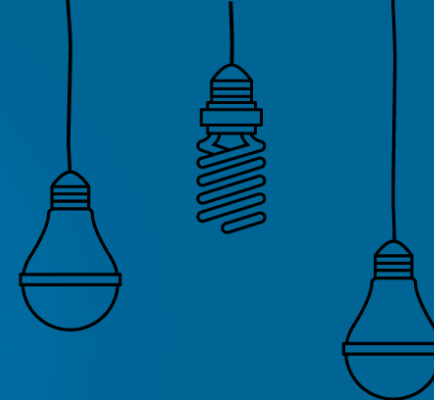
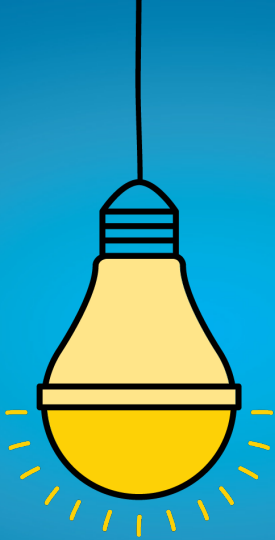


IEEE
New Initiatives Program



Brilliant
~~Bright~~ Ideas Start Here.



Background on New Initiatives Program

- **Historical Snapshot:**

- Origins of the New Initiatives program dates back to 2001, proposals for which were initially solicited in 2000
- The context for launching the program was “doing new things” and encouraging IEEE innovation

- **Appointment:** New Initiatives Committee (NIC) shall be appointed by and report to the IEEE Board of Directors.

- **Charge:** NIC identifies, recommends, and monitors new initiative projects and programs consistent with IEEE’s vision, mission, and strategic plan.



Background on New Initiatives Program

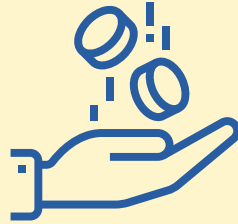
- **Programs:** NIC employs two funding tools
 - **Seed Grants:** for small scale and/or potentially high risk proposals requiring relatively small amounts of funding (up to USD 40,000) and generally less than one year in duration
 - **New Initiatives:** for larger proposals expected to require USD 100,000 or more for a 12-month period. However, any project proposed to NIC with a total budget exceeding USD 40,000 is considered a new initiative. NIC recommends and the IEEE Board of Directors approves new initiatives.
- **Totals projects funded:** Between 2003 and 2018 NIC funded 128 projects (40 Seed Grants, 83 New Initiatives and 5 Seed Grant that grew into New Initiatives) and allocated more than \$40 million of IEEE funds to projects



What is a New Initiative?

- An IEEE initiative is a **new program, service or product**
 - ... that will provide **significant benefit** to members, the public, the technical community, or customers,
 - ... or which could have **lasting impact** on the IEEE or its business processes
- Initiatives **must be of strategic importance to IEEE**
- Initiatives are **not operational necessities** at the time of their initiation
- Projects that can be funded by appropriate baseline budget reductions within the unit are not classified as initiatives

More on the Seed Grant Program




SEED GRANTS OF UP TO
\$40,000
are available for small
projects taking less
than 12 months to
complete.

- NIC approves seed grants
- Guideline: NIC reviews submissions within 45 days
- They can be pilot programs that are innovative and may entail some risk
- No salaries or capital equipment
- Seed grant projects need leader(s), volunteer/OU co-sponsor, and a staff project manager

Example of Seed Grant – Forums of the Future Project

- Seed grant proposed by Technical Activities and Conferences Committee
- Goal was to experiment with new conference models and stand up two virtual conferences in order to learn and be able to meet the demand when it comes.
- **Amount: \$40K for 1 year**
- The project turned into what is now the Virtual Center of Excellence within Global Meetings, Conferences & Events Management (MCE).



The screenshot shows the IEEE Meetings, Conferences & Events website. The header includes the IEEE logo and a 'Contact Us' button. The main navigation bar has links for 'About Us', 'Event Ideation & Production', 'Event Management Solutions', 'Event Promotion', and 'The Knowledge Center'. The main content area features a large image of a microphone and the text 'Virtual Events Center of Excellence'. Below this, there is a section titled 'Create a voice for your event.' with a list of virtual event options: Virtual Panel Discussions, Webinars, and Virtual Events. A photograph shows a man wearing a VR headset and a woman smiling. The footer contains copyright information and a disclaimer.

