

**DLNET Meeting**  
**17 March**  
**Alexandria, VA**

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**IEEE Educational Activities**

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# Relationship among DLNET-related IEEE Initiatives

Involving IEEE  
Societies

- \* Process for Selecting Subject Matter experts
- \* Developing and brokering educational products

**COURSE  
CONTENT  
DEVELOPMENT  
& ASSESSMENT**

MARKET RESEARCH	
MARKET ASSESSMENT	INDIVIDUAL NEEDS ASSESSMENT
CURRICULA MAPS	
CURRICULA GAP ANALYSIS	SKILL & KNOWLEDGE GAP ANALYSIS
CONTENT DEVELOPMENT	LOCATING RESOURCES
REVIEW PROCESS	EVALUATION AND TESTING
PROGRAM EVALUATION	

Involving IEEE  
organizational units  
in providing  
resources for  
Individual  
Learners:

**IEEE CAREER  
NAVIGATOR**

**IEEE  
PROFESSIONAL  
INSTITUTE**

# 2001 PDI /CCDA Initiative Concept

- ◆ Work with IEEE technical societies to develop technology overview and in-depth courses
  - Make courses available to IEEE members for free
  - Link to Society member application
  - Establish peer review and course maintenance processes
- ◆ Develop effective web pedagogy and tools for course development
  - low end: audio PowerPoint presentations
  - high end: multimedia
- ◆ Link courses to IEEE *Xplore*
  - meta-tagging required

# 2001 Initiatives for Products and Services

## ◆ **Professional Development Institute**

- Aggregate lifelong education opportunities on PDI web site
- Develop curricula maps
- Promote the recognition of lifelong education through CEUs, certificates, and certification
- Promote educational offerings by Societies, Sections and other units
- broker discounted courses through universities

## ◆ **Web Course Development and Assessment**

- Develop overview courses as member service
- Roll out templates for IEEE Societies and other units for web and CD-ROM delivery
- Develop a process for generating and reviewing content
- Institute good practices for electronic delivery of education
- Explore subscription program as ad-on to IEEE membership;



■ [site map](#) ■ [contact us](#)

# IEEE Professional Development Institute



## WHAT'S new?

[career resources](#)

[fields of interest](#)

[curricula maps](#)

[accreditation/recognition](#)

[conferences/educational activities](#)

[publications/journals](#)

[educational resources](#)

[discussion groups](#)



# Educational Products and Resources

- ◆ Self-study
  - print-based
  - electronic (Web)
- ◆ Selected Readings
- ◆ Video and CD-ROM
- ◆ External Products
- ◆ University Partnerships

# Current IEEE Product Status: Thumbnail Sketch

CUSTOMER	CURRENT PRODUCTS	MEDIA TYPES	MARKETING	STATUS
Employers (industry, government) US/non-US, large, medium, small	technical updating topics in power, communications, computing	Videos, CD- ROMs, Selected Readings, Self-Study Courses, Online courses	Direct mail	Important customers for IEEE video/CD-ROM products Very little market research data to ascertain needs for important segments
Universities (faculty and students)	Career development, specialized technical topics	Videos, CD- ROMs, Selected Readings	Conferences, direct mail	Minor but important market. Some materials used to support teaching. Very little faculty development materials
Individual member/non members	PE Review, Career materials technical updating topics in power, communications, computing	CD-ROMs, Selected Readings, Self-Study Courses, Online courses	Direct mail, conferences, IEEE publications	Single sale, low-cost items (under \$100) unless buying for company.

# Current IEEE Product Status: Thumbnail Sketch (cont.)

CUSTOMER	CURRENT PRODUCTS	PERCEIVED NEEDS	OPPORTUNITY
Employers (industry, government) US/non-US, large, medium, small	technical updating topics in power, communications, computing	Applications- oriented materials; Overviews; Technical updates	Overview courses as member service Broker applications-oriented courses through universities and industry providers Develop audio Power Points for web and CD-ROM delivery
Universities (faculty and students)	Career development, specialized technical topics	Faculty development; Career education for students	Use IEEE PDI as a clearinghouse for NSF and other funded materials; Seek NSF funding to develop faculty development materials; Develop lifelong education ethos among students through CareerNavigator
Individual member/non member	PE Review, Career materials technical updating topics in power, communications, computing	Low cost materials	Continue to broker discounted courses through universities; Explore subscription program as ad-on to IEEE membership; Exploit web-based delivery; Explore overseas market

# Linking DLNET Learning Objects TO IEEE XPLORE

- ◆ Needed: requirements document
  - types of learning objects (e.g., applets, Powerpoints, etc.)
  - file formats
  - need for executables
  - tagging definition (DTD)
- ◆ IEEE team will review requirements
- ◆ Selection of learning objects to be tagged
- ◆ Implementation



**IEEE**

*Enabling Members' Careers  
Through Life-long Learning*