



# IEEE Region 2, Industry Relations

*Joe Cioletti*

# R2 Industry Relations

Challenges and Opportunities

IEEE Region 2 Meeting  
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# IEEE R2 Industry Relations

- ▶ **CHALLENGE: Domestic Membership Decline**
  - Largest losses from students graduating to industry
  
- ▶ **OPPORTUNITY: Align Industry AND IEEE Focus**
  - Communicate Benefit of IEEE to Industry and Industry to IEEE

# IEEE R2 Industry Relations

## ► IEEE Focus

- Advancing Technology for Benefit of Humanity
- Technology – Standards, Collaboration, Current, Future, Vision
- Highest Recognition (Fellow) Emphasizes University Research
- Industry Members Appear to be the ‘Second Class’ Citizens
- CHALLENGE: Elevate More Industry Leaders to IEEE Fellow Status
  - Corporate Executives
  - Corporate Researchers
  - Corporate Innovators

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## ► Industry Focus

- Globalization and Optimization of Industry Process and Profit
- Cut Costs and Create Value
- Perform More Research at Universities
- Joint Government/Industry Backing to Achieve Multi-Use Goals
- CHALLENGE: Create Stronger Awareness of IEEE
  - Technological Currency
  - Strong Global Technological Infrastructure
  - Utilize IEEE Expertise for Competitive Edge

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## ▶ Current Trend

- Decline of Domestic Industry R&D; International Dispersion
- IEEE Membership Growth Outside US;
- Decline of IEEE Membership in USA
- Transient Student Research Population – ‘Hand off’ to Next Group

## ▶ Desired Objective

- Domestic Industry-Focused R&D More Sustainable and Longer Term
- Stop Decline in Domestic IEEE membership
- Invigorate Overall Industry Interest in IEEE
- Provide Strong Path/Environment from Student to Employee Researcher

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## ▶ IEEE / IEEE-USA Value Proposition for Industry

- Competitiveness Through IEEE Technology Cognizance
- Focus on Relating Domestic Engineering Issues to Industry Goals
- Express and Coordinate Industry Concerns to IEEE
- Industry/Government Policy Development Alignment
- Patent Policy Focus to Fix America Invents Act (AIA) to Emphasize Innovation and Agility
- Standards Development through Industry Participation

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**THANK YOU** 😊

**Joe Cioletti**  
**[jcioletti@ieee.org](mailto:jcioletti@ieee.org)**