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- **Virtual Panel Discussions** – A conversation among a panel of influencers, hosted in YouTube Live and audience engagement via Twitter.
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More on New Initiatives Program



Typical LARGER GRANTS OF
\$100,000
or more are awarded
for larger projects taking
1-3 years to complete.

- New initiatives use two step process
 - Phase I (preliminary/similar to a letter of intent)
 - Phase II (full proposal)
- NIC invites Phase II submission
- Board of Directors (BoD) approves spending on new initiative projects
- Projects need an identified initiative leader(s), require an endorsement from a Volunteer Champion, and need a staff project manager

Example of a New Initiative – IEEE Smart Grid

- New initiative proposed by Technical Activities, Future Directions Committee, Corporate Activities, and IEEE-SA
- The goal is that IEEE be recognized as the professional home for those focused on Smart Grid development.
- **Amount: \$3.2 million over 4 years**
- Transitioned to the Power and Energy Society



Image from *The Institute*, <http://theinstitute.ieee.org/>

Rolling Submission Processes

- Rolling process that allows for new initiative and seed grant evaluation at any time during the year
 - NIC does not have submission deadlines for new initiative and seed grant proposals. Proposals **may be submitted any time** in the year for review by NIC.
 - However, NIC's budget cycle is on a calendar year basis, and consequently, projects encounter an end-of-year hard stop on funding
 - Projects that are approved late in the year sometimes cannot be implemented effectively
 - Therefore, NIC and the initiative leader can negotiate the start date, which includes release of funding.



Bring your ideas of the dark.
Apply today! Details at
iee.org/initiatives



Appendix: Committee Roster, Examples of Projects and – Lessons Learned

IEEE Smart Grid

- New initiative proposed by Technical Activities, Future Directions Committee, Corporate Activities, and IEEE-SA
- The goal is that IEEE be recognized as the professional home for those focused on Smart Grid development.
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Public Policy Engagement in Europe

- New initiative proposed by IEEE Corporate Activities
- Develop and implement an effective and sustainable program to assist European IEEE members to influence and shape European public policy
- **Amount: \$965,000 over 4 years**
- Transitioned to the European Public Policy Committee (EPPC)



Image from *The Institute*, <http://theinstitute.ieee.org/>

Cloud Computing

- New initiative proposed by Technical Activities Board and IEEE-SA
- Position IEEE in a leading role in the development of cloud computing globally and increase collaboration across societies, councils, and IEEE OUs.
- **Amount: \$1.7 million over 4 years**
- Transitioned to the IEEE Computer Society



