

INSPIRING our LEADERS of TOMORROW

Partnering with Other Professional Societies

Section Congress – Amsterdam
22-24 August 2014

Blake Lloyd
Lawrence Wong

IEEE
SECTIONS
CONGRESS
/// 2014

Engaging Industry Partners

Blake Lloyd

Toronto Canada



Canada



Netherlands

Leader



Prime minister: Stephen Harper



Head of state: King Willem-Alexander

Population

34,568,211 | 16,805,037

Life Expectancy

81.570 years | 81.010 years

Capital City

Ottawa | Amsterdam

Largest city

Toronto (population: 4,612,190) | Amsterdam (population: 741,636)

Human Development Index

0.967 | 0.958

GDP per capita

\$43,400 US | \$42,900 US

Industry Applications Society

- IAS was formed in 1965, two years after the creation of IEEE – our 50th year is 2015!



- Current Members -10,244

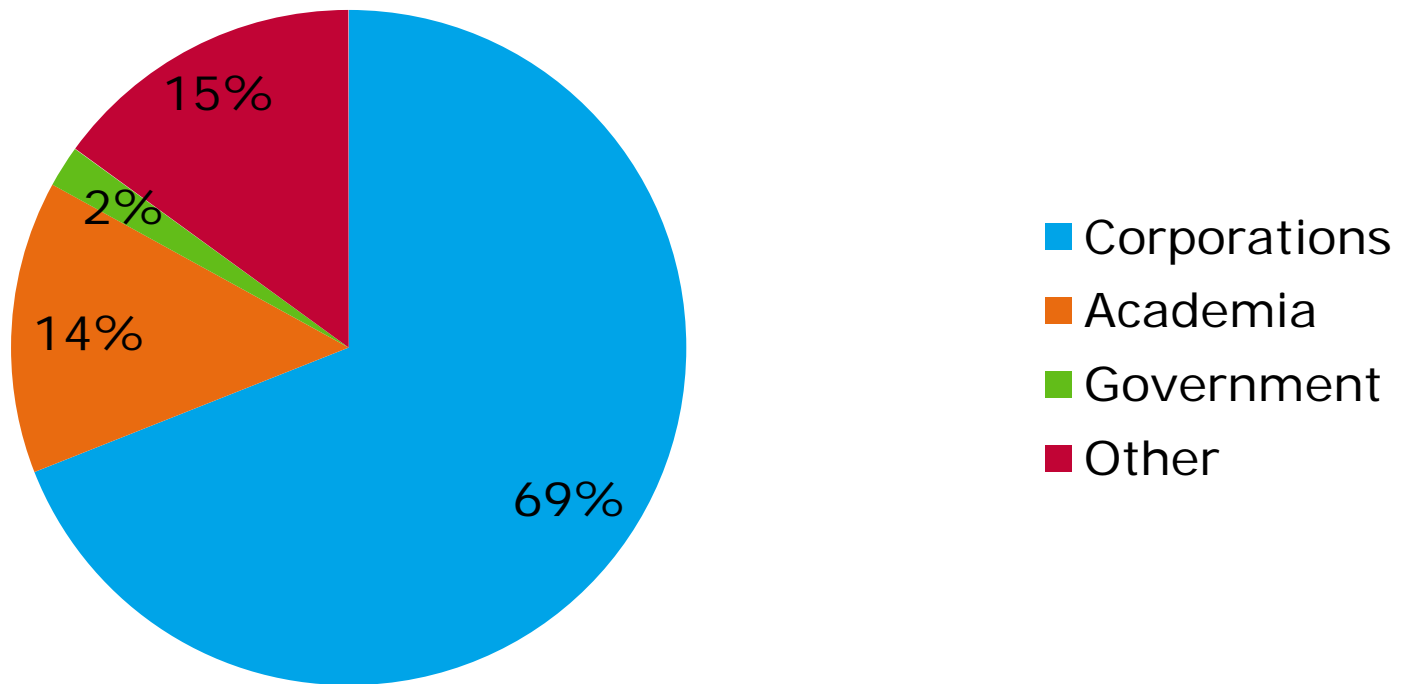
Broad field of interest - The application of electrical engineering to industry.

