IEEE USA President Candidate
Tom Coughlin
About Me

More at:
http://www.tomcoughlin.com/ieee_USA_President.html

Senior Member of IEEE (1992), Member (1981) and Student Member (1978)

• VP, IEEE USA Professional Activities (2017)
• Chair, IEEE Public Visibility Committee (2016-2017)
• Member, IEEE New Initiatives Committee (2017)
• Member Industry Engagement Adhoc Committee (2017)
• Past Director, IEEE Region 6 (2015-2016)
• Chair, 2011 IEEE Sections Congress
• Chair, R6 Central Area (2008-2009)
• Chair, San Francisco Bay Area Council (2007)
• Chair, Santa Clara Valley Section (2007)
• President, Coughlin Consulting, Data Storage Consulting (2000-now)
Our Challenge

• In today’s world, with all its distractions and uncertainties, how can we be the people our culture needs us to be?
• How can we attract the next generations of technologists into the IEEE, with their diversity and different approaches to getting things done?
• We must change, or die...

If you’re not busy being born, you’re busy dying
(Bob Dylan)
My Objectives

• Work to create a top level membership experience and increase membership in IEEE USA
• Increase participation in professional activities, STEM and career development
• Create a more efficient and cost effective IEEE USA
• Increase IEEE connections with industry
• Represent the interests of our members to the government
• Have fun!
What We Should Do

• Return to membership growth in the US Regions—focus on member retention and corporate memberships
• Work with other IEEE OUs to create a stronger and more efficient and effective IEEE
• Let’s get involved in the next generation of technologists—participate in STEM, Maker Faire, FIRST Robotics, etc.
• Increase involvement in humanitarian activities, such as MOVE and GHTC
What We Should Do

• Support entrepreneurs and consultant members
• Support regional activities to have joint meetings, job search services, etc
• Support continued IEEE USA public policy
• Increase IEEE USA public visibility
• Pursue industry engagement
2016 IEEE Member Satisfaction Survey---Note important but low satisfaction items!

Satisfaction by Importance – Higher Grade Members Without Graduate Students (2016)

Most critical strengths continue to be conferences… online access to transaction, journals, magazine… online conference proceedings

Technical skills has risen as top improvement opportunity. Also promoting appreciation of technology to general public… interaction w/ other members, local meetings and representation on public policy.

Note important but low satisfaction items!
Satisfaction by Importance – Student Members Including Graduate Students (2016)

2016 IEEE Member Satisfaction Survey---Note important but low satisfaction items!

Satisfaction (Mean 48%)
Importance (Mean 67%)

Less critical strength
Top 2/3 Box
More critical strength

Students cite similar top strengths to Higher Grade* members.

Top improvement opportunity

Students** cite similar improvement opportunity to Higher Grade* in technical skills and interaction with other members. More Interest in awards, online career resources and humanitarian contribution.

Lower priority improvements

*Without Graduate Student Members **Including Graduate Student Members
What the Survey Tells Us

• Higher grade as well as student members want continuing education and networking opportunities
• HG Members want representation on public policy issues that impact the profession
• HG Members want local meetings and chances to interact with other members
• Students want on-line career resources, awards and humanitarian contributions
• Let’s make these things happen!
My Goals

• Membership
• Participation
• Efficiency
• Representation
• Fun!

• Vote for Tom Coughlin as IEEE USA President
We Have the Power