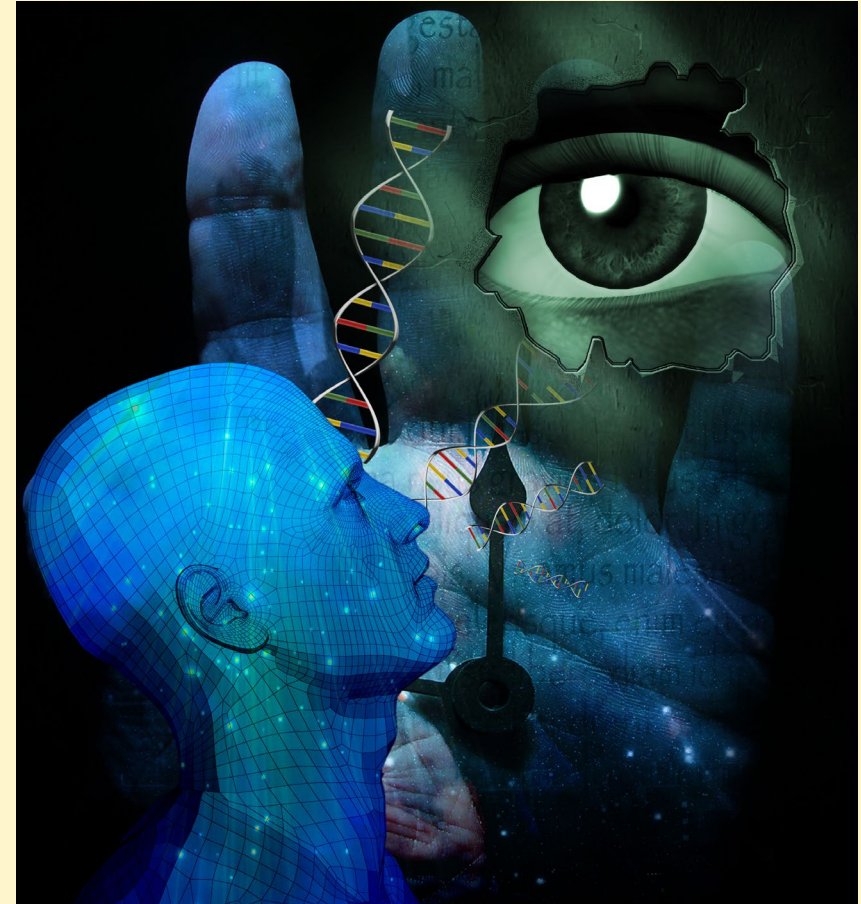
Liaison Office in China

- New initiative proposed by IEEE Corporate Activities
- Its goal to establish a physical presence in China
- The office is operationalized with budget targets for revenue and staff supporting the revenue generating activities of IEEE OUs.
- **Amount: \$1.4 million over 3 years**
- Transitioned to Corporate Activities reporting to the Exec. Dir. & COO IEEE



Life Sciences in IEEE

- New initiative proposed by Technical Activities Board
- Create a community for IEEE professionals and other interested parties who work at the intersection of the Life Sciences with Electrical Engineering, Computer Engineering, Computer Sciences, Physics and Mathematics.
- **Amount: \$1.1M over 4 years**
- Transitioned to a TAB technical community and operational in 2014



Global History Network

- New initiative proposed by the IEEE History Committee
- Develop the premier global online resource on the history of electrical, electronics, and computer technologies and the institutional history of IEEE. Committee.
- **Amount: \$619K over 3 years**
- Today IEEE GHN is part of the Engineering and Technology History Wiki at ethw.org

Engineering and Technology History Wiki

Bioengineering Communications Computing and Electronics Energy Engineering and Society Engineering Fundamentals Environment

Health and Safety Materials Mechanics Profession Structures Transportation

[Create content](#)
Submit a new article to the Engineering and Technology History Wiki

[Innovation Map](#)
The innovation map tracks Landmarks, Milestones and other important events across the globe.

[Timeline](#)
A chronological list of important achievements in the history of engineering and technology

[About](#)
Learn more about the Engineering and Technology History Wiki

[Janeen Judah Oral History](#)
An interview with Janeen Judah, the 2017 President of the Society of Petroleum Engineers

AICHE ASCE ASME IEEE SWE SPE AIST SME

IEEE Learning Network

- New initiative sponsored by Educational Activities
- IEEE Learning Network (ILN) is intended as a one-stop single site for all continuing education products including webinars, self-study courses, MOOCs, and registration for live offerings from across the Institute on a common platform.
- **Amount: \$1.3M over three years**
- Soft launch is scheduled for May 2019 and full launch in June 2019



Rebooting Computing

- New initiative sponsored by the Future Directions Committee
- The initiative has four major activities:
 1. International Roadmap for Devices and Systems (IRDS),
 2. a new Industry Summit to expose industrial partners to Rebooting Computing,
 3. a Lower Power Image Recognition Challenge (LPIRC), and
 4. the International Conference on Rebooting Computing (ICRC).
- **Amount: \$757K over 3 years**
- Planning underway for transition to one or more OUs in 2020



IEEE.tv

- New initiative sponsored by IEEE Regional Activities (today its MGA)
- Develop, launch and deploy productions for IEEE.tv. It launched in August 2006 and now is an Internet-based, live-streaming television network service producing and delivering special-interest programming about technology and engineering.
- **Amount: \$505K over 4 years**
- Integrated into IEEE operations, with professional oversight and management

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Enabling 5G and Beyond: A Talk From Ashutosh Dutta 00:23:28 28 views

