



STRATEGIC PLAN

OUR MISSION

To provide effective public policy advocacy, and career and member services to members, the profession, and the public within the United States to shape and foster technological innovation and excellence for the benefit of humanity

OUR VISION

To be recognized by U.S. IEEE members as their premier source for public policy advocacy and member services that promote lifelong career vitality

CORE VALUES

- Trust
- Community Building
- Integrity in Action
- Service to Humanity
- Partnership
- Growth and Nurturing
- Support for the Nation's well-being

IEEE-USA WILL



PROMOTE PUBLIC POLICY ISSUES

that shape and protect technological growth and jobs to better serve the interests of our members, the profession and the U.S. public



PROVIDE CAREER AND MEMBER SERVICES

to foster technological innovation and excellence for the benefit of U.S. IEEE members and the profession



PROVIDE TIMELY, USEFUL IEEE-USA INFORMATION

to members, publicly recognize distinguished professional achievements, and increase IEEE-USA visibility through conference collaborations

GOVERNMENT RELATIONS

CAREER & MEMBER SERVICES

COMMUNICATIONS

MISSION

To promote public policy issues that shape and protect technological growth and jobs to better serve the interests of our members, the profession and the U.S. public

VISION

Provide an effective voice in government policy that protects and expands U.S. engineering jobs, career opportunities, professional growth and improvements in the engineering workforce environment

TO ACHIEVE THIS VISION, the Government Relations Team is Committed to:

- **Providing an effective voice to the U.S. government** in advocating for policies that Support Investment in Infrastructure and R&D while promoting the Engineering Workforce, Data Privacy, Cybersecurity, Enforceable Intellectual Property Protections, Innovation, Education, and Small Businesses
- **Supporting IEEE member government relations** participation at the national, Region and Section Levels
- **Providing Government decision makers with access to subject matter experts** to ensure that informed policy decisions involving science, engineering and technology are made
- **Promoting Career, Professional Development and Employment Opportunities** through policy advocacy

MISSION

To provide career and member services to foster technological innovation and excellence for the benefit of U.S. IEEE members and the profession

VISION

Be the premier source for member services to U.S. IEEE members that promote lifelong career vitality

TO ACHIEVE THIS VISION, the Career & Member Services Team will:

- **Offer products and services that promote lifelong career vitality** with educational and professional development workshops, webinars, eBooks, surveys, information and resources
- **Engage Consultants Networks members** with workshops, webinars, eBooks and tools including the IEEE-USA Consultant Finder, Consultants Exchange and Consultants Fee Survey Report
- **Promote licensure and registration of U.S. IEEE members** to develop and maintain the FE/PE national model exams, and inform U.S. IEEE members of PE Licensure/Exam topics, changes and concerns
- **Enhance public understanding of engineering and technology** through support for National Engineers Week, MOVE Public Outreach Initiative, K-12 STEM-related programs and Distinguished Achievement Awards and Recognitions

MISSION

Provide timely, useful IEEE-USA information to members, publicly recognize distinguished professional achievements, and increase IEEE-USA visibility through conference collaborations

VISION

A growing, actively engaged, well-informed U.S. IEEE membership

TO ACHIEVE THIS VISION, the Communications Team will:

- **Increase IEEE-USA's visibility and the engagement of U.S. IEEE members**
- **Publicize and support Career Services, and Public Policy programs** nationally and locally
- **Support efforts to grow IEEE membership** in the United States
- **Recognize distinguished professional achievements** with high-visibility awards
- **Generate operating revenue and increase IEEE-USA visibility** through conference collaborations
- **Upgrade tools and techniques** to enhance our digital presence and communications effectiveness