

**SECTION 8 - IEEE AB STRATEGIC PLAN**

**MISSION:**

The IEEE Awards Board administers the awards and recognition program of the Institute. Through its awards program, the Institute advances the interests of its members by recognizing their contributions in advancing the fields of interest to IEEE to the benefit of society. By this means, the image and prestige of the organization, its members, the profession, and the members' employers are all enhanced. The awards program of the Institute honors members, other professionals and industrial organizations for their service to society.

**VISION FOR 2007 AND BEYOND:**

The IEEE Awards Program recognizes significant achievements in our fields of interest. The IEEE Awards Program is highly valued by IEEE membership, industry, and academia. IEEE members and the public are aware of the accomplishments of Medal of Honor recipients. Award recipients get exposure to their peers and the general public.

Search and Selection Committees are active in stimulating nominations for all Institute-level awards.

The IEEE's awards program is recognized as exceptional by professional societies in technology fields.

**PUBLICITY**

Issue 1	Need to improve the impact of the PR program
Desired Outcome	A more effective awards PR program
Recommended Action(s)	<ol style="list-style-type: none"> <li>1. Develop performance metrics for awards publicity activities</li> <li>2. Monitor the effectiveness of awards PR</li> <li>3. Examine the role of the Awards Board in the Institute's public relations program</li> <li>4. Join with the PR department of an award recipient's employer or an organization receiving an award to jointly publicize the event</li> <li>5. Evaluate the effectiveness of outside PR firm to help publicize the accomplishments of award recipients.</li> </ol>
Issue 2	Need to improve the image and prestige of the IEEE and its Awards program to its members, societies, and technical councils, MGAB.
Desired Outcome	Increase linkages between the AB and other IEEE entities including but not limited to TAB, MGAB, Corporate, The Institute and Spectrum.
Recommended Action(s)	Staff with committee guidance develop a standalone display that can be customized to be used at IEEE meetings (e.g., an automated laptop PowerPoint, or a tabletop display with pockets to hold presentation on Award winners specific to that meeting).
Issue 3	Need to improve recognition of Awards Program.
Desired Outcome	Have more public recognition of the IEEE Awards Program.
Recommended Action(s)	<ol style="list-style-type: none"> <li>1. Implement an Awards e-newsletter to be sent out quarterly to the IEEE membership.</li> <li>2. Develop a tabletop display of awards and have staff and/or volunteers attend and advertise at IEEE Regional meetings and conferences.</li> </ol>

**GENERATING NOMINATIONS**

Issue 1	Need to obtain sufficient nominations for all Institute level Awards.
Desired Outcome	An increased number of excellent nominations for each

	<b>Institute award</b>
Recommended Action(s)	<ol style="list-style-type: none"> <li>1. Request that past recipients suggest potential nominees for the awards that they recently received.</li> <li>2. Develop contacts in industry to encourage more awards nominations.</li> <li>3. Request that IEEE Sections nominate local industry for IEEE corporate recognitions.</li> <li>4. Complete the prototype Awards Database for internal use to assist in generating quality nominations.</li> </ol> <p>Include all Technical Society award recipients and their citations  Include all Region and Section award recipients and their citations  Expand its availability to Technical Societies and Regional Awards Recognition Committees</p> <ol style="list-style-type: none"> <li>5. Develop new mechanisms for generating award nominations using the Service Awards Committee as a model (rolling list of potential nominees).</li> </ol>

Issue 2	Need to eliminate outdated awards and awards that have insufficient nominations.
Desired Outcome	Have a first-rate awards program
Recommended Action(s)	Accelerate the review and sunseting of existing awards that are no longer appropriate or viable.

Issue 3	Do we have the appropriate number of awards?
Desired Outcome	Appropriate number of awards covering all fields of technical interest for the institute
Recommended Action(s)	Continue activities of New Medals/TFA committee and add awards when appropriate.