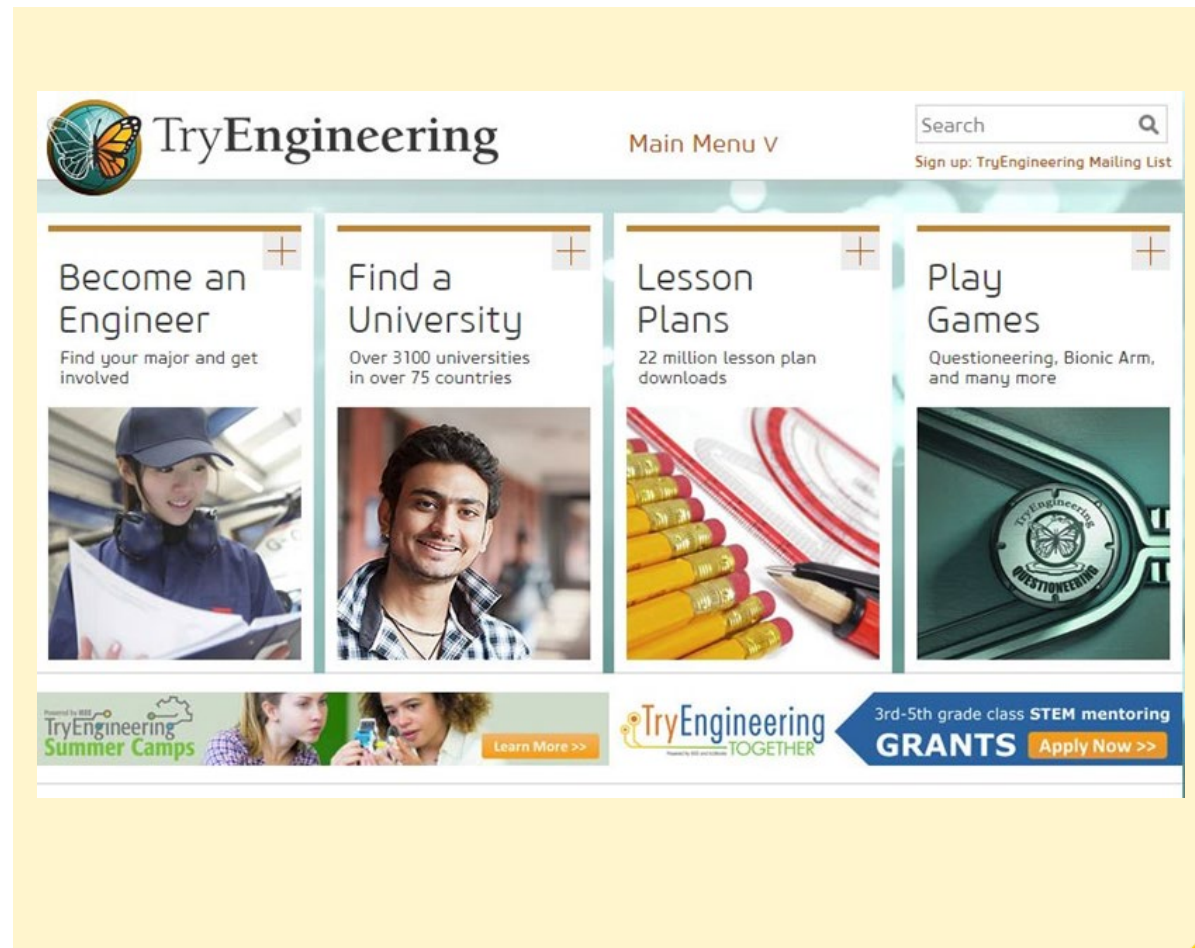
Recent Advances in the Neural Dust Platform - IEEE Brain Workshop 2018 00:50:03 51 views

