

A HOLISTIC VIEW FOR IEEE: TOGETHER WE CAN SERVE

OUR SCIENTIFIC, TECHNICAL, AND PROFESSIONAL COMMUNITIES BETTER

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IEEE is viewed as the most prominent worldwide scientific and professional association in its fields of interest: it is where people interested in these areas would want to be. To ensure that our association continues to be beneficial to the humanity, we should focus on serving our global scientific, technical, and professional communities, by nurturing their local roots and adopting a human-centric and more personal approach. This *is* our mandate, this *is* our mission, and this *is* what the world expects from the IEEE volunteers: passion, open mind, care, creative vision, and a cooperative spirit.

We should increasingly view our mission in a holistic way, across all organizational units of IEEE by sharing experiences, capitalizing on synergies while maintaining a high level of trust from all concerned. The world is turning increasingly complex and thus a segmented approach is no longer suitable for our mission. Only by uniting efforts and embracing our diversities, we can create a universal view that will address the increasing needs of the scientific, technical, and professional communities. Holistically, we can better share our knowledge, foster innovation, network with people, grow together, and help people in developing their career. This synergic approach will noticeably be beneficial for the social and economic advancement for the entire humanity. To attain these ambitious goals we will depend on our dedicated, open-minded, and caring volunteers who, with the support of the IEEE staff, can collectively coordinate our activities so that we can serve our community in an optimally effective manner.



This altruistic combination of spirit and attitude is what made IEEE the leading scientific and professional association in our fields of interest around the world, and will hopefully continue to do so in the future. Our efforts will be successful only if we are bold enough to always place the well being of our community in the most prominent place in our hearts and minds.

The holistic view I have mentioned above should continue to guide us by avowing some basic principles that still are our common beliefs for nurturing our scientific, technical, and professional communities. These are the principles of service that inspired the founding members of IEEE. Time passes but, if we look retrospectively and introspectively, we can clearly see that they are still our core values. I feel that the following basic principles are important for all of us in IEEE.

First, since we aim to serve the community and the humanity as a whole, we should further promote the scientific, technical, and professional development around the world with a truly ***international perspective***. We should continue to foster, inspire, and empower the scientific, technical, and professional communities worldwide in a more pervasive way. Overcoming expected and unexpected barriers, emerging from silos, and widening our perspectives will be increasingly important to succeed in the modern competitive world. Furthermore, all of us will feel appreciated, involved, and cared for when we consider each individual country on an equal manner.

We should strongly aim to be universally recognized for our contributions to improve the global

human conditions. To achieve this goal, it will be essential to expand our support for facilitating more networking that will enable individuals to enter a more equitable global community and actively participate in it. We should continue to grow further as a trusted source for high-quality, innovative, timely knowledge and ensure that all segments of our community have access to it. It is essential to expand our present exemplary coverage of diverse technical fields, especially in many emerging and interdisciplinary technologies, applications and standards. It is crucial, and becoming increasingly so, to empower people to build their careers so that they themselves are able to innovate and aid the scientific, technological, economic, and social development by providing opportunities for all to learn how to be appropriately competent in this challenging world.

Second, since nurturing the local roots of any international community is essential to its growth, we must not forget to **nurture our local roots**. It is essential that we respect, and care for the local traditions, culture, life style as well as the technical needs when we develop opportunities by working with the guidance of local volunteers and in cooperation with national scientific and professional associations. This will help us to maintain strong bonds with people in our fields everywhere in the world. Our members and people around them will grow, live, work, and enjoy life locally and internationally. The global networking opportunities and knowledge offered by IEEE can empower them to broaden their horizons, live and be active also in an environment that will expand their own networks around the world. In its turn, the global community will benefit from even stronger local roots, since this will ensure our future, increase the relevance of the IEEE, embrace future generations, outreach to more people, and attract new volunteers.

Third, since our scientific, technical, and professional community is heterogeneous, we should always remember that diversity is an integral part of life. In IEEE, we should increasingly **promote inclusivity and diversity** with respect to geographical origins, technological expertise, profession, employment type, culture, gender, and age. Activities need to be devised and tailored to embrace each segment of the community and offer the most appropriate opportunities to make sure that everybody feels welcome and be an integral part of such a unified body. Promoting inclusivity and cherishing diversity, and at the same time integrating different perspectives, will offer a comprehen-

sive view and will allow us to identify more aspects, nuances, and critical issues, several of which would otherwise remain obscure. This global approach will then allow us to better serve everybody in the community with a more balanced view and thus increasing the quality of all of our services.

