



The IEEE, Who We are, Where we are Going

Tom Coughlin, 2025 IEEE Past President
IEEE Santa Clara Valley Section
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Inspiring a Global Community of Innovation

Where forward-thinking technology professionals collaborate

- Discover what's next in technological innovation
- Create international standards
- Build technical communities
- Shape and share research

Our Mission

The core purpose of IEEE is to foster technological innovation and excellence for the benefit of humanity

Our Vision

IEEE will be essential to the global technical community and to technical professionals everywhere, and be universally recognized for the contributions of technology and of technical professionals in improving global conditions

www.ieee.org

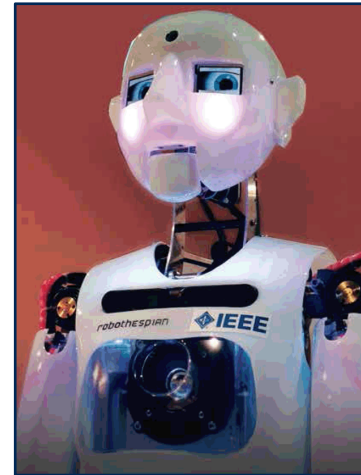


IEEE at a Glance

- **486,000+** members in more than **190** countries
 - More than **189,000** Student members
- **39** technical Societies and **eight** technical Councils representing the wide range of IEEE technical interests
- **6 million+** documents in the IEEE Xplore® digital library, with **24 million+** downloads each month
- **1,079** active standards and **1,000+** standards under development
- Publishes approximately **200** transactions, journals, and magazines
- Sponsors **2,000+** conferences in **109** countries a year
- IEEE publications referenced **3X more** in patents than any other publisher
- Continuing technology education resources
- Global public policy and professional ethics

All figures as of February 2025

www.ieee.org



IEEE
Technology for a
Sustainable Climate™



What we have been working on



- Increase our retention of younger members
- Increase our engagement with industry
- Increase our outreach to the broader public
- Make investments in new products and services
- Develop the future of education

Guiding Principles Applied to Develop IEEE Strategic Goals



In service of the Mission, Vision, and Core Values of IEEE



Reflect IEEE's status as a 501(c)(3) public charity



Represent all units within IEEE



Incorporate extensive feedback from a diverse group of 3,000+ stakeholders



Screened by international consultant for global friendliness

IEEE Strategic Plan

2025-2030

OUR MISSION

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CORE VALUES



Growth & Nurturing



Trust



Partnership



Integrity in Action



Global Community Building



Service to Humanity

OUR GOALS

Advance science and technology as a leading trusted source of information for research, development, standards, and public policy

Inspire intellectual curiosity and support discovery and invention to engage the next generation of technology innovators

Drive technological innovation while promoting scientific integrity and the ethical development and use of technology

Expand public awareness of the significant role that engineering, science, and technology play across the globe

Provide opportunities for technology-related interdisciplinary collaboration, research, and knowledge sharing across industry, academia, and government

Empower technology professionals in their careers through ongoing education, mentoring, networking, and lifelong **engagement**

IEEE will foster a collaborative environment that is open, inclusive, and free of bias and will continue to sustain the strength, reach, and vitality of our organization for future generations.

