

## **IEEE Public Visibility Charter**

### **GENERAL**

The IEEE Public Visibility Committee (PVC) is a Committee of IEEE reporting to 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 and its members as *the* world's trusted source and forum for these activities. The IEEE Public Visibility Committee leads IEEE's public visibility initiatives.

The key ingredient of the IEEE Public Visibility Committee is the technical expertise of IEEE members and volunteers whose valuable commentary helps raise the visibility of IEEE as a whole – as global thought leaders on prominent technology advancements and issues.

### **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 IEEE technical professionals who carry out this work.

### **FUNCTIONS**

Consistent with the mission, the Committee members will 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:

- a. Soliciting and seeking additional IEEE subject matter experts and relevant, rich IEEE content to help fuel the activities of the committee.
- b. Leveraging the Public Visibility toolkit at appropriate technical/regional meetings.
- c. Developing and implementing public visibility assets for applicable activities. Provide feedback and comments to Committee members.
- d. Sharing 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.
- e. Driving thought leadership to gain IEEE content that can be leveraged within various public and media activities based on established strategies.
- f. Advocating 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 media relations, social media activities, visibility initiatives or corporate communication programs.

The Committee shall consist of up to six voting members, including the Chair, all of whom shall be selected through the IEEE Nominations and Appointments Committee process and 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 Committee members, shall be appointed by the IEEE Board of Directors for a one-year term with reappointment permissible for one additional term. The Chair should have served on the Committee prior to such appointment.

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 collaboration with the Chair and Committee Members to help shape the strategy. 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;
- Completing required compliance training;
- Providing input on major decisions and directions of the public visibility initiative's related activities and programs, including providing suggestions of new technical topics as considerations.
- Helping extend the reach of the program by actively recruiting new IEEE subject matter experts for media and other activities contingent on the technical topic.
- Writing and suggesting content topics for the IEEE content portal that fall within the guidelines.
- Pro-actively identifying possible collaboration opportunities with IEEE Societies and other organizational units that align with the focus of Public Visibility programs and campaigns.
- Increasing the awareness of IEEE Public Visibility activities by presenting recent successes at IEEE meetings and events where appropriate.
- Becoming a subject matter expert when training has been provided, and a comfort level exists when speaking to the media.

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 normally hold one in-person meeting each year, have quarterly teleconferences (four per year) and additional meetings as needed.

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 26 June 2017*