Attributes of IAS

- 212 Chapters with 70 student branch chapters
- Sponsor of about 30 conferences per year
- Support about 50 of the standards IEEE maintains
- 20 Technical Committees – broad range of technologies covered by Society
- Significant Industrial collaboration on conferences, training, standards, and publications

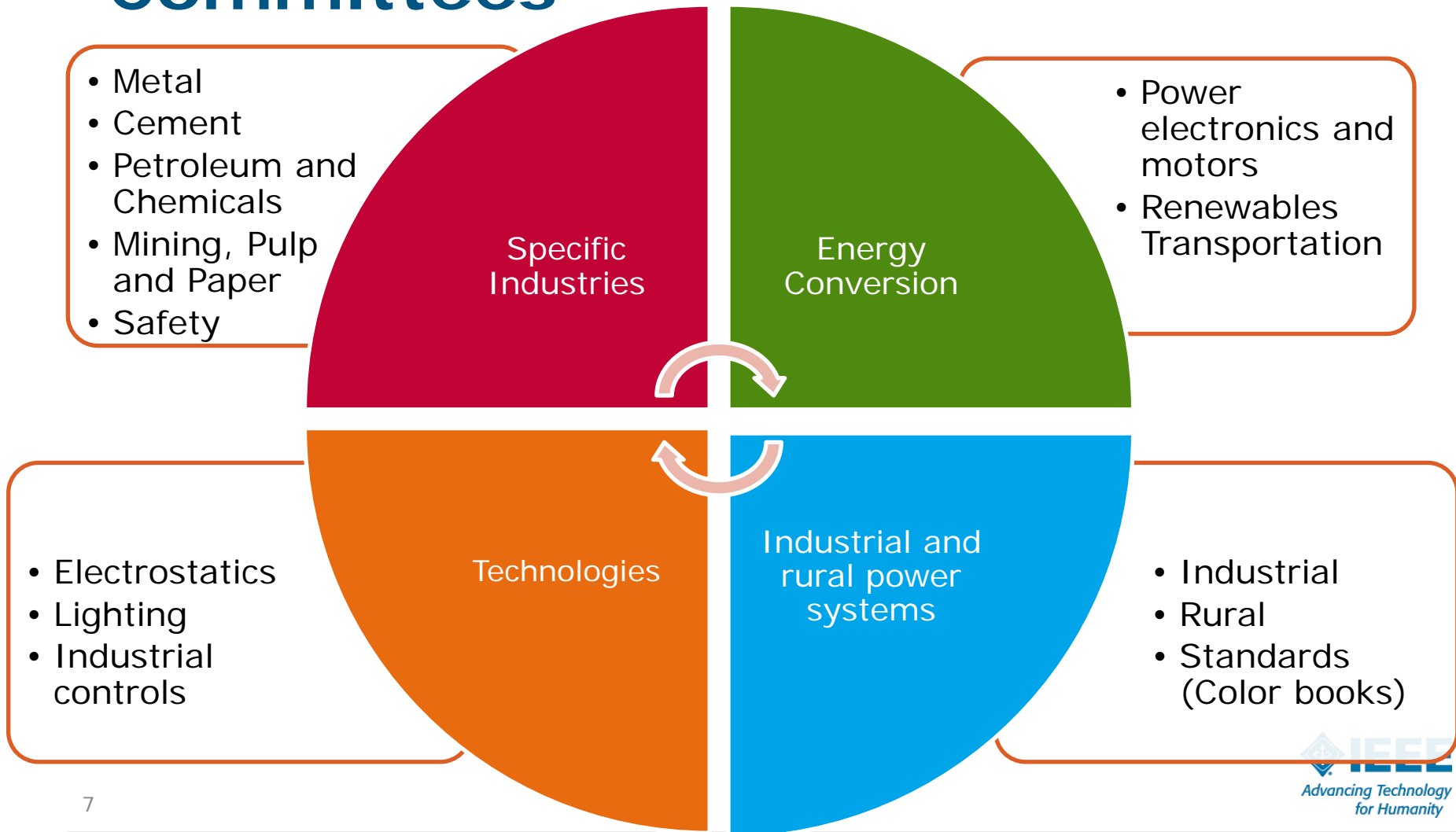
Membership by Employment Sector

IAS



Approximately 2/3 industrial

4 Departments and 20 Technical Committees



Process Industries Department's Committee



Electrical
Safety

Pulp and
Paper
Industry



Petroleum &
Chemical
Industry

Mining
Industry



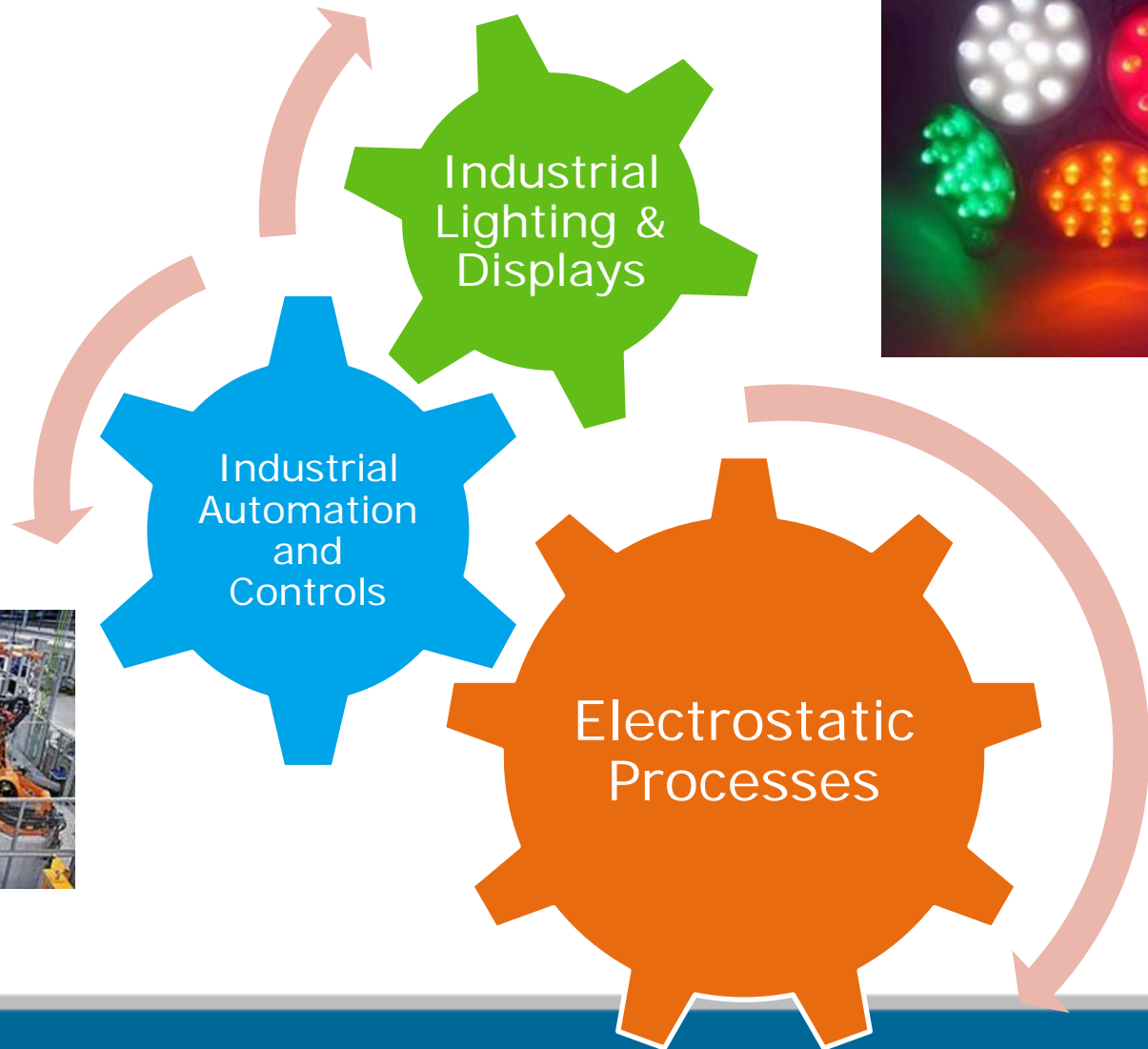
Cement
Industry



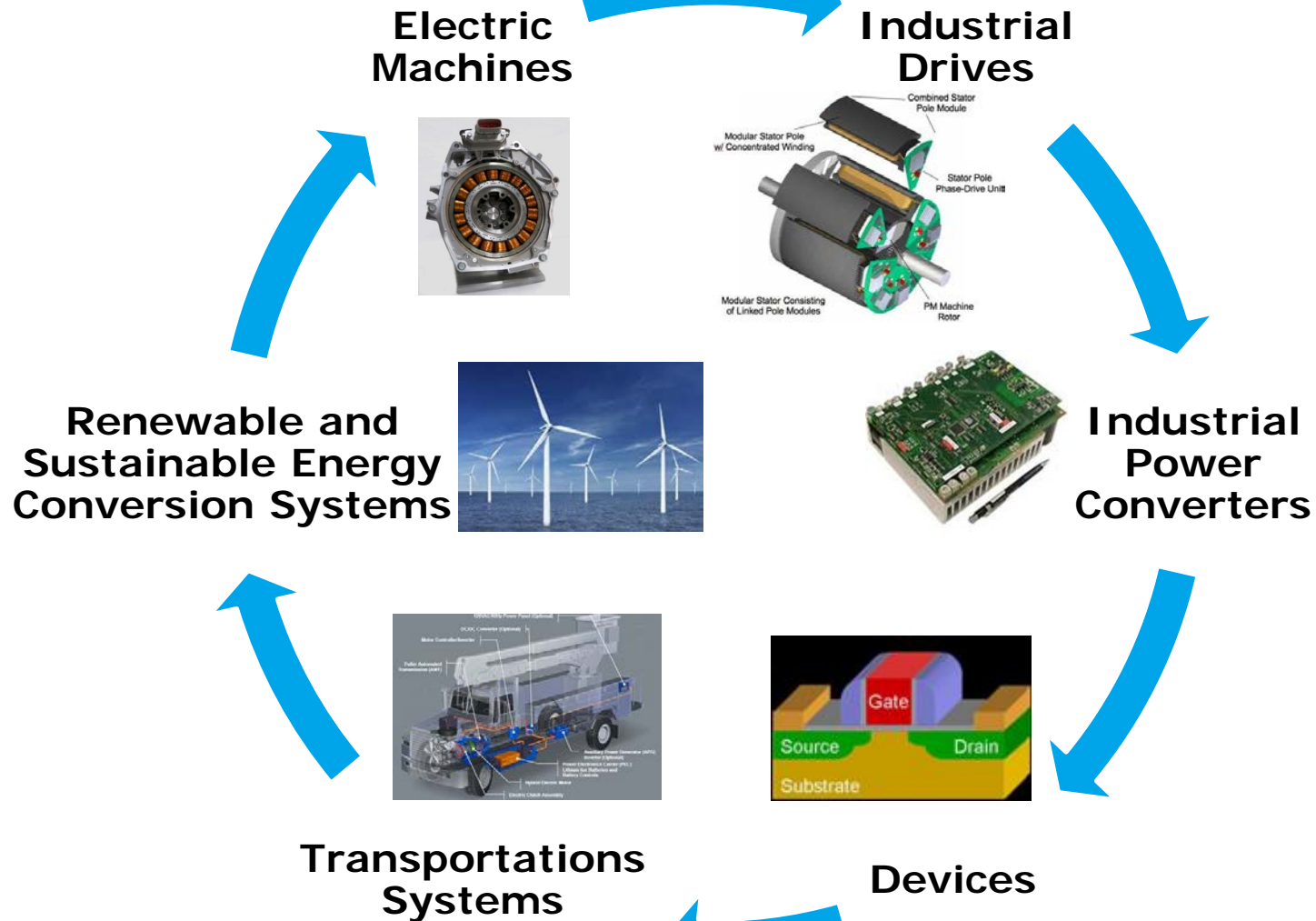
Metal
Industry

*Advancing Technology
for Humanity*

Manufacturing Systems & Development Department's Committees



Industrial Power Conversion Systems Department

