

Smart Grid Planning Agenda

Piscataway -- August 27 and 28

August 27

- Invitations: Sue Vogel, Pat Ryan, Saifur Rahman, Mohammad Shahidehpour, Bill Tonti, Gailanne Barth, Tom Prevost, John McDonald, Russ Lafeve, Erich Gunther, Miroslav Begovic, Karen McCabe, Bill Ash,
- - 9:00 - 9:30 Goals / Objectives Wanda Reder
 - 9:30 - 10:30 Portal and database development Bill Tonti
 - 10:30 - 11:30 Clearinghouse plans Saifur Rahman
 - 11:30 - 12:00 Lunch
 - 12:00 - 1:00 Communications Plan Karen McCabe, G.Barth
 - List serves - who manages them
 - Internal updates
 - External releases
 - Summary of 'experts'
 - 1:00 - 2:00 Meetings and conferences for 2010 All
 - 2:00 - 3:00 January Meeting I Erich Gunther
 - 3:00 - 3:30 Smart Grid Transaction Plan Mohammad Shahidehpour
 - 3:30 - 4:00 IEEE USA update / regulatory Russ Lefevre
 - 4:00 - 5:00 Standards devt, SDO coord. T.Prevost, J. McDonald, Erich

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August 28

- Invitations: Above, plus Mary Ward-Callen, Judy Gorman, Chuck Adams, Matt Loeb (invited), Jim Prendergast (invited)
 - Establish follow-up meetings
 - Finalize groups to work on materials
 - Create overall schedule and 2010 plan
 - Define near-term actions / priorities for each area

Meeting Objectives

- Develop milestone schedule through 2010
- Identify resource requirements
- Build-out the communication / visibility plan
- Further define requirements for the web and associated portal functionality
- Establish ways to communicate and engage those that are interested

Approach

- Owners note actions on flip charts
- Capture related ideas during presentations

Master Schedule

Task	Date
_____	x
_____	x _____ x
_____	x
_____	x
_____	x
_____	x _____ x
_____	x
_____	x _____ x

Web Site

Standards

Meetings

Publications

Visibility
And
Marketing

Questions to Address

- What is the list of desired activities / deliverables
- What are the key milestones in 2009, 2010 and beyond
- Are there key interfaces with other groups - how to leverage each other's activity
- What IEEE and volunteer resources (people and money) will be needed and when
- What are the plans (method and timing) to engage others across societies and external to IEEE
- What activity is expected in R1 - 10 to ensure global coverage
- What are the expectations for web tools -- needs for web links and portal design
- What is needed or can be provided from a communication and visibility perspective.
- How do we brand to speak with one IEEE Smart Grid voice
- Where can experts be identified to support press inquiries, publications, testimonies
- Are there policy aspects that should be a consideration of IEEE USA?
- What is the IEEE goals, approach, timing... for Smart Grid standards development

IEEE New Initiative Proposal

Deliverables -

- A cross-organizational business plan
- Productive relationships
- Rapidly developed / deployed coordinated programs
- An aligned and effective marketing communications plan
 - Web presence, IEEE SG video, social media, collaboration tools, print and email (push) strategies, media and advertising outreach, and other Public Visibility-related opportunities

Assumptions -

- | | |
|--|--------|
| - Staff Subject Matter Expert and support | \$200K |
| - Web Presence, 2 phases | 100K |
| - IEEE SGI Video | 75K |
| - Marketing Communications | 225K |
| - 5 professional development opportunities | 100K |
| - Non-traditional program development | 100K |
| - Contingency | 50K |
| | <hr/> |

\$850K