### INDUSTRY RELATIONS

Issue 1	Need to help facilitate the IEEE's relationship with industry
Desired Outcome	Improved prestige of the Institute's awards program and increased nominations from industry.
Recommended Action(s)	<ol style="list-style-type: none"> <li>1. Increase industry contacts</li> <li>2. Develop close ties to industry in local Sections</li> <li>3. Enlist Life Members to help promote IEEE awards to industry in their IEEE Section</li> <li>4. Encourage each region to establish an industry award.</li> <li>5. Establish an Institute-level award for industry (recipients of Institute-level awards coming from region award recipients).</li> </ol>

### External Awards

Issue 1	Need nominations of IEEE members for external awards.
Desired Outcome	More IEEE members than in the past are nominated for External Awards
Recommended Action(s)	<ol style="list-style-type: none"> <li>1. Expand the existing database of IEEE Awards recipients to include Society Awards, Regional Awards international awards, and past recipients.</li> <li>2. Survey existing external awards and select appropriate ones for submitting IEEE nominations</li> <li>3. Create IEEE Nomination Committees for each targeted external award.</li> <li>4. Establish a pool of nominators who are willing to prepare nominations for external awards on behalf</li> </ol>

	of IEEE. 5. Create an External Awards database and review past recipients of IEEE Awards to match up recipients with appropriate External Awards.
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Issue 2	Need to obtain more IEEE representation on External Award selection committees .
Desired Outcome	Improved ties between IEEE and external award selection committees.
Recommended Action(s)	1. Seek out external awards that might be receptive to IEEE representation on their Selection Committees 2. Nominate at least one IEEE representative for each of these targeted external award committees each year.

Issue 3	Need to develop a Responsibilities document for External Awards Committee Members.
Desired Outcome	Committee members representing the IEEE to understand their role when they accept the appointment.
Recommended Action(s)	Create a membership & responsibilities document for External Awards Committee Members.

Issue 4	Need to Publicize the External Awards Program.
Desired Outcome	Generate publicity and activity for the External Awards program.
Recommended Action(s)	Create a "press kit" to send to Regions/Societies and to increase exposure of the program.

Issue 5	Need to create a mission statement for External Awards Committee.
Desired Outcome	A clear mission for the External Awards Committee
Recommended Action(s)	Create a Mission Statement.

Issue 6	Need to reestablish an external awards committee and to nominate IEEE members for external awards.
Desired Outcome	Obtain successful nominations for external awards
Recommended Action(s)	Populate committee by adding past chairs of award selection committees, past AB members and past Fellow chairs and seek nominations of IEEE members.

**PRESENTATION EVENTS**

Issue 1	Need for expanded presentations by Institute-level Award recipients
Desired Outcome	New and effective ways of presenting the awards and increased visibility of the program and the recipients
Recommended Action(s)	1. Define and evaluate alternatives to the past corporate recognition luncheon. 2. Coordinate venues and timing of each industry recognition with the PR department of the recipient organization. 3. Organize award recognition events in every IEEE Region. 4. Recommend that AB conduct a study to determine separating the Honors Ceremony from the BoD Series, and to determine if it can be self-sustaining. 5. Recommend that AB suggest the medal award winners write an Op-Ed for placement in Spectrum,

	the IEEE website or external media; or deliver a presentation that is captured via a webcast including PowerPoint that can be disseminated via IEEE web site.
Issue 2	Need to highlight the technical expertise of the recipients to a large audience.
Desired Outcome	The technical expertise of IEEE award recipients be highlighted to a larger audience
Recommended Action(s)	<ol style="list-style-type: none"> <li>1. Arrange plenary lectures by IEEE Medal recipients at appropriate venues, and video-record the events.</li> <li>2. Arrange plenary lectures by TFA recipients at IEEE technical conferences.</li> <li>3. Encourage societies to fund travel costs of plenary lecturers.</li> <li>4. Develop a program of electronically delivered presentations by award recipients patterned after the TAB Electronic Distinguished Lecturer series.</li> </ol>
Issue 3	Need for an expanded presentation program.
Desired Outcome	An expanded support infrastructure to enable this expanded presentations program to be successful
Recommended Action(s)	<ol style="list-style-type: none"> <li>1. Increase the number of volunteers devoting their efforts towards organizing an expanded presentation-events calendar</li> <li>2. Increase the staff support available for organizing special awards presentation events</li> <li>3. Evaluate the financial impact.</li> </ol>