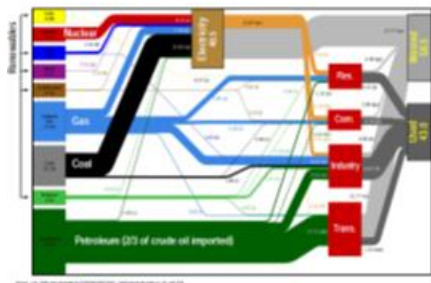


Industrial and Commercial Power Systems Department's Committees



Power System Protection

Power System Engineering



Energy Systems

Rural Electric Power



Codes and Standards

What Industry needs....

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 - IEEE sponsored Local Conferences / Trade Shows
 - Continuing education an important aspect for many young industrial engineers – Workshops, and Tutorials given locally can be accredited thru CEU's

What Industry needs....

- Industrial management and administration needs understanding of technology at high level – most companies run by accountants not engineers
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 - Power System Basics, Distribution System, Transmission System
 - The PLAIN TALK “SMART GRID” SERIES consists of the following two day course: Smart Grid Overview
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Some IAS Industrial Relationships

- PetroBras – Brazil , Pemex – Mexico
- SAE - Society of automotive engineers.
- SMMA - Motor & Motion manufacturing trade association
- PSMA – Power Sources Manufacturing Association
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- NFSC - Natural Science Foundation of China (NFSC)
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- Relationship defined by an MOU – in some cases multi-year
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Issues with conference collaboration

- Alignment of goals – IEEE is not-for-profit
- Agility – IEEE moves slowly and is run by committees not individuals
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- Quality – need to maintain quality of IEL – need a good technical base