www.ieee.org/strategic-plan

Approved by the IEEE Board of Directors, November 2024

 **IEEE**
Advancing Technology
for Humanity

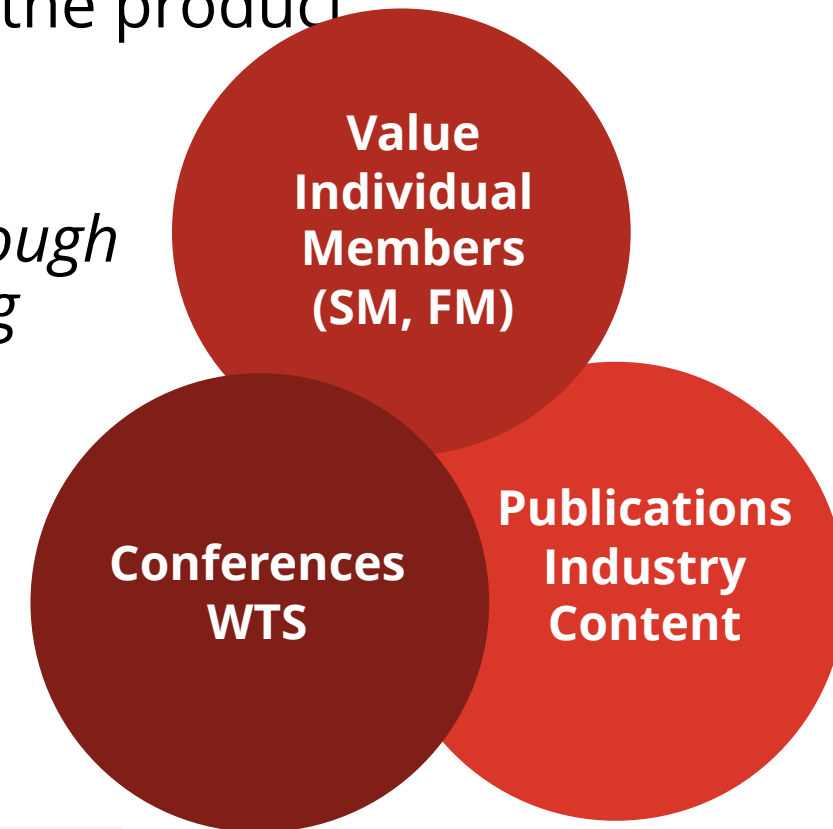
Retaining our Younger Members

- Transitioning students to YP members and retaining them is vital to keeping IEEE dynamic and relevant!
- Most of these members work in industry, so to retain them we need to show our value to those involved in the practical applications of technology
- I believe that an important element is creating a sense of community among IEEE members, particularly at the local section level and engaging our student and YP members.
- IEEE can create resources to support talks to student branches and perhaps help with connections with industry with job fairs, etc.



2025-2030 IEEE Strategic Goals Directly Related to Industry Activities

- *Provide opportunities for technology-related interdisciplinary collaboration, research, and knowledge sharing across industry, academia, and government*
 - Industry Content Platform (ICP): transform research papers into industry application content, expected to be ready by 2026
 - Webinar: Creating new industry conferences for the product development community
 - Webinar Recording in IEC's IEEE.tv Channel
- *Empower technology professionals in their careers through ongoing education, mentoring, networking, and lifelong engagement*
 - IEEE Career Guidance Counselor Chatbot
 - Virtual Job Fairs
 - Create industry content through ICP
 - Create conferences for industry
 - e.g., World Technology Summits (WTS)



Strengthening IEEE's Value to Industry and our Members Working in Industry

- This will require work at the local level as well across IEEE Organizational Units.
- Get members from industry involved in your local section leadership.
- Work with your local companies.
- Local groups at companies.
- Participate in local trade shows (exhibits, talks).
- Recognize local companies for their activities.
- Engaging with industry is an important element in retaining and attracting younger members.



2024 Achievements

- Supported Semiconductor Working Groups in R8 and R9 with Bernard Lim and Jen Castillo
- Supported IEEE USA Packaging Summit (industry, gov, academia)
- Discussions across OUs with multiple countries on IEEE capabilities (e.g. Columbia, Dominican Republic, Panama, Hong Kong and more)
- IEEE Supported Tiny TapeOut event with > 70 tapeouts in one day
- Engagement with Major Semiconductor Groups (e.g. ICOS, OECD SEIN)
- Support of EA micro certifications and OnSemi train the trainers

2025 Strategic Plans

- Continue IEEE Global Semiconductors Activities
- Global Collaboration - increasing reliance on partnerships in Latin America, Asia and Europe.
- Increased Company Engagements – Collaborative forums to address challenges in new resiliency models and international workforce development
- Continued support for semiconductor related IEEE Roadmaps
- Support technical aspects of educational development, with deployment to international groups



Global Semiconductors.
Global Impact.
semiconductors.ieee.org



Taken At PSDC. From the left, Dr. Bernard Lim, Dr. Hari Narayanan, Ms. Hazel Dieh Stoiber, and Ms. Lim Wei Chen



2025 IEEE Future Directions Current Coverage

Industry Advisory
Board



Global Semiconductors
Ad Hoc

TechNav AI



AI Coalition

New Initiatives Possibilities:

- Alternative Energy Generation Storage
- Smart Agrifood
- Aging & Tech

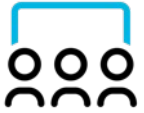
Companies can strengthen business intelligence, workforce development, and public visibility programs



Leverage the full benefit of the global reach and technical expertise of IEEE



Foster innovation and keep your global workforce on top of the latest technology



Engage and develop their technical employees



Receive access to some the most essential plenary sessions at IEEE conferences



Influence technology development and help define standards



Celebrate leaders in the engineering profession, connect with innovators, and learn from visionaries

BUSINESS DEVELOPMENT

Networking
Business Intelligence
Emerging Market Development

PUBLIC VISIBILITY

Thought Leadership
Foundation Leadership
Branding

WORKFORCE DEVELOPMENT

Employee Membership
IEEE Social Good Activities
Professional Development
Retention & Recruitment

IEEE Medal ^{OF} Honor

Advancing Technology
for Humanity

Raising the Prestige of IEEE Awards:

- IEEE Medal of Honor prize increased from US \$50,000 to \$2 million
- 2025 IEEE Medal of Honor laureate was announced at a dedicated press conference in New York City



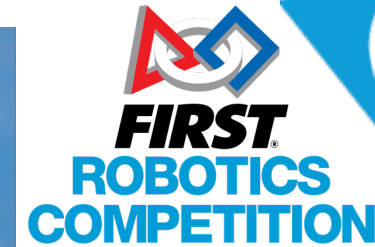
IEEE Distinguished Young Professional Innovator and Laureate Forum

- ▶ **Background:** Recommendation from the 2024 IEEE Ad Hoc Committee on Raising the Prestige of IEEE Awards who were charged to develop a new program to enhance the engagement of early career professionals in IEEE
- ▶ **Overview:** The IEEE Distinguished Young Professional Innovator and Laureate Program/Forum will:
- ▶ **Occur as an annual event launching in 2027** and held before the IEEE Honors Ceremony.
- ▶ Recognize and celebrate exceptional achievements by young professionals, early-career technologists, innovators, and researchers from around the world.
- ▶ Aim to provide a platform for these individuals to network, be recognized for their work, connect with IEEE Medal of Honor Laureates, IEEE Medal Recipients, and industry and government leaders
- ▶ Ties to IEEE's core value of growth and nurturing and the IEEE goal to provide opportunities for career and professional development



Unique Engagement Opportunities

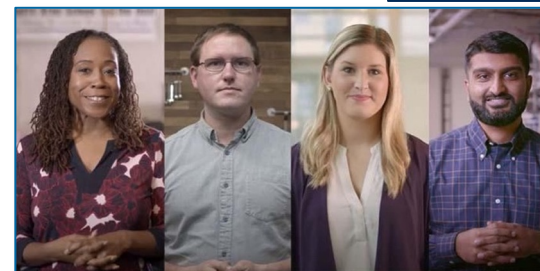
Outreach to the broader technical community and the general public.



IEEE is My Professional Home Videos

Membership & Public Engagement through Video Outreach

- New videos being made in 2025 with IEEE members in Australia, New Zealand and Singapore
- 2024 filming in Japan and the UK with IEEE members
- Target audience is early career technology professionals, existing IEEE members, as well as the general public
- Expanding IEEE's video portfolio by producing new videos, tailoring the spots to a global audience so ads can be run outside the US and scheduling use in additional targeted media markets
- In addition to their use for a larger external advertising campaign, these videos will also be available for use by IEEE organizational units, regions, sections and members for their promotional efforts



The original IEEE is My Competitive Edge ads can be found here:
<https://bit.ly/ieeeusa-videos>

IEEE: A Resource For Technology Decisions

- Technology of all sorts drive the world's economy.
- IEEE is the largest technical professional organization in the world.
- IEEE members are involved in all aspects of technology creation and use.
- IEEE research powers patents and IEEE create many of the world's technical standards.
- IEEE fosters efforts in future directions, technical roadmaps and tracking megatrends.
- IEEE can inform public policy and is a resource for technical discussions.





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[ieee.org](https://www.ieee.org)