

INSPIRING our LEADERS of TOMORROW

Driving Section Vitality

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IEEE
SECTIONS
CONGRESS
/// 2014

What is Section Vitality?

- ▶ To be vital/active
- ▶ All section officers doing their job
- ▶ Be informed and efficient
- ▶ Fulfill membership needs
- ▶ Increase member engagement
- ▶ Increase membership
- ▶ Recruit and train new volunteers
- ▶ Fulfill the mission and goals
- ▶ New initiatives

What to do?

- Contact members and obtain member feedback
- Volunteer and member recognition
- Section website always up to date
- Organize meetings
- Encourage cooperation and joint events of section units (chapters, affinity groups, student branches)
- Conduct events with students
- Improve industry relations
- Organize an annual social event

Importance of Section Vitality

- MGA Board has made Section Vitality a Priority
- Section Vitality became the main task of the MGA Geographic Unit Organizations Support (GUOS) Committee
- At 2011 Sections Congress the Section Vitality facts and guidelines have been presented by Babak Beheshti
- GUOS Committee is working on solutions to improve Section Vitality
- The implementation takes place in the Sections
- Vital Sections better serve their members

Section Formation

- ▶ Vitality often depends on the start
- ▶ The section formation needs to be well prepared
- ▶ Guidelines for a good start
- ▶ Enough members
- ▶ Enough volunteers willing to do their job
- ▶ Program to increase membership and activity
- ▶ Examples

Use the available tools effectively

- ▶ MGA Operations Manual
- ▶ Center of Leadership Excellence (CLE)
- ▶ Section Vitality Dashboard
- ▶ SAMIEEE
- ▶ MGA Website
- ▶ MD Website
- ▶ v-Tools

Elections

- ▶ Vitality strongly depends on the engagement of elected and appointed volunteers
- ▶ Always look for good successors
- ▶ Organize elections on time
- ▶ Use v-Tools for electronic voting

Member Development

- ▶ Take care about member needs
- ▶ Organize surveys to learn about member needs in your section
- ▶ Take care about the Lifecycle of your members
- ▶ Explain benefits
- ▶ Engage members
- ▶ Recruit and train volunteers
- ▶ Encourage volunteering through recognition
- ▶ Volunteer Leadership Training (VOLT)

Meetings

- ▶ Importance of meetings for section vitality
- ▶ There are different meetings (professional, technical, nontechnical, administrative, social) organized by the section, chapters, affinity groups, student branches
- ▶ Report meetings!
- ▶ Organize workshops
- ▶ Organize conferences

Membership Development

- ▶ The role of the Section MD Officer is very important
- ▶ Welcome new members! Communicate with members by personal contact (e-mail, by phone, face to face)
- ▶ Use every opportunity for retaining and recruiting
- ▶ Prevent membership decrease in your Section!
- ▶ Use the material from the IEEE MD webpage
- ▶ MD Monthly, Regional MD Reports
- ▶ Attend the Monthly Membership Development Webcast
- ▶ MD Officer training

Geo Units in the Section

- ▶ Have a Chapters and Affinity Groups Coordinator in your Section.
- ▶ Organize a yearly workshop for chapter and affinity group officers
- ▶ Guide and help chapters and affinity groups
- ▶ Have a vigilant eye on the activity of chapters and affinity groups during the year
- ▶ Timely elections in chapters and affinity groups
- ▶ Meetings and reporting
- ▶ Finances

Section Officers/Committies

- Industry relations (involve practicing engineers)
- Educational activities (preuniversity, lifelong)
- Professional activities (leadership, management)
- Student activities (activity/vitality of all SBs in the Section, involve students into section/chapter activities, help students)
- Awards (member recognition, member grade elevation, volunteer recognition, Section yearly awards)

Regular planning

- ▶ Planning of Section activities during the calendar year (including chapters, affinity groups and student branches)
- ▶ Financial plan for the calendar year including all organizational units in the Section
- ▶ Monitor the realization of the plan

Reporting

- Officer reporting
- Meeting reporting
- Financial Reporting
- Reporting is important to show section vitality and to receive the yearly rebate
- Reporting includes all Section organizational units (the Section itself, chapters, affinity groups)
- The Section SA officer should take care about timely reporting of student branches

Measuring vitality

- ▶ Self assessment
- ▶ Existing measuring is based on reporting. Don't be late or forget to report!
- ▶ Are there new possibilities for measuring Section vitality?
- ▶ For sure there are, but they need to be simple and easy measurable

Reward Section Vitality

- ▶ Vital Sections are rewarded
- ▶ To get the yearly rebate they need to report about their activity on time following the MGA rules
- ▶ Discussions are going on about changing the existing rules to increase section vitality
- ▶ MGA awards and regional awards

Differences Influencing Activity

- ▶ Section and its territory: many sections inside one country, one section covering one country, one section covering more than one country
- ▶ Size of section concerning membership (small, medium and large sections)
- ▶ Low income
- ▶ Difficulties in payment of dues
- ▶ Elections and appointments of new officers at irregular intervals
- ▶ Cultural differences