Examples of what can go wrong

- Portland Cement Association – very successful conference cement vs electrical and \$\$
- ICEMS – KIEE, CAS, IEEJ – regional rotating conference with no distinct lead
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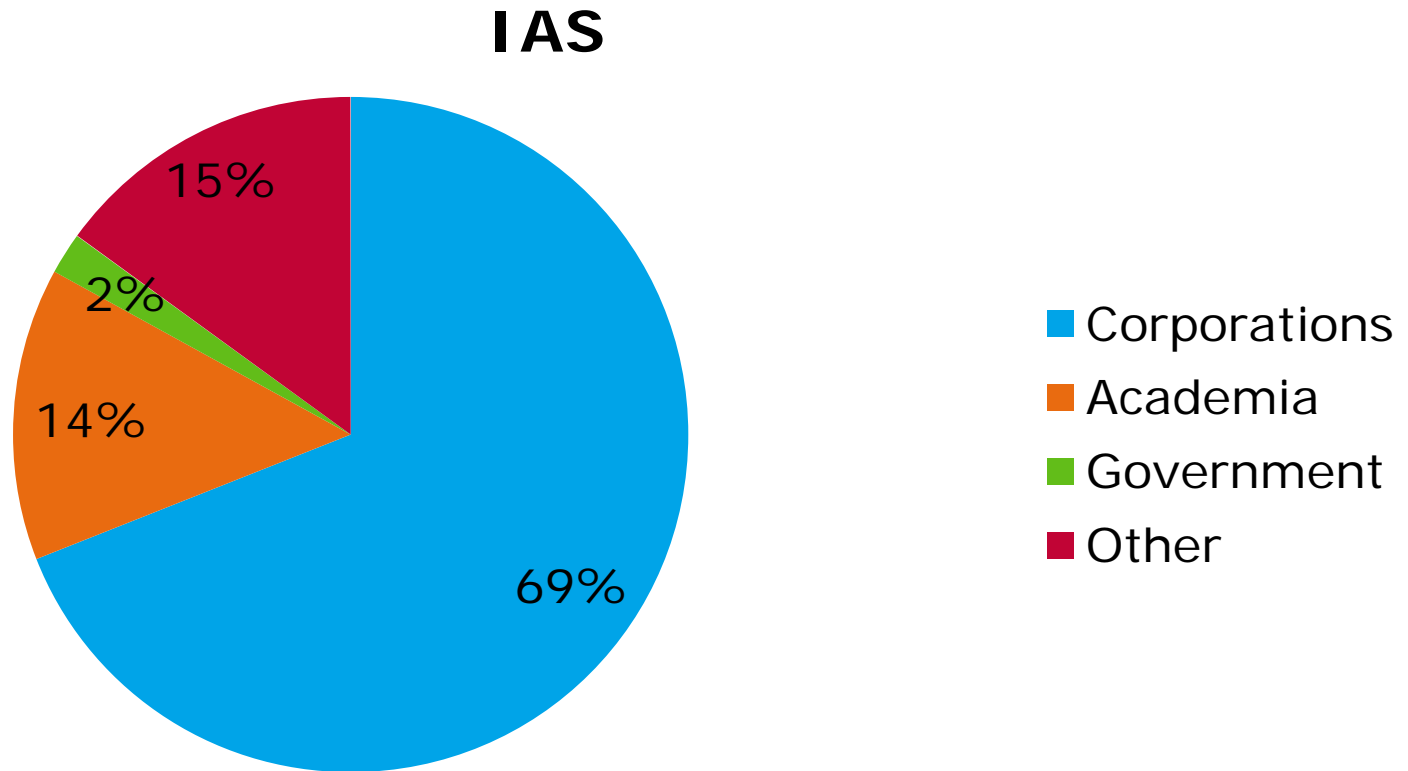
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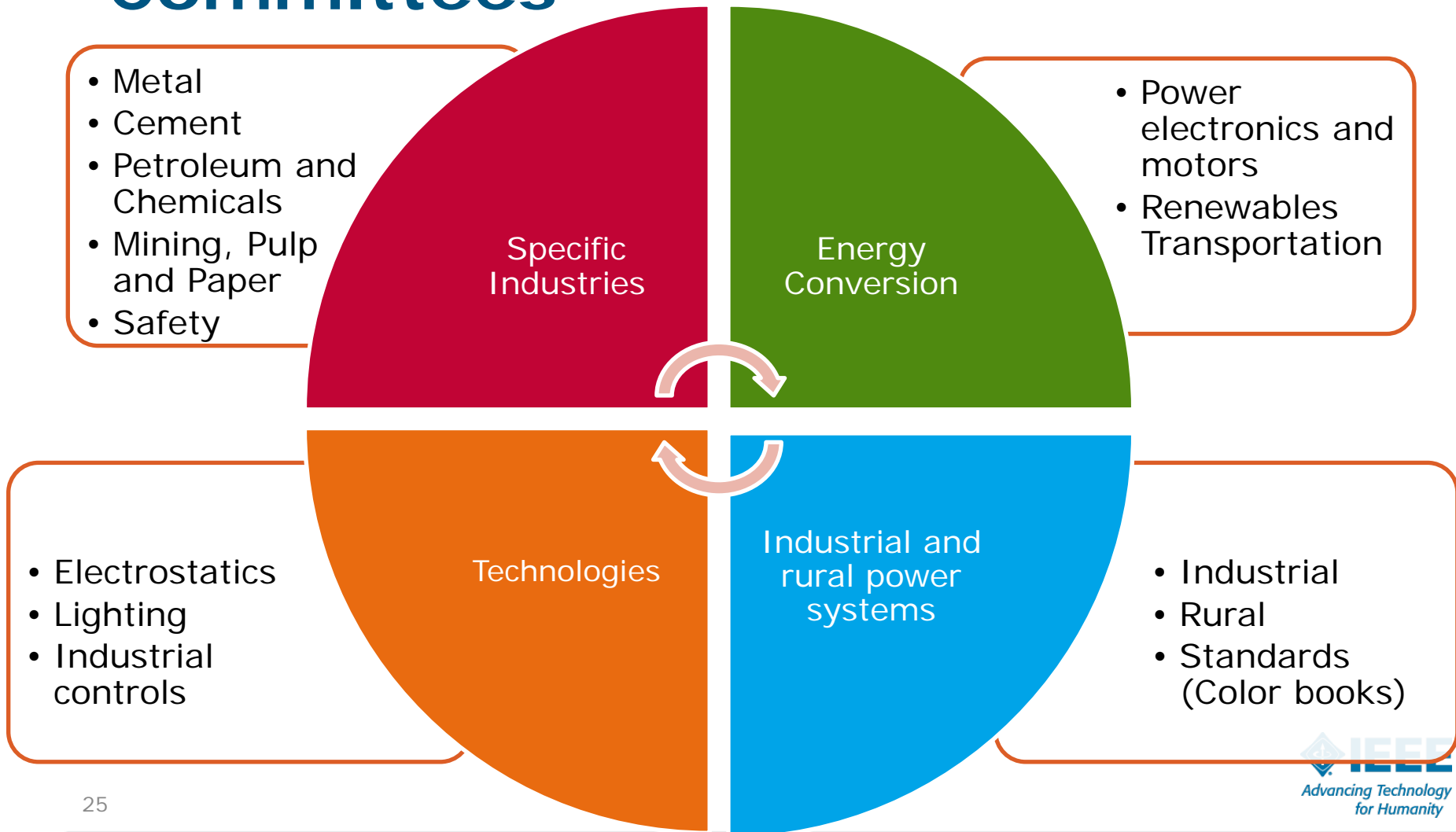
