

IEEE Public Visibility Charter

GENERAL

The IEEE Public Visibility Committee (PVC) is a committee of the IEEE Board of Directors.

The IEEE Public Visibility Committee shall be responsible to the IEEE Board of Directors for communications and related activities focused on increasing public understanding of how engineering, computing and technology benefit humanity while positioning IEEE as *the* world's trusted source and forum for these activities. The IEEE Public Visibility Committee leads IEEE's Public Visibility Initiative (PVI).

MISSION

To increase public awareness, understanding and appreciation of how engineering, computing and technology benefits humanity, and to promote the visibility of engineering, computing and technology professionals who carry out this work.

FUNCTIONS

Consistent with the mission, the Committee shall oversee:

- a. Development and implementation of public visibility projects and activities.
- b. Establishment and tracking metrics that report on progress and impact of the public visibility related activities and programs.
- c. Driving thought leadership at the highest levels of organizations globally by connecting and leveraging IEEE members who are renowned/respected, active on the public stage, and supportive and enthusiastic about IEEE and its mission.
- d. Leveraging mechanisms by which IEEE can call upon the advice and experience of strategic partners in the area of public awareness.
- e. Encouragement and promotion of public visibility opportunities and programs in Committee members' particular technical and/or geographical areas.
- f. Advocacy of public visibility related activities to the volunteer leadership, IEEE members and the public-at-large.

MEMBERSHIP

In accordance with the IEEE Bylaws, members shall have a knowledge of, or experience in, public awareness and visibility initiatives or corporate communication programs.

The Committee shall consist of up to twelve voting members, including the Chair, all of whom shall be appointed by the IEEE Board of Directors.

Members shall be appointed for two-year terms with reappointment permissible for one additional term. The terms shall be staggered.

The Chair, who shall be selected from among the members, shall be appointed by the IEEE Board of Directors for a one-year term with reappointment permissible for one additional term.

In view of the expertise required, non-members of the IEEE shall be eligible for appointment as voting members of this Committee.

Members of the IEEE staff with public awareness based activities, as designated by the IEEE Executive Director, shall participate in discussions and provide support. Travel expenses for staff members shall be the responsibility of their organizational unit.

ROLES & RESPONSIBILITIES

Roles and responsibilities of the Committee members include, but are not limited to:

- Attending and actively participating at Committee meetings;
- Being familiar and having knowledge of the Committee's organization and its processes;
- Having a keen interest in raising awareness of IEEE globally;
- Completes required compliance training;
- Providing input on major decisions and directions of the public visibility related activities and programs.

Additionally, the Committee Chair shall:

- Chair meetings of the Committee
- Provide reports to the IEEE Board of Directors when requested
- Work with the staff on the coordination of administrative activities related to the public visibility related activities and programs and PVC, including providing input on the development and management of the related budgets.

BUDGET

The budgets to support the PVC and the related programs and activities shall be developed through the normal annual IEEE budgeting process.

MEETINGS

The Committee shall meet as required, and normally hold one in-person meeting each year.

The Committee may meet and act upon the vote of its members via telecommunications equipment or web conferencing, where, in accordance with IEEE Bylaws, all parties participating in the meeting can hear each other at the same time.

REPORTS

The Committee shall annually provide a year-end report describing progress and achievements towards the Committee's goals and objectives for the year, and such other reports as may be requested by the IEEE Board of Directors.

Approved by the IEEE Board of Directors 4 October 2010