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| C:\Documents and Settings\nicholef\Local Settings\Temp\wz01c7\ieee_mb_white.gif | **MGA REGION VITALITY NEWSLETTER** December 2013 |  |
| This newsletter will be issued monthly on behalf of the MGA Geographic Unit Operations Support Committee, reporting on programs and activities in support of increasing Geographic Unit Vitality.  |

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| C:\Documents and Settings\nicholef\Desktop\Downloads\T Scott Atkinson Bus Photo 28 Mar 2011.jpg***T. Scott Atkinson*** *Vice Chair, MGA Chair, MGA Geographic Unit Operations Support Committee* | **Holiday Greetings,****This year has been an extremely active year for the MGA Vitality Program.****Three pilots were initiated:*** **Section vitality**
* **Volunteer Leadership Training**
* **Website Updating**

**In additional, the Vitality Dashboard project was started, three RVC Webinars were held and three (counting this one) Newsletters were created and distributed to the RVCs and RDs. All the activities were enthusiastically pursued and the results were significant.****In this last Newsletter, of the year and my last one as Chair, we will be presenting the status and some of the results from all our activities.****In January, Murty Polavarapu will take over the MGA Geographic Unit Operations Support Committee. We want to wish him the best of luck for conducting the many responsibilities of this very important Committee.****We appreciate all the support given to us during 2013 from the Committee members: Bill Serre, Kristi Brooks, Aleksandar Szabo, Durga Misra, Jerry Carroll, Anil Roy, Loretta Arellano, Richard Cox, Michael Pearse, John Meredith and John Prohodsky; staff members were: Cheryl Sinauskas and Nichole Farmer.****See you down