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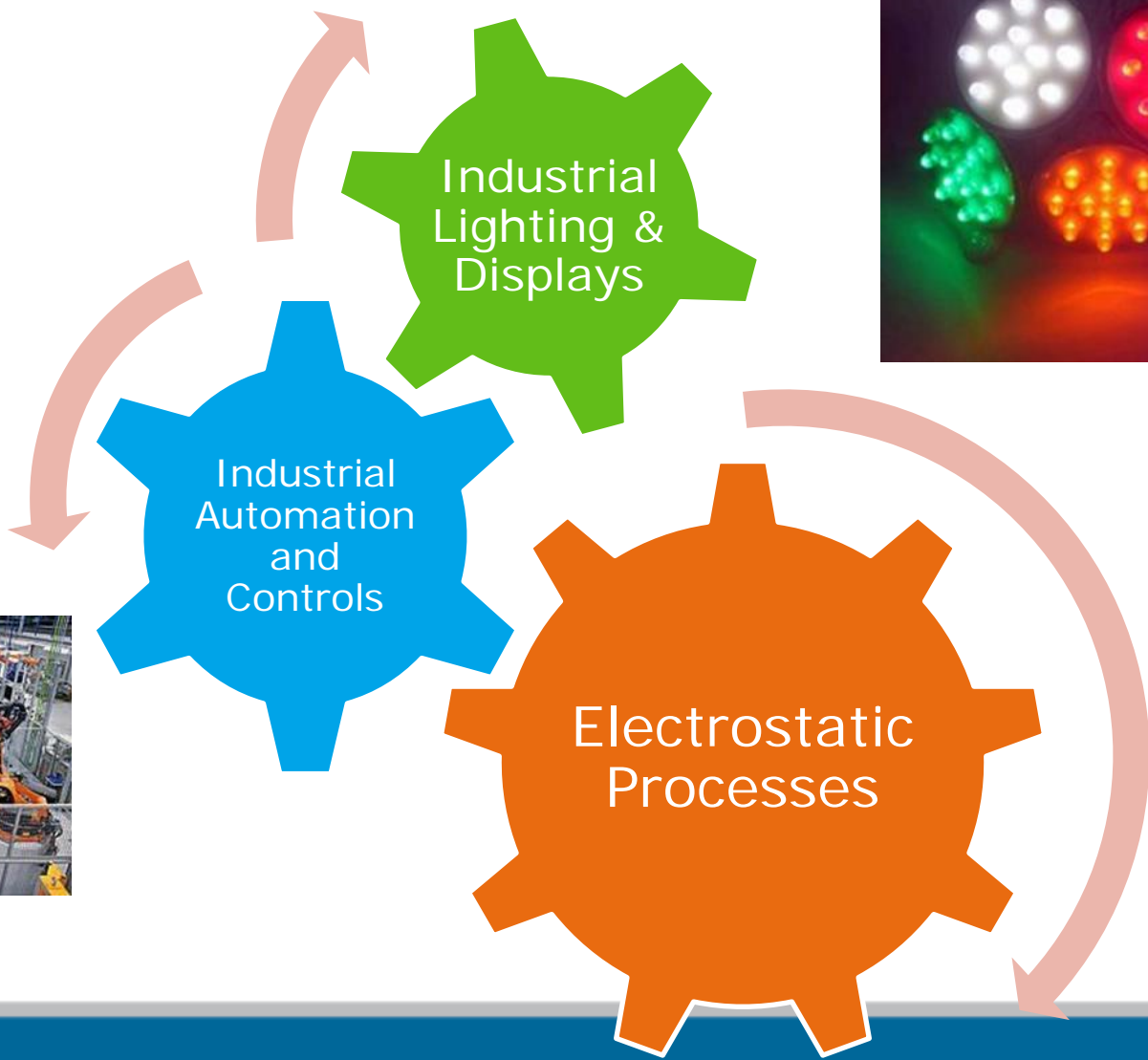
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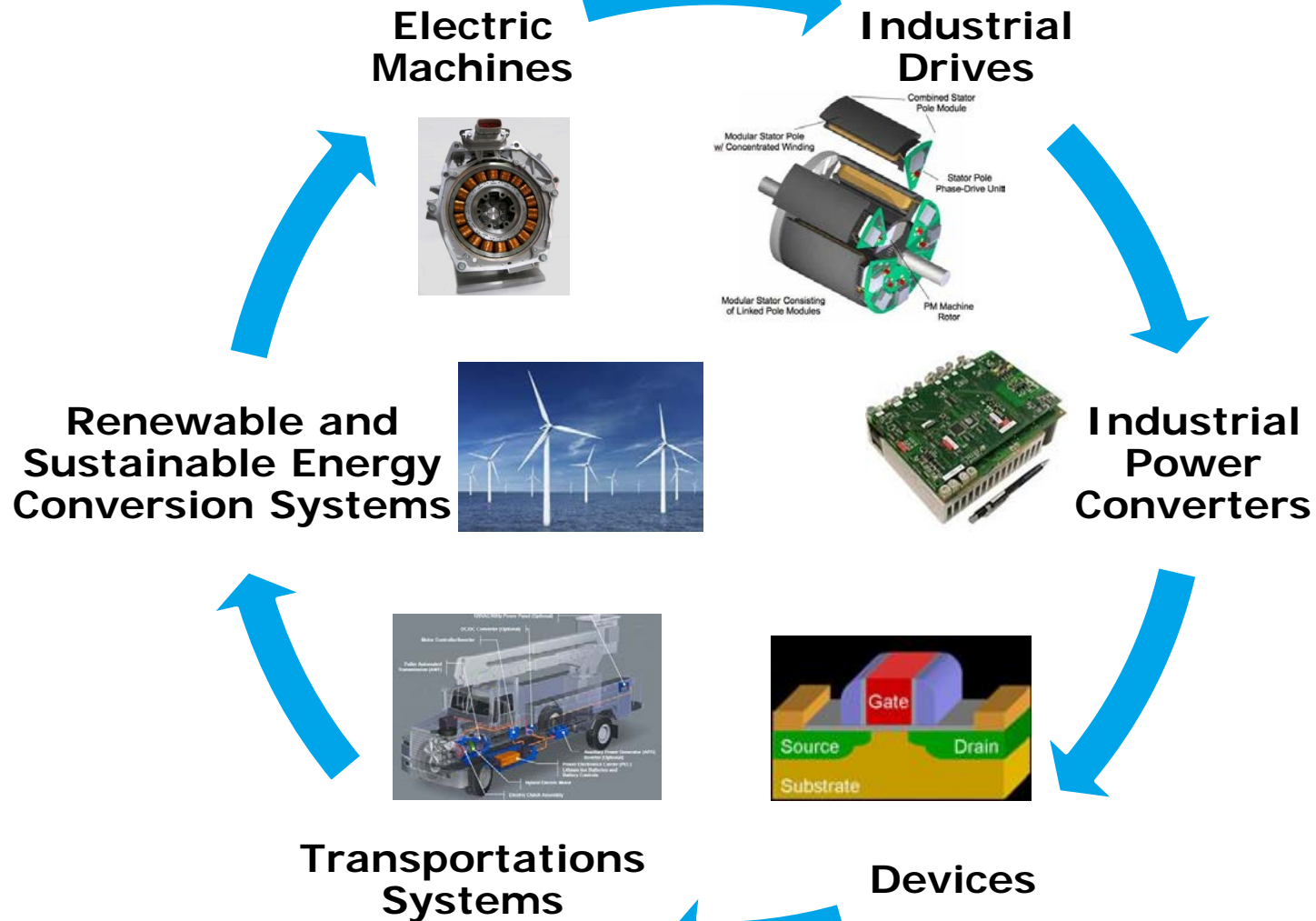


