

IEEE-USA Blog
Tom Coughlin
1/22/19

I intend to write a few pieces over the course of this year. First of all, I want to thank you for the opportunity to serve as President of IEEE-USA for 2019. A year isn't a long time and there is much to do. I ran on a campaign that we needed to increase awareness of the value of what IEEE-USA does and the value of IEEE membership for the technical professional.

One of my major goals in 2019 is to create a campaign to increase membership in Regions 1-6 (the 6 US regions) and the general awareness of what the IEEE and IEEE-USA does. We want all technical professionals to think of the IEEE as their professional home, their technical community. There are two parts of this project. The first is to enhance awareness of the IEEE and the second is a community-based membership program.

What we propose to do as part of raising awareness of the IEEE is to create a series of short professionally produced videos that highlight the value of IEEE as well as the IEEE-USA in partnership with some of the larger IEEE Societies and perhaps with the IEEE Young Professionals to promote moving from student to full IEEE membership. We hope to create 3-4 of these in 2019 that we will then post on YouTube, IEEE-TV and provide to other IEEE organizational units to use for membership promotion. We also plan an extensive social media campaign using this material.

The other part of this initiative is to work with IEEE Members and Geographic Activities (MGA) to create documents and presentations on best practices for membership recruitment and retention as well as training with these materials at region meetings in Regions 1-6. Our goal is to help IEEE sections recruit, engage and retain their members.

We think a combination of better promotion of the value of the IEEE as well as good community practices at the local section level will help us motivate more technical professionals to join our inclusive and diverse "tribe." We also hope that these materials will bring greater value to local IEEE leadership and help them create strong local IEEE communities. Lastly we hope that this effort can help reverse the trend of declining IEEE membership in the USA.

I hope that you can help us with these efforts to bring more people into our IEEE and that IEEE-USA can provide the value and representation that IEEE members in Regions 1-6 need and deserve. Thanks for lending me your attention.

I am, engineering, for the pursuit of happiness,

Tom Coughlin