#### INFRASTRUCTURE

Issue 1	Need to improve efficiency and effectiveness to better serve the Institute and the membership.
Desired Outcome	Improved operations
Recommended Action(s)	Seek delegation of authority from the IEEE BoD to allow the AB to give final approval for Technical Field Awards recipients
Issue 2	Need for stable funding for Awards Board.
Desired Outcome	Stable funding through improved partnerships between the AB, the IEEE BoD, and the IEEE Foundation.
Recommended Action(s)	<ol style="list-style-type: none"> <li>1. Enhance participation by the IEEE Board and the IEEE Foundation in the Awards Board retreats</li> <li>2. Maintain a rolling three-year financial plan that includes all sources of income and expenditures.</li> </ol>
Issue 3	Are current procedures for administration of awards effective?
Desired Outcome	<ol style="list-style-type: none"> <li>1. Improved Medals and Technical Field Awards process</li> <li>2. Enhanced prestige of IEEE Awards via recipient presentations at appropriate venues/technical conferences</li> <li>3. Increased number of nominations</li> </ol>
Recommended Action(s)	<ol style="list-style-type: none"> <li>1. Review the current selection committee procedures for possible modification/simplification to encourage more participation from selection committee members in these desired outcome areas</li> <li>2. Improve the administrative procedures for Medals and TFAs with the aim of increasing the number of nominees and enhancing the recognition of winners</li> <li>3. Visit Technical Society Administrative Committees on a periodic basis to present awards overviews,</li> </ol>

	increase awareness of IEEE level awards and encourage direct participation in TFA and Medal search and selection processes
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### NEW AWARDS

Issue 1	Do the existing awards adequately cover the technical fields of the IEEE membership? Some recent additions to the number of Technical Field Awards have increased the fields covered, but some gaps remain, e.g., software and bio/tech
Desired Outcome	1. Increase coverage of awards by adding awards to cover gaps 2. Increase nominations of women candidates 3. Increase nominations of younger engineers
Recommended Action(s)	1. Hold discussions with societies and industries to promote awards to fill gap areas. 2. Hold discussions with WIE to encourage nominations. 3. Hold discussions with GOLD chair to encourage more nominations of younger members. 4. Continue process for sunseting awards or redirecting to recognize more current achievements. 5. Review existing IEEE Medals and TFAs for coverage of IEEE fields of interest.
Issue 2	Need to expand the program of joint awards with national societies.
Desired Outcome	Expanded number of joint awards with national societies
Recommended Action(s)	Implement new awards as appropriate.
Issue 3	Should the scope of the awards program be expanded?
Desired Outcome	Recognitions for excellence in IEEE Awards programs
Recommended Action(s)	1. Establish a new recognition for excellent Technical Society and Regional award programs 2. Establish recognitions for individuals who bring innovation and provide service to the Institute's awards programs 3. Evaluate the feasibility of a worldwide Electro-technology Grand Prize.

### OPERATIONS

Issue 1	Need to evaluate teleconferences vs. in-person meetings.
Desired Outcome	Conduct business effectively.
Recommended Action(s)	1. Establish an AB E-Conferencing working group to access and use E-Conferencing technology to operate the committee 2. Access the use of E-conferencing to conduct awards administrative meetings with staff 3. Request AB to appoint a subcommittee to evaluate and determine the most effective and non-compromising use of electronic technologies for activity by AB and its committees 4. Send out CD containing committee nominations, and committee rosters with photo identification 5. Obtain system requirements from all AB members 6. Chair to determine mode of communication depending on tasks at hand
Issue 2	Are the AB and its committees and staff working effectively?

Desired Outcome	To ensure AB volunteers/staff have the tools to perform effectively within their role
Recommended Action(s)	<ol style="list-style-type: none"> <li>1. Develop metrics to assess the effectiveness of AB committees. Things to be considered when accessing volunteer activities: Attendance at meetings Ability to deliver work Effectiveness of their work</li> <li>2. Council Chairs to provide input to the AB detailing activities and participation of its selection committee members and Chairs.</li> </ol>
Issue 3	Need to obtain geographical diversity in potential nominees for Awards/Medals.
Desired Outcome	Have a diverse, geographical, societal and technological representation on the Awards Board
Recommended Action(s)	<ol style="list-style-type: none"> <li>1. Publicize awards in regional meetings, newsletters and conferences Region Awards and Recognitions Committees</li> <li>2. Publicize the IEEE Awards program and recipients in the corporate world.</li> <li>3. Approach large companies in order to develop mechanisms for award nominations.</li> <li>4. Distribute to all Regional Awards and Recognition Committees a list of all institute-level awards with a description of selection committee functions to encourage nominations for Institute-level awards.</li> </ol>
Issue 4	Need to have in-person AB meetings.
Desired Outcome	One in-person AB meeting per year
Recommended Action(s)	Budget for at least one in-person meeting of the AB per year