

# IEEE Envisioned Future



IEEE's core purpose is to foster technological innovation and excellence for the benefit of humanity.

## CORE VALUES

- ▶ **Service to humanity:** leveraging technology and engineering to benefit human welfare; promoting public awareness and understanding of the engineering profession.
- ▶ **Peer-reviewed:** using unbiased information to enhance the quality of life for all people.
- ▶ **Global focus:** supporting and embracing the global nature of and need for technical work and engineering solutions.
- ▶ **Intellectual activity:** forward-thinking; nurturing new and existing science and technology.
- ▶ **Growth and nurturing of the profession:** encouraging education as a fundamental activity of engineers, scientists and technologists at all levels and at all times; ensuring a pipeline of students to preserve the profession.
- ▶ **Collaboration and community building:** cultivating active, vibrant and honest exchange among cross-disciplinary and interdisciplinary global communities of technical professionals.
- ▶ **Professionalism:** creating a world in which engineers and scientists are respected for their exemplary ethical behavior and volunteerism.
- ▶ **Trust and respect:** promoting a culture where contributions at all levels are valued; encouraging member driven, volunteer-led, knowledge-based projects; building effective volunteer/staff partnerships.

## BIG AUDACIOUS GOAL

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.

### Vivid descriptions of the goal:

- ▶ The IEEE community and its technologies will positively impact global prosperity and quality of life.
- ▶ Governments will increasingly seek IEEE's input as an unbiased source of technical information.
- ▶ Industry will recognize and value IEEE thereby strongly supporting professionals' participation in IEEE.
- ▶ Communities around the world will universally recognize and appreciate the profession and IEEE's role.
- ▶ Technological literacy will prevail among all educated citizens.
- ▶ IEEE members will have productive, distinguished and rewarding careers. Increasing numbers of students will choose careers in IEEE fields of interest.
- ▶ IEEE will be recognized as a global force in shaping education and curricula in IEEE fields of interest.
- ▶ IEEE will be a center of excellence in technology information and a global force in intellectual property rights management.
- ▶ IEEE members will universally find value in active engagement and involvement in the organization.

## 3-5 YEAR GOALS

- ▶ Industry professionals and their employers will value IEEE as a major resource to achieve success.
- ▶ IEEE will improve the professional competencies of students and professionals through education.
- ▶ IEEE will increasingly be valued by the global community as a catalyst for a balanced dialogue on technology-related issues.
- ▶ The public will increasingly value the role of IEEE and technical professionals in enhancing the quality of life and the environment.
- ▶ IEEE members will increasingly find value and enjoyment through their involvement in the organization.
- ▶ IEEE will operate as a model global association, with aligned purpose, energy, and infrastructure that facilitates the development and execution of coordinated strategy.

### Key Terms:

**Envisioned future** conveys a concrete, but yet unrealized, vision for the organization.

**Core values** are the essential and enduring principles that guide IEEE.

**A 'big audacious goal'** is a form of a vision statement used in strategic planning that describes a clear and compelling catalyst that serves as a unifying focal point of effort.

**Vivid descriptions** are descriptions of what it will be like to achieve the big audacious goal.