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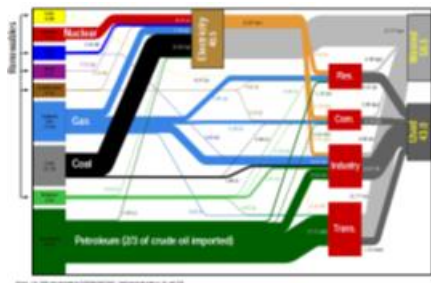
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Engaging Industry Partners

Lawrence Wong

Outline

- Motivation for partnerships & collaborations
- Types of partnerships/collaborations
- Scope of partnerships/collaborations
- Modes of partnerships/collaborations
- Examples
- Benefits & value

Motivation for Partnerships/ Collaborations

- Increasing value to IEEE members at the local level
 - Technical breadth and depth
 - Member benefits
- Section/Chapter visibility

- Approaches:
 - Filling the gaps
 - Complementarity
 - Increasing technical outreach
 - Member benefits programs

Partners/Collaborators

- IEEE entities:
 - Sections
 - Chapters
 - Student branches
 - Affinity groups
 - Regions
 - Technical societies
- Non-IEEE entities:
 - National societies
 - Professional societies and associations
 - Government agencies
 - Service providers

Scope of Partnership/Collaboration

- **Technical:**
 - Joint technical seminars
 - Co-sponsored conferences / symposia / workshops
 - Joint awards programs
 - Joint projects programs
- **Educational/Professional:**
 - Recognition / accreditation programs
 - Joint professional development programs
- **Non-technical:**
 - Joint member benefits programs
 - Joint social events

Mode of Partnership/Collaboration

- Financial co-sponsorship
- Technical co-sponsorship

Many joint technical activities fall into this category




- Arrangements/agreements
 - With/without financial commitments

Many joint non-technical activities fall into this category

- Most, if not all, modes of partnership/collaborations require informal/formal agreements/contracts

Types of partnership/collaboration

	Section	Chapter	SB	AG	Region	TS	NS	PS	Govt	SP
Section	Technical	Technical, Educational, Non-technical	Technical, Non-technical	Technical, Non-technical	Technical	Technical	Technical, Educational, Non-technical	Technical	Educational	Non-technical
Chapter	Technical, Educational, Non-technical	Technical, Non-technical	Technical, Non-technical	Technical, Non-technical	Technical	Technical		Technical		
SB	Technical, Non-technical	Technical, Non-technical	Technical, Non-technical	Technical, Non-technical	Technical	Technical				
AG	Technical, Non-technical	Technical, Non-technical	Technical, Non-technical	Technical, Non-technical	Technical					
Region	Technical	Technical	Technical	Technical	Technical					
TS	Technical	Technical	Technical							
NS	Technical, Educational, Non-technical									
PS	Technical	Technical								
Govt	Educational									
SP	Non-technical									

-  Technical partnership/collaboration
-  Educational/professional partnership/collaboration
-  Non-technical partnership/collaboration

Examples (1/2)

- IEEE-National Society/Professional Society:
 - IEEE-IES MOU on technical & professional cooperation
 - Joint IEEE-IES Award
 - Joint technical seminars
 - Co-sponsored conferences

- Region-Section:
 - R10-Sections:
 - Awards (Best section, Industry, AG)
 - Co-sponsored projects (SAC, WIE, SIGHT, Industry, etc.)
 - Co-sponsored events (SAC, WIE, SIGHT, Industry, etc.)
 - Distinguished Lecture Programs

- Section-Section:
 - Co-sponsored conferences/symposia/workshops
 - Humanitarian technology support

Examples (2/2)

- Section-Chapter/AGs/SBs:
 - Joint technical seminars
 - Co-sponsored conferences/symposia/workshops
 - Professional development programs
 - Co-sponsored social activities
 - Member benefits programs

- Chapter-Chapter:
 - Joint technical seminars
 - Joint conferences

- Section-Service Providers:
 - Member benefits:
 - Credit card
 - Insurance
 - Discount programs
 - Affinity programs

Benefits and Value

- Non-IEEE entity:
 - Increased understanding, relevance & cooperation with IEEE
 - Connectedness to global IEEE

- Section/Chapter:
 - Local vibrancy
 - Visibility
 - Relevance
 - Bridging local/global needs

- Members:
 - Increased breadth and depth of activities
 - Locally relevant member benefits
 - Better return on dues
 - Increased networking opportunities

QUESTIONS