The MGA GUOS Committee

2014 Geographic Unit Operations Support (GeoUnit) Committee



Murty Polavarapu, Chair
Manassas, VA, USA



Scott Atkinson
San Antonio, TX, USA



Kristi Brooks
Thompson, ND, USA



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Pilar Molina Gaudó
Zaragoza, Spain



John Vig
Colts Neck, NJ, USA



Hal Flescher
Palm Beach Gardens, FL, USA

The Role of the GUOS Committee

- Supports organizational units by developing useful materials and tools to facilitate their activity
- Surveys to get information about member needs and satisfaction
- Improvement of rules and documents to better fulfill the needs of members and sections
- Cooperation with Region Vitality Coordinators (RVC) who are in closer contact with sections in their regions and are more familiar with local circumstances.
- Working on FAQ and Answers website

Driving Section Vitality

Thank you!

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Driving Sections Vitality

Kenny Rice

Driving Section Vitality

What is Section Vitality?



How does IEEE determine a Section's Vitality?

- ▶ L31 reports
- ▶ Number and types of meetings reported
- ▶ New members
- ▶ Member retention
- ▶ Member upgrades
- ▶ Student members



REGION 5 L31 vs Meetings on vTools – 2013

Section	L31	vTools	Section	L31	vTools
Arkansas	0	4	Kansas City	34	42
Arkansas River Valley	2	1	Lafayette	16	2
Baton Rouge	19	15	New Orleans	46	1
Beaumont	5	0	Oklahoma City	28	30
Central Texas	298	152	Ozark	6	2
Corpus Christi	8	0	Panhandle	21	2
Dallas	107	16	Pikes Peak	24	14
Denver	76	30	Saint Louis	23	8
El Paso	5	1	Shreveport	1	0
Fort Worth	41	9	South Plains	35	0
Galveston Bay	48	1	Southwest Missouri	2	0
High Plains	23	23	Tulsa	12	3
Houston	48	4	Wichita	18	2

REGION 5 L31 vs Meetings on vTools – July 2014

Section	L31	vTools	Section	L31	vTools
Arkansas	4	0	Kansas City	9	25
Arkansas River Valley	2	1	Lafayette	6	4
Baton Rouge	2	7	New Orleans	13	1
Beaumont	0	0	Oklahoma City	15	14
Central Texas	108	90	Ozark	0	0
Corpus Christi	1	3	Panhandle	4	1
Dallas	23	29	Pikes Peak	2	6
Denver	15	12	Saint Louis	10	0
El Paso	3	0	Shreveport	0	0
Fort Worth	6	1	South Plains	0	0
Galveston Bay	1	0	Southwest Missouri	4	2
High Plains	8	20	Tulsa	6	7
Houston	46	8	Wichita	2	1

How can Section leaders determine their Section's Vitality?

- ▶ Section ExCom member involved at chapter meetings
- ▶ Engage with Chapters
- ▶ Establish new Chapters
- ▶ Expand scope of existing Chapters
- ▶ Get to know your member
- ▶ Identify member special interest needs
- ▶ Welcome email from IEEE Section to new members



Example from Central Texas Section

- Co-sponsor Globecom 2014 – Communications Society Conference
- Co-sponsor IPCCC 2014 – Computer Society Conference
- Sponsor ICICDT 2014 – Electron Devices Society Conference
- Co-sponsor Rock Stars of Cyberscurity 2014 – Computer Society Conference
- Central Texas Mini-Colloquium 2013 - Electron Devices Society
- DAC 2013 – Council on Design Automation Conference

Example from Central Texas Section

continued

- CEDA Chapter – Started 2013
- Joint Chapter – PES, PELS, IAS, ECS
- New Chapter Officer Training – January 2014
- Booth at NIWeek Conference - past 4 years
- Young Professional @ SXSWi Conference
- EWEEK Lecture Series
- TexasWISE – CAS Chapter with 5 Texas Universities
- National Electric Code Update – PES Chapter workshop

Example from Central Texas Section

continued

- Plain Talk about the SMARTGRID – PES
- Managing Your Career Workshop – Consultants Network Chapter, WIE, TMC
- Distinguished Lecturers – CAS, SSCS, PES, COMSOC, ED, CPMT, EMC, ...
- Life Member tours
- Joint meetings of Chapters

Tools that IEEE has to assist Section leaders

- ▶ Vitality Dashboard

- ▶ <http://www.ieee.org/vitalitydb>

- ▶ vTools Meetings

- ▶ https://meetings.vtools.ieee.org/meeting_view

- ▶ vTools L31 reports

- ▶ https://meetings.vtools.ieee.org/meeting_report/list



Tools that IEEE has to assist Section leaders

- ▶ Use eNotice to send email blasts for newsletters, meeting notices and events.
 - ▶ www.ieee.org/enotice
- ▶ IEEE CLE
 - ▶ <http://ieee-elearning.org/CLE/>
- ▶ Use SAMIEEE to mine data and determine member society memberships, technical interests.
 - www.ieee.org/samieeee



What is Section Vitality?

Section Vitality is Member Engagement!

Driving Section Vitality

Thank you

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QUESTIONS