This is Fog - Mung Chiang - Fog World Congress 2018 00:35:20 56 views

CHIP CHAT PODCAST Guest: Shantanu Chakrabarty 00:43:41 5 views

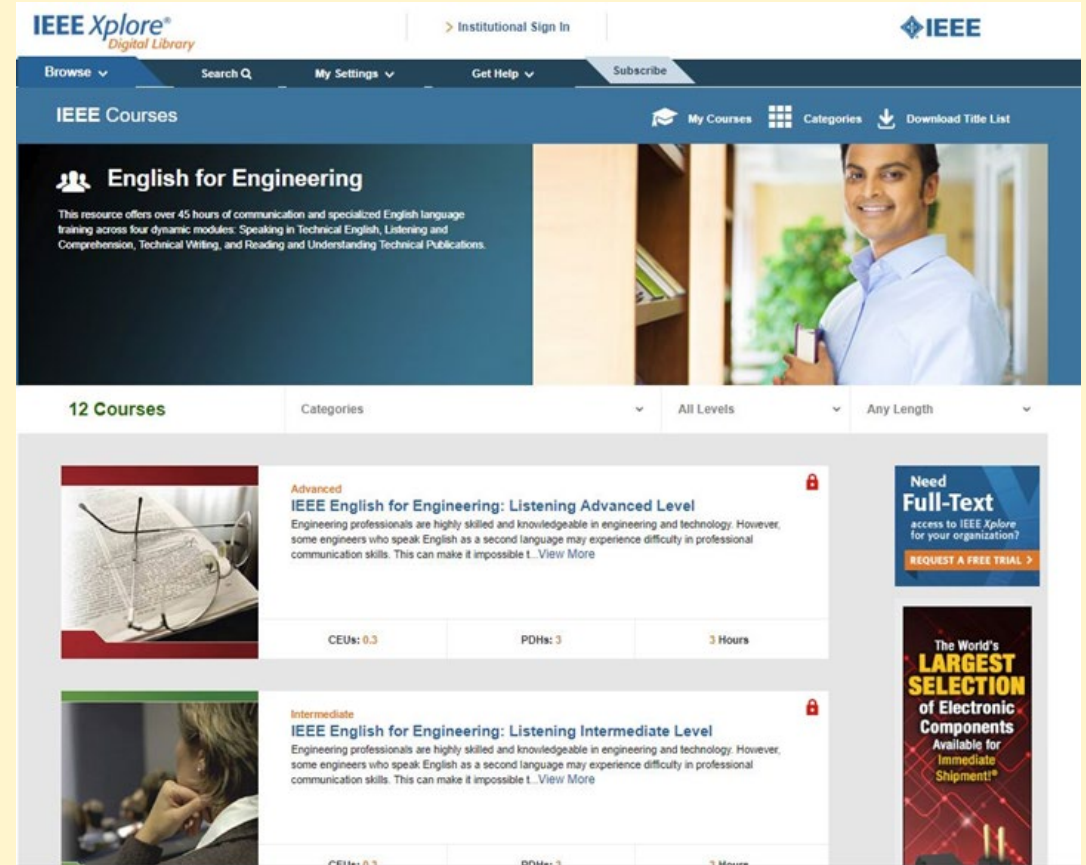
Launching our Children's Path to Engineering

- New initiative sponsored by Educational Activities
- The initiative had several programs, one named [TryEngineering.org](https://www.tryengineering.org) launched in 2006 in collaboration of IEEE, IBM, and the New York Hall of Science. It offered a variety of resources to engage and excite students, as well as advance the skill and knowledge of educators
- **Amount: \$160K for one year**
- TryEngineering is now a recognized brand



Technical English Program (TEP)

- New Initiative sponsored by Uruguay Section, IEEE Region 9 and IEEE Educational Activities.
- Address a widely recognized need for technology and computing professionals experiencing difficulties in understanding and speaking English, reading technical articles in English, and composing technical articles in English.
- **Amount: \$364K over 3 years**
- TEP, known as IEEE English for Engineering, is administered by EAB as a continuing education program, first institutional sale in August 2012 and now generates over \$300K per year in revenue.



The screenshot displays the IEEE Xplore Digital Library website interface. At the top, the IEEE Xplore logo and navigation links like 'Institutional Sign In' and 'IEEE' are visible. Below the navigation bar, the 'IEEE Courses' section is highlighted. The main content area features a large banner for 'English for Engineering' with a description: 'This resource offers over 45 hours of communication and specialized English language training across four dynamic modules: Speaking in Technical English, Listening and Comprehension, Technical Writing, and Reading and Understanding Technical Publications.' Below the banner, there are filters for '12 Courses', 'Categories', 'All Levels', and 'Any Length'. Two course listings are shown: 'Advanced IEEE English for Engineering: Listening Advanced Level' and 'Intermediate IEEE English for Engineering: Listening Intermediate Level'. Each listing includes a brief description, a 'View More' link, and a table with CEUs (0.3), PDHs (3), and 3 Hours. On the right side, there are two promotional banners: 'Need Full-Text access to IEEE Xplore for your organization? REQUEST A FREE TRIAL >' and 'The World's LARGEST SELECTION of Electronic Components Available for Immediate Shipment!*

Forums of the Future Project

- Seed grant proposed by Technical Activities and Conferences Committee
- Goal was to experiment with new conference models and stand up two virtual conferences in order to learn and be able to meet the demand when it comes.
- **Amount: \$40K for 1 year**
- The project turned into what is now the Virtual Center of Excellence within Global Meetings, Conferences & Events Management (MCE).



