IEEE REGION 4 ExCOM WEBEX
Thursday, April 4, 2019
5pm – 6:30pm central

IEEE Region 4
Industry Engagement Committee

Chair - Jim Riess
Members – Alkesh Patel, Bill Serre, Bruce Lindholm, Matt Nowick, Mark Steffka, Paul Spieker, Bakul Banerjee, David Mindham
Associate Members – Bernie Sander, David Koelher, Bob Parro
Region 4 Industry Engagement

**Industry Survey Subcommittee**
Goal: Identify industry’s and academia’s needs by developing, sending and evaluating a survey. (Mark Steffka – Chair).

**Industry Database Subcommittee**
Goal: Establish & maintain a database of contacts with local industries, local universities, national societies and other organizations. (Mark Steffka – Chair).

**“Industry themed” Conference Subcommittee**
Goal: Assist Region 4 in planning an “industry themed” conference. (Jim Riess – Chair).

**IEEE Information for Industry Subcommittee**
Goal: Determine information regarding IEEE activities, useful when establishing industry contacts. (Paul Spieker – Chair).
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- **Associate Members (3 members)**
  - David K
  - Bernie S
  - Bob P

- **Industry Engagement Committee (chair & 8 members)**

- **Industry Survey Sub-committee (chair)**
  - Mark S

- **Industry Database Sub-committee (chair & 2 members)**
  - Mark S
  - Bruce L
  - Bakul B

- **“Industry-themed” Event Sub-committee (chair & 5 members)**
  - Jim R
  - Bernie S
  - David M
  - Bill S
  - Matt N
  - Alkesh P

- **IEEE Information for Industry Sub-committee (chair & 1 member)**
  - Paul S
  - Matt N
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**Industry Survey Subcommittee**
Consider survey directed to companies to find out what IEEE can provide for them. Customize survey by industry sector. Include a summary of what IEEE currently offers companies. This summary is being prepared by IEEE Information for Industry Subcommittee.

**Industry Database Subcommittee**
No progress on the database work.
The group is developing a summary of IEEE offerings which can be sent to companies along with the survey. Intra subcommittee discussions continue.
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“Industry themed” Event Subcommittee

• Moving from single Region conference toward several one or two day area events.
• Events to be hosted by sections or chapters.
• Similar to earlier Metro Area Workshops which were very popular.
• Determine which R4 sections/chapters currently hold such events.
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“Industry themed” Event Subcommittee

- Develop “Cookbook” to plan and implement these events based on ---- of experienced sections/chapters.
- Set up a mentoring group to assist sections/chapters in planning and implementing these events.
- Determine sections/chapters interested in these events.
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Industry-themed event:
Hosted by Section or Chapter
Annual event
One or two day event
Weekend and/or weekday event
Technical Workshops and/or Tutorials led by Industry
Vendor displays
Single discipline or multi-discipline
Student Poster Contest
Similar to Metro Area Workshops of years ago
Customized for and by the Section or Chapter
Region 4 assistance in planning
Region 4 Industry Engagement

Current Industry-themed Events:
- Milwaukee Section (EMC)
- Rockford Valley Section (EMC)
- Chicago Section (EMC)
- Twin Cities Section (EMC – non-IEEE)
- Twin Cities Section (PES & UMN)
- Southeastern Michigan Section (EMC)
- More?

Possible Future Industry-themed Event:
- West Michigan Section
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- Contact Jim Riess at j.riess@ieee.org or 763-232-9601 if interested in hosting an industry-themed event.
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Appendices
Hello Section leader,
I hope 2019 is going well for you. I hope you can respond by Wed Feb. 20 next.
Following is what I am calling an "industry-themed event". After the description are my four questions

**Industry-themed event:**
- Hosted by Section or Chapter
- Annual event
- One or two day event
- Weekend and/or weekday event
- Technical Workshops and/or Tutorials led by Industry
- Vendor displays
- Single discipline or multi-discipline
- Student Poster Contest
- Similar to Metro Area Workshops of years ago
- Customized for and by the Section or Chapter
- Region 4 assistance in planning

1. Does your section have an event similar to the event described above? What are any differences?
2. What is the name of the event and when does it occur? Please provide a more detailed description from your marketing/publicity flyers.
3. If you have such an event would you or someone involved in the planning be willing to serve as a resource person to another section wanting to have a similar event?
4. If you do not have such an event would you wish to have one if you received guidance from the Region?