Fourth, individuals are the foundation of our scientific, technical, and professional community and IEEE. We should therefore try to understand and value the specific characteristics and needs of each of its distinct segments. We need, in fact, to serve each individual as best as we can: every individual is equally important and essential. For this purpose, we should address more the needs of these individuals with a **human-centric and personalized approach**. We should provide curated technical knowledge, tailoring it for the specific needs of individuals. More personalized networking opportunities and services will allow individuals to expand their personal professional network, if and when needed. We should further enhance continuing education and career development, broadly engaging everybody, especially for the younger generations, industry professionals, and women. We should further promote participation of everybody in all activities and in our IEEE: everyone should have a voice. Responsiveness to the needs of industry and academia should be increased, focusing on scientists, practicing professionals, young professionals, entrepreneurs, and students, while welcoming the general public to join us in this holistic mission. More support should be given to underserved geographical areas, where residents may have more difficulties in accessing our services and opportunities.

Particular attention and even higher care should continuously be given to IEEE members. They deserve special focus, since they represent the most active elements within the scientific, technical, and professional community anywhere and are more inclined to get involved with our mission. We need to embrace and engage them as pervasively as possible. Our dedicated volunteers also serve as role models for the entire societies surrounding us. It is essential to nurture, appreciate, and recognize them for our global growth. They are the ones who will help in broadening and making our presence and service more pervasive around the world. They will be, especially the young generations, the future of our community and the entire humanity.

Fifth, we should **serve the community more holistically**. It is **ONE IEEE**, though organized

in separate units to provide specific services. But, fundamentally we are one. The founding members created IEEE as a single, comprehensive, unique entity, embracing all diversities, in which all facets were to blend together and to bring value to our broad community. Therefore, we should think, feel, and act more as one. Working separately may well lead to inefficiency and inadequate services to individuals and the communities. The true, unique value of IEEE is in the integrated, synergic structure that combines the various aspects of technology, the global and local needs, and the aspirations of individuals into a single comprehensive entity, where each part is important and contributes to the overall wellness. An entity that is much more than the sum of its parts. All Major Boards should increasingly cooperate to provide a comprehensive approach and a unique experience to the scientific, technical, and professional communities. All organizational units should share this spirit for the benefit of the members, the scientific, technical, and professional communities, and, ultimately, the entire humanity.

How can we, all together, put the principles above into practice in serving and nurturing the scientific, technical, and professional community?

It's simple! The core values should be in our hearts and minds when we conceive of any activity for the benefit of our community, locally or worldwide:

- conferences, technical meetings, webinars, and publications,
- networking events, services to the community,
- member services and mentoring,
- continuing education, and resources for career advancement in technology,
- standards and industry services,
- services for underserved segments of the community (including young professionals, industry professionals, women, entrepreneurs) and underserved geographical areas,
- future technology directions, emerging technologies, emerging needs for technology and applications, and emerging needs for standards,
- support to public policy,
- public services, public imperatives, and humanitarian projects,
- public visibility and global presence,
- cooperation with sister societies.

There is no specific activity that we should emphasize in relation to others. It is indeed our global attitude in each of the activities, I have mentioned above, that will make a difference, that can contrib-

ute to bringing changes in the world. Obviously, in identifying, designing, and implementing actions for the various groups and needs, we should be creative and find new and better ways to serve the community, understanding specific languages, methods of interaction, aspirations, and needs of each group.

In this perspective, our IEEE can holistically work, for example, in the following practical directions:

- energizing joint cooperation in chapters, by expanding synergies and collaboration in technical meetings and educational activities,
- nurturing underserved segments of the community (with specific attention to young professionals, women, industry professionals, entrepreneurs) and underserved geographical areas,
- promoting broader and more inclusive active participation,
- identifying local emerging needs for technologies and applications,
- jointly promoting membership development of IEEE and individual Societies.

Continuing to serve increasingly better our scientific, technical, and professional community by following the five basic principles mentioned above will reinforce the trust in our IEEE and the value that we are able to provide. An inclusive, caring, and welcoming approach will help significantly in attracting active volunteers and members to IEEE, chapters, student branches, student chapters, societies, and technical councils, thus further increasing our activities and services. It will also help to maintain IEEE relevant in the world and in local communities. Thus, our society, in general, will appreciate IEEE, its volunteers, the engineers in the IEEE's fields of interest, and the engineering profession. This appreciation will ensure a continuous growth of our profession and enable us to hopefully contribute to the benefit of humanity.

In summary, we should always act holistically and dynamically in the evolving international environment, nurturing our local identities and communities, valuing each group in the community and each individual, and intensifying synergic alliances with local and international associations. We should continue to work for the good of the entire scientific, technical, and professional communities, since this will result in benefits for everybody in the world. Let us dream big: together we can make it happen.