The screenshot shows the IEEE Meetings, Conferences & Events website. At the top, there is a navigation bar with the IEEE logo and a 'Contact Us' button. Below the navigation bar, there is a main banner for the 'Virtual Events Center of Excellence'. The banner includes the text 'Create a voice for your event.' and a list of virtual event options: Virtual Panel Discussions, Webinars, and Virtual Events. A photograph of a man wearing a VR headset and a woman smiling is also visible. At the bottom of the page, there is a footer with copyright information and a disclaimer.

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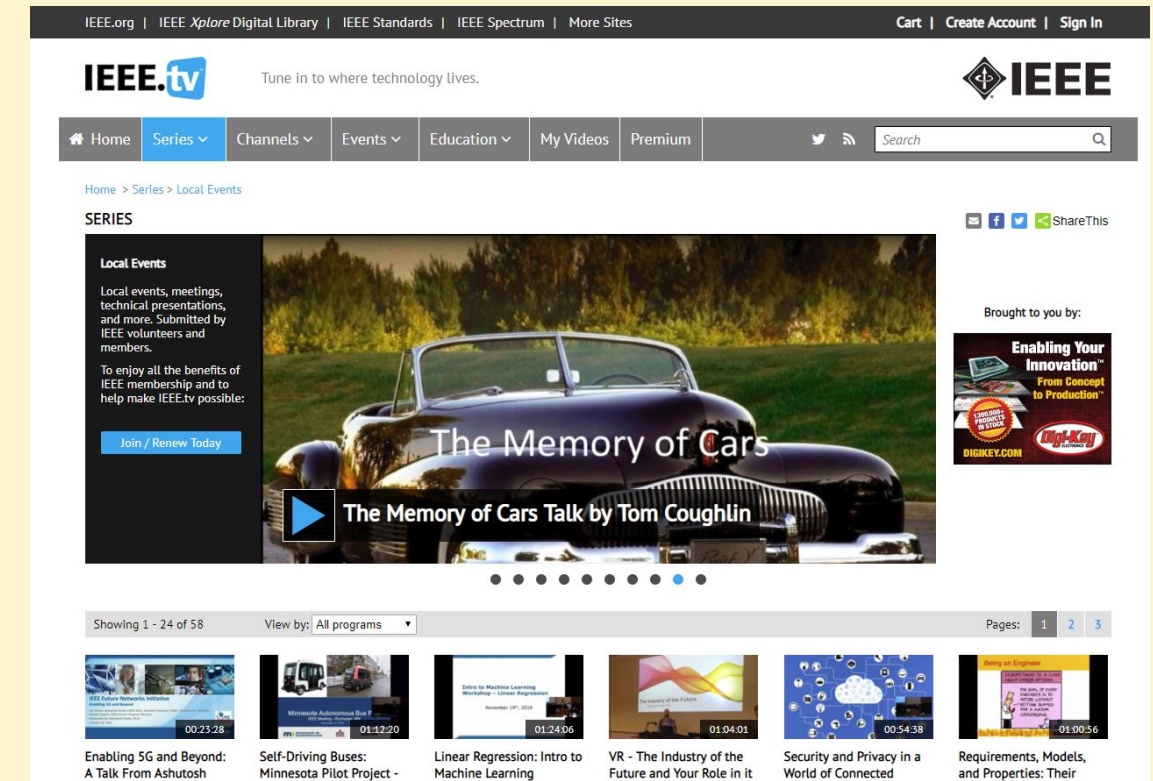
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Chapter Technical Meeting Recording and Distribution

- Seed grant proposed by Region 6, Region 4 and Computer Society
- The project captured IEEE local section chapter technical meeting presentations and provided a way for these recorded presentations to be stored and accessed by IEEE members.
- **Amount: \$80,000 from two seed grants over 2 years**
- See IEEE.TV Local Events <https://ieeetv.ieee.org/ieee-local-events>