Your input will be greatly appreciated.

regards,

Jim Riess
Region 4 Industry Engagement

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4. If you do not have such an event would you wish to have one if you received guidance from the Region?
## Region 4 Industry Engagement

<table>
<thead>
<tr>
<th>Section</th>
<th>Responder</th>
<th>1. Does your section have an event similar to the event described above? What are any differences?</th>
<th>2. What is the name of the event and when does it occur? Please provide a more detailed description from your marketing/publicity flyers?</th>
<th>3. If you have such an event would you or someone involved in the planning be willing to serve as a resource person to another section wanting to have a similar event?</th>
<th>4. If you do not have such an event would you wish to have one if you received guidance from the Region?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Indiana Section</td>
<td>Michael R. Hayashi</td>
<td>No, our section does not have any such events at this time. The 2015 CIS-IEEE EnCON (and MAW) and 2016 CIS-IEEE EnCON to a lesser extent that served as our annual section conference those two years when we still did that match part of your description.</td>
<td>Our section &quot;engineering conference&quot; was called &quot;CIS-IEEE EnCON&quot;. We tried to have two or three tracks in a two-day format (2016 was single-day) that covered topics that were both known to attract the professional members in our section in addition to a couple emerging technologies. The website links should take you to what remains of our website pages.</td>
<td>We have essentially no remaining volunteers from the times we tried to do industry-focused events as described. I have been guiding our section away from daylong or longer events because the logistic hassles and complications from setting up workshops across multiple tracks burned out our volunteer base.</td>
<td>No, we do not have plans to hold an industry-focused event as described. The paradigm we are transitioning into involves quarterly or monthly events between 1 and 4 hours without the trappings of organizing a poorly attended student poster contest, multiple tracks, or booths. The current model involves giving 100% of the meeting's agenda to a focus such as a workshop held by industry leaders, presentations from student researchers, or a best-practices presentation from consultants. The early feedback so far is that the narrowly targeted audiences and presenters enjoy having their time and resources shared this way rather than fight for attendees' split attention. So far, it has been easier to find venues for a traveling chapter meeting because a company is less worried about having a couple dozen people parked outside just to hear one of their own employees rather than invite a hundred people over including other speakers that might have to be screened to ensure they are non-competitors.</td>
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<tr>
<td>West Michigan Section</td>
<td>Otto Muller</td>
<td>I have only been involved with the West Michigan Section for a few years and never in that time have we had an event that meets all of your definition. I'm not aware we ever have. In particular, we have not had any day or multi-day events that have had tutorials/poster sessions/workshops that have been supported by the region. The most similar event we have had is described in (2) below.</td>
<td>We do have an annual Social event that is held late summer, the West Michigan Section Baseball Social, description attached. I've recently moved this to an industry sponsored event to reduce Section financial burden. The industry sponsors have the ability to put up a small display.</td>
<td>N/A</td>
<td>Yes, but in addition, I would need one of our Chapters to be the lead at such an event. Our Section leadership is overloaded with organizing D.U.'s, Section duties and organizing many events as well. I have suggested in the past and believe our EMC Chapter would be ideal to hold such an event.</td>
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<tr>
<td>Chicago Section</td>
<td>Bob Burke</td>
<td>1. The annual EMC Symposium. 2. The annual &quot;Saturday seminar&quot; that the IAS chapter puts on.</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>Southeastern Michigan Section</td>
<td>Robert Neff</td>
<td>Here in SE Michigan our EM Society chapter is running their very successful annual EMC Fest in May. This event pulls in 200 participants and 40+ industry table displays. Our Computer Society Chapter will hold their annual workshop that draws industry sponsors. There are more Chapter / Industry events being discussed but not ready to be announced.</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
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- IEEE Industry Engagement Committee Documents