mentorship program that will give regular IEEE members experience helping student members get established in their careers.

For corporate employers, IEEE member employees can provide you with the best-informed and most trained employees. IEEE members have an interest in their profession greater than most non-members and so they often can contribute to a new project faster and with more skill and experience. IEEE Region 6 also has its on-line Career Expo (www.xxx) where employers can look for the sort of skilled workers IEEE attracts, whether students or experienced engineers. For these reasons we ask employers to support their IEEE members in whatever way they can.

Later in 2016 we may have a new corporate membership program that could allow companies in Region 6 to provide discounted IEEE memberships for their employees. This has been tried in Asia, with the result that some companies have had many hundreds of their employees supported in their IEEE membership. Making this widespread through IEEE is under consideration by the Members and

Geographic Activities (MGA) and the IEEE BoD and could be approved by the June board of directors meeting.

IEEE is good for employees and good for the companies that employee IEEE members. Building on this mutual benefit is a key element in our plans to increase IEEE membership by 1% in 2016, compared by 2015.