

Let's Get Industrious

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A lot of US IEEE members work in industry. In fact, the 2016 IEEE Members Segmentation Survey shows that 62% of IEEE members in Regions 1-6 work in industry, are entrepreneurs or consultants. These members may work directly for companies, be consultants doing projects with companies, are entrepreneurs starting their own companies or even be professors who do work with or start companies. IEEE has a number of offerings of value to IEEE members in industry, as well as companies. Connecting and creating greater value for IEEE members working in industry as well as for companies themselves should be a key element in increasing our connections with IEEE members and improving IEEE member recruitment and retention.

For 3 years the IEEE has had, first an ad hoc committee on Industry Engagement, and since 2018 a full IEEE board of directors Industry Engagement Committee. I have had the privilege of being a member of this committee in 2017 and 2018. This committee has examined current levels of participation in IEEE activities by people working in industry, created a set of trend papers for various industries, as well as begun to explore new ways to engage companies as well as people working in companies (as well as in government). You can find out more Industry Engagement Committee activities here:

<https://www.ieee.org/about/industry/introduction.html>

Among the activities pursued by the IEEE Industry Engagement Committee are what are called new style events that would appeal to companies and company employees than more than academic focused IEEE conferences. Industry oriented IEEE events include the IEEE Infrastructure Conference held in San Francisco in 2018, <https://infrastructure.ieee.org> and events put on by the IEEE Entrepreneurship program, <https://www.facebook.com/ieeen3xt/>. Another interesting IEEE web site provides useful ideas, planning tools and models for industry engagement at IEEE events: <https://infrastructure.ieee.org>

The IEEE also offers what is called an IEEE Corporate Partnership program. This is designed to provide ways for companies to strengthen their business intelligence (including engaging with future technology activities in the IEEE), provide workplace development and public visibility. The IEEE corporate partnership is a customized package of resources, including corporate employee IEEE membership, tailored to a company's specific goals, interests and technology interests. You can find out more about the IEEE Corporate Partnership program at: <https://www.ieee.org/membership/ieee-corporate-partnership-program.html>.

IEEE has a Standards Association that is one of the jewels of the organization. IEEE Standards are used in many industries to ensure interoperability. Companies as well as individuals can be members of the IEEE Standards Association. Some of the more recent activities in IEEE standards have been input from various IEEE Future Directions activities that is developing new

IEEE standards efforts that will be valuable to future business. You can find out more about IEEE standards at: <https://standards.ieee.org>.

Some technical societies, regions and local IEEE sections have their own efforts to engage people from industry and the companies that they work for. These can help with industry engagement in local sections and regions or in technical fields. A region or local section might consider looking in their member database for people working at local companies and offering to connect them with IEEE senior members or fellows to elevate them to senior members.

When I was director for Region 6 we looked up senior executives in major companies who were IEEE members, but not senior members, contacted them and worked to elevate them to senior members. This gave us contacts with these folks for possible participation in future IEEE activities.

These are some of the various resources that IEEE volunteers can access to help them engage with IEEE members who work in industry and which IEEE can use to offer benefits to companies. Industry engagement is an important element to realizing greater value for IEEE membership and increasing our membership and member retention in the USA. So, let's get industrious!