

## Local IEEE Public Visibility

On May 20-22, 2016; IEEE Region 6, the Santa Clara Valley Section and the Consultants Network of Silicon Valley had a sponsored exhibit at the San Mateo, California Maker Faire in the Maker to Market exhibition. Doing this activity is part of our initiative in 2016 to increase Region 6 membership by 1% over 2015. At the San Mateo Maker Faire we had banner provided by IEEE Membership staff and lots of literature and IEEE magazines to give out from many IEEE Societies and affinity groups like WIE and Young Professionals, as well as various IEEE branded swag from all over the IEEE. Local IEEE volunteers, both higher grade and student members managed the booth, gave technology demos and spoke with people who came by.

The Maker Faire had over 100,000 attendees and we had hundreds perhaps over 1,000 people of all ages visit our booth. We had about 220 people sign up to get the IEEE San Francisco Bay Area eGRID, <http://www.e-grid.net/>, which lets them know about all the IEEE activities going on in the San Francisco Bay area, or to find out how to become an IEEE member. Over 40 people signed up to get information on joining the IEEE. Overall we considered this to be a success and the volunteers who worked at the booth were really jazzed about the experience. The Maker Faire itself was amazing, with lots of exhibits and demonstrations with 3D printers, drones, lens grinders, electronic and computer kits, fabric arts (many with electronics), steam engines and just about any sort of hobby and maker activity that you can think of.

I think we can be more involved in our local communities as volunteers helping with Future Cities, First Robotics, Hackathon events, Maker Faires and other opportunities to work with K-12 students, members of the general public interested in technology and with our fellow IEEE members. If you are interested in being part of these efforts in Region 6 you can contact our Region 6 STEM and K-12 chair, Bill DeHope, [dehope1@llnl.gov](mailto:dehope1@llnl.gov). Also if you do volunteer things like this please publicize it to the region and to others in the IEEE—see below.

We can also be more involved in industry events in our area letting folks know about the IEEE, what it is about, what it does and how being a member makes you part of a community that helps each other, our fellow citizens and in general advances technology for the benefit of humanity. For instance many technology trade shows would love to have more IEEE members at their events. They are often willing to provide some free exhibit space in exchange for publicizing their event to your members. This can be a great outreach opportunity to let more folks know about the IEEE and to recruit members.

The IEEE Public Visibility Committee is responsible for increasing the general visibility and appreciation of the engineering profession and awareness of the role of the IEEE. As chair of this committee we have created a new IEEE Collabratec community where IEEE volunteers from all over the world can share their

experiences in raising awareness of the IEEE and perhaps attracting new members. You are invited to join this IEEE Publicity Community through Collabratec at <https://ieee-collabratec.ieee.org>. You will need to create a Collabratec account to join this community.

I hope that you all have an opportunity to visit events like Maker Faires and participate in technical and STEM activities in your local area. If you need some money to help get activities happening please get ahold of your local IEEE section chair. You can find a list and contacts for Region 6 section chairs (or recent chairs) and their email addresses here: <http://ieee-region6.org/region-6-info/>. They can apply for matching IEEE PACE funding from the Region to help get activities like this going in your area.

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IEEE Region 6 Director