



# IEEE President-Elect Address

*Mary Ellen Randall, 2025 IEEE President-Elect, IEEE Fellow*

*Joint Virtual Region 3 & 5 Annual Meeting*

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[ieee.org](https://www.ieee.org)



# My Pledge to Our Members



**Institute innovative products and services to ensure our mutually successful future.**



**Engage stakeholders (members, partners, and communities) to unite on a comprehensive vision.**



**Expand technology advancement and adoption throughout the world.**



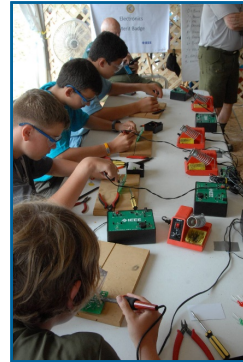
**Execute with excellence, ethics, and financial responsibility.**



**Lead by example with enthusiasm and integrity.**

# IEEE is Committed to Advancing Public Imperative Activities

- ▶ Social good activities that are directed at the general public.
- ▶ They are generally related to the promotion of the public's understanding and appreciation of our fields of interest and/or positioning our technical expertise in ways to benefit humanity.
- ▶ Typically, these activities are not expected to create a financial surplus.



# Why do Public Imperative Activities Matter to IEEE?

- ▶ IEEE is a Section 501(c)(3) Public Charity.
  - “To engage exclusively in scientific and educational activities [...] for the benefit of the engineering community and the general public”
- ▶ Public Imperative Activities are IEEE’s methodology to show the world our charitable impact.



# Seven Guiding Principles of the Budget Redesign Process



**Align Budgets with Mission, Vision, Core Values and 2025 – 2030 Strategic Organizational Goals**



**Invest in Diverse Innovations with a Tolerance for Failure**



**One IEEE: Transform from Independent Silos to Collaborative Stewardship**



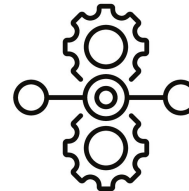
**Invest in Brand Enhancement and Awareness**



**Publicize Public Charity Status and Invest Accordingly**

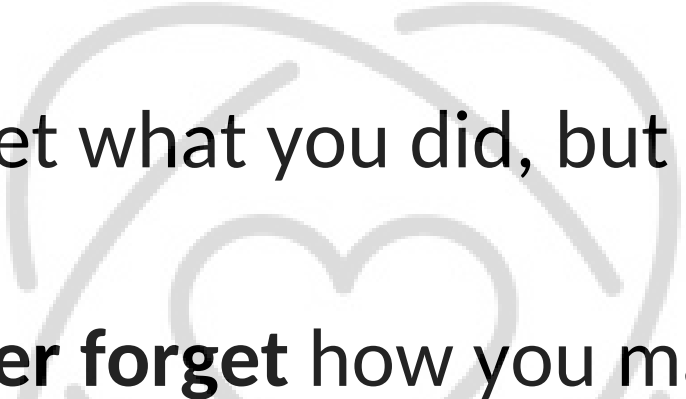


**Invest in Technological, Operational, and Talent Advancements to Sustain Relevance and Accelerate Growth**



**Simplify and Streamline Budgeting Processes for Greater Clarity and Ease of Use**

“I've learned that people will forget what you said,  
people will forget what you did, but  
**people will never forget how you made them feel.”**



Maya Angelou  
Author & Poet







# IEEE

*Advancing Technology  
for Humanity*