The screenshot displays the IEEE.tv website interface. At the top, there is a navigation bar with links for IEEE.org, IEEE Xplore Digital Library, IEEE Standards, IEEE Spectrum, and More Sites. On the right, there are links for Cart, Create Account, and Sign In. The main header features the IEEE.tv logo and the tagline "Tune in to where technology lives." Below this is a secondary navigation bar with tabs for Home, Series, Channels, Events, Education, My Videos, and Premium, along with a search bar. The main content area shows a video player for "The Memory of Cars" by Tom Coughlin, with a play button and a title overlay. To the right of the video player is a "Share This" button and a "Brought to you by:" section featuring an advertisement for "Enabling Your Innovation" from DIGIKEY.COM. Below the video player, there is a pagination bar showing "Showing 1 - 24 of 58" and "View by: All programs". A row of video thumbnails is displayed below, each with a title and duration: "Enabling 5G and Beyond: A Talk From Ashutosh" (00:23:28), "Self-Driving Buses: Minnesota Pilot Project -" (01:12:20), "Linear Regression: Intro to Machine Learning" (01:24:06), "VR - The Industry of the Future and Your Role in it" (01:04:01), "Security and Privacy in a World of Connected" (00:54:38), and "Requirements, Models, and Properties: Their" (01:00:56).

IEEE Open Source

- Seed grant proposed by IEEE-SA
- NIC funded an IEEE Standards pilot for an IEEE-wide approach to open source.
- **Amount: \$40,000 for 1 year**
- The project is operational and funded by IEEE-SA after proof of concept phase was completed.

The screenshot shows the IEEE Standards Association website. At the top, there is a navigation bar with links for Home, Categories, Beyond Standards, Contributors, and Contact Us. The main content area features a large banner for the 'IEEE OPEN SOURCE Q&A SERIES' with a photo of a man in a blue shirt. Below the banner is the article title 'What Is Open Source, and Why Is IEEE Involved?' and a byline '2 May 2017 • 0 comments • Guest Contributor'. The right sidebar contains a search bar, social media icons for Facebook, Twitter, LinkedIn, YouTube, and Instagram, and sections for 'CATEGORIES', 'ARCHIVES', and 'RECENT POSTS'. The 'RECENT POSTS' section lists three articles: 'IEEE and Costa Rican National Standards Body Sign ...' (22 January 2019), 'IEEE Engages Standards Bodies from Emerging Market...' (21 December 2018), and 'IEC-IEEE-KAIS Challenge'.



Lesson Learned for Determining Success

In the words of the project teams

- Alignment
 - Strong alignment with at least one of the BoD's priorities
- Role of volunteers and staff
 - Need a volunteer and staff structure set up before starting the project, we would not have successfully completed the hundreds of tasks associated with the various stages of the project without the volunteer-staff team.
 - A strong staff Project Manager should be assigned as soon as a project is initiated, so that it can proceed smoothly.
 - Success requires volunteers who work and deliver on commitments, they need to be accountable and they should be recognized by IEEE in some way for their work.



Lesson Learned for Determining Success

In the words of the project teams

- Multi-OU collaboration
 - Collaborating with other OU's, other projects and other groups within IEEE such as multiple societies, councils, and OUs working together
 - Cross-OU effort: IEEE-SA worked with IEEE Legal for the License Framework, the IEEE Humanitarian Ad Hoc, other IEEE Ad Hoc's, OUs, and societies. We engaged with the IEEE Foundation, Educational Activities, Membership Activities, MSD, Pubs and Technical Activities/Societies to lay out collective opportunities for mutual and collective impact.



Lesson Learned for Sustainability

In the words of the project teams

- Sustainability needs to be a goal from Day 1 of new initiatives; each new product or service needs to include a home or potential home from its inception.
- Have a business plan, governance, and revenue model for sustainability and growth from “day one”
- Revenue generation is important.
- Community growth requires sustained and consistent effort and energy (both from volunteers and from staff)
- The added value of the new products and revenue generation resulting from the initiative will be a result of leveraging and bringing together existing competence in various Societies and OUs.



Lesson Learned for Institutionalization

In the words of the project teams

- IEEE is a complex organization and changes can take more time than anticipated and operational integration requires a great deal of socialization, coordination and support.
- Each and every project operates in collaboration with the existing IEEE infrastructure, e.g. Societies, Councils, OUs



THANK YOU