

IES Strategic Plan 2014-2020

Our Mission: The IES seeks to improve the lighted environment by bringing together those with lighting knowledge and by translating that knowledge into actions that benefit the public.

Knowledge

Discovery

Identify research needs that significantly advance the industry while leveraging the IES Brand to proactively promote research funding beyond the current sphere of influence of the IES .

Establish a Strategic Research Plan to influence the resource allocations of research providers and/or funding sources.

Incorporate research into IES education programs and publications to reinforce the IES as the lighting authority.

Define and develop a staff role to influence research in support of lighting industry needs.

Establish a means to find and/or access lighting related research for the benefit of IES activities.

Continue to host IES Research symposia to foster collaboration on timely lighting related research.

Consensus

Advance the IES global leadership position in the development of relevant lighting technical documents in a timely manner.

Promote the art and science of quality lighting through technical recommendations.

Establish IES as the global resource of timely and responsive technical lighting documents.

Collaborate with non-lighting disciplines to expand the application of technical lighting expertise.

Leverage research for input to technical documents.

Collaborate with allied organizations in the development of joint standards.

Engagement

Provide benefits and value to engage practitioners of all backgrounds

Provide IES sections with the necessary materials to promote the IES value message.

Encourage participation through committee work in standards development and organizational service for meaningful and impactful involvement.

Revitalize and reward the connected member to foster communication and collaboration for professional growth.

Cultivate the next generation of lighting through current, new and innovative programs for students and entering professionals.

Establish and execute a marketing plan that engages stakeholders, increases awareness, and builds value in the IES Brand

Advocacy

Position the IES as the voice and thought leader for lighting quality.

Influence actions and policies of allied organizations related to the lighted environment.

Have an active role in influencing actions and policies of municipal, state and federal government regulation to the benefit of lighting quality.

Promote the global awareness of the IES independently and through collaboration with allied organizations.

Education

Provide agile and accessible educational opportunities through modern learning modalities.

Develop educational opportunities in lighting for professional development with access and availability of materials in multiple formats that are fresh, timely, and of an authoritative nature for all experience levels.

Support formal lighting programs through the establishment of grants for academic enhancements, curriculum development and faculty and student support at the institutional level.

Increase public awareness about lighting through partnership opportunities that target communications of lighting benefits in non-technical language.

Sharing

