IEEE Public Visibility Committee
Position Description

OVERVIEW:
The IEEE Public Visibility Committee is a Committee of the IEEE which reports to the IEEE Board of Directors.

The mission of the Public Visibility Committee is to increase public awareness, understanding and appreciation of how engineering, computing, and technology benefit humanity, and to promote the visibility of engineering, computing, and IEEE technical professionals who carry out this work.

MEMBERSHIP:
Up to six members including the Chair.

ELIGIBILITY:
Member:
- IEEE non-members are eligible as voting members;
- Members shall have knowledge of, or experience in public visibility initiatives or corporate communication programs.

Chair:
- Must be an IEEE member in good standing;
- Must hold IEEE Graduate Student Member Grade or higher.

TERMS OF OFFICE:
- Members shall be appointed for two-year staggered terms with reappointment permissible for one additional term;
- The Chair is selected from among the members of the committee and shall serve a one-year term in that position with reappointment permissible for one additional term.

RESPONSIBILITIES OF THE CHAIR:
- Abide by the IEEE Code of Conduct and IEEE Code of Ethics;
- Provide leadership and assume ultimate responsibility for the timely fulfillment of all responsibilities of the Committee defined and/or required by IEEE Governing Documents, as follows: The IEEE Certificate of Incorporation under New York State Not for Profit Corporation Law; the IEEE Constitution; IEEE Bylaws, notably Bylaws I-304 and I-305; IEEE Policies and; IEEE Public Visibility Committee Charter;
- Develop an integrated strategy for assessing public and social media investments and expenditures to promote IEEE global visibility and brand development, in collaboration with IEEE Corporate Communications and the Brand Marketing staff team;
- Develop the annual plan and/or activity schedule for the next program year(s) in collaboration with staff and communicate the plan to members of the committee;
- Monitor the program of work or goals for the committee in collaboration with staff;
- Set meeting agendas and perform other administrative duties in collaboration with staff;

- Ensure Board of Directors' understanding of the IEEE public visibility program;
- Provide a thorough and timely orientation for members of the Committee; Provide leadership to assure that the committee charge is met;
- Collaborate with committee to ensure completion of activities;
- Call and preside at meetings of the committee;
- Facilitate committee discussions;
- Prepare reports on committee activities and relevant issues for distribution to the IEEE Board of Directors, and submit its year-end report;
- Mentor committee members to ensure continuity of the program next year as well as supporting the committee members' responsibilities during the year;
- Submit recommendations to the IEEE Nominations and Appointments Committee for potential future members;
- Complete compliance training, as required by IEEE.

RESPONSIBILITIES OF THE VICE-CHAIR:
- Abide by the IEEE Code of Conduct and IEEE Code of Ethics;
- Become familiar with the committee Charter and related sections of IEEE's Bylaws, Policies and governing documents.
- Accept and carry out such tasks and responsibilities as are assigned by the Chair in a timely manner. These may typically include:
    - Participation in such orientation activities as requested by the Chair;
    - Review committee agendas and minutes prior to each meeting;
    - Contribute for the development of the annual schedule of activities;
    - Chair and serve on ad hoc committees, as appointed by the Chair;
    - Actively participate in all committee discussions and meeting;
- Act on behalf of the Chair in the event of his/her incapacity;
Complete compliance training, as required by IEEE.

RESPONSIBILITIES OF COMMITTEE MEMBERS:
- Abide by the IEEE Code of Conduct and IEEE Code of Ethics;
- Accept and carry out such tasks and responsibilities as are assigned by the Chair in a timely manner. These may typically include:
    - Participate in such orientation activities as requested by the Chair;
    - Review committee agendas prior to each meeting;
    - Contribute to the development of the annual schedule of activities;
    - Develop an understanding of public visibility goals and objectives, and be able to assess global requirements, voids, opportunities, and performance;
    - Provide input on major decisions and directions of the public visibility related activities and programs;
    - Actively participate in all committee meetings and discussions;
    - Chair and/or serve in ad hoc committees as appointed by the Chair.
- Consistent with the mission, be champions of the IEEE Public Visibility Initiative by becoming a voice within their region/OU or in other capacities promoting Public Visibility and shall serve in an advisory role on the following:

- o Solicit and seek additional IEEE subject matter experts and relevant, rich IEEE content to help fuel the activities of the committee;
- o Leverage the Public Visibility toolkit at appropriate technical/regional meetings;
- o Develop and implement public visibility assets for applicable activities and provide feedback and comments to Committee members;
- o Share success metrics that report on progress and impact of the public visibility related activities and programs in Committee members' particular technical, geographical, and other organizational units;
- o Drive thought leadership to gain IEEE content that can be leveraged within various public and media activities based on established strategies;
- o Advocate public visibility related activities to the volunteer leadership, IEEE members and the public-at-large;
- ● Become familiar with the committee Charter and related sections of the IEEE's Bylaws, Policies and governing documents.
- ● Complete compliance training, as required by IEEE.

QUALIFICATIONS AND SKILLS:

Knowledge
- ● General familiarity with the IEEE's fields of interests, activities, mission, goals, needs, and direction;
- ● General familiarity with the functions of IEEE's Major Organizational Units;
- ● Shall have knowledge of, or experience in public visibility initiatives or corporate communication programs (press, social media, digital media, traditional public relations and social media metrics; thought leadership, i.e. events).

Experience
- ● Experience relevant to the mission of the Committee, acquired either through volunteer activities in IEEE or in similar roles in other organizations;
- ● Experience in working within IEEE's operating culture of volunteer/staff partnerships or experience in other organizations that provide appropriate preparation for working in the IEEE culture.

Personal Characteristics
- ● Evidence of a high level of professionalism in prior IEEE volunteer roles;
- ● Strong communications and consensus-building skills;
- ● Ability to act with discretion and preserve the confidentiality of confidential information;
- ● Honesty, integrity, and adherence to high ethical standards;
- ● Have a keen interest in raising awareness of IEEE globally.

Additional Qualifications for Chair

- Excellent leadership skills including the ability to motivate others; negotiate compromise and resolve differences; maintain positive working relationships and capability to set direction;
- Ability to facilitate and run meetings efficiently, including familiarity with parliamentary procedures.

ESTIMATED TIME REQUIREMENTS:

Item	Total Estimated Time Required
Material and/or Agenda Review	Chair: 3-5 hours per teleconference 5-8 hours per in-person summit Member: 2 hours per meeting
In-Person Meetings (not including travel time)	1 in-person summit, 8 hours
Teleconferences	Quarterly teleconferences
Correspondence (emails, drafting of items, etc.)	4-8 hours/month
Travel (does not include meeting time) *Travel time depends on meeting venue and location of Committee members. Alternate methods of participation may be arranged for those unable to travel.	1-3 days per meeting (typically one in-person meeting in the form of "summit" per year)
Compliance Training (as required)	4-6 Hours

REIMBURSED EXPENSES:
Ordinary and necessary IEEE travel expenses are reimbursed in accordance with IEEE Policies.

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