Driving Section Vitality

Sections Congress – Amsterdam
22-24 August 2014

Aleksandar Szabo - MGA GUOS Committee Member
Region 8 Vicechair, Member Activities

Kenny Rice – Region 5
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
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
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

Durga Misra
Newark, NJ, USA

Michael Pearse
York, PA, USA

Aleksandar Szabo
Zagreb, Croatia

Ali Abedi
Orono, ME, USA

Pilar Molina Gaudio
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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Region 8 Vice-chair, Member Activities
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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
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### REGION 5 L31 vs Meetings on vTools – July 2014

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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
• 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](http://www.ieee.org/enotice)

- IEEE CLE
  - [http://ieee-elearning.org/CLE/](http://ieee-elearning.org/CLE/)

- Use SAMIEEE to mine data and determine member society memberships, technical interests.
  - [www.ieee.org/samieee](http://www.ieee.org/samieee)
What is Section Vitality?

Section Vitality is Member Engagement!
Driving Section Vitality

Thank you

Kenny Rice
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Central Texas Section Chair
Globecom 2014 Treasurer
Central Texas Section vTools Coordinator

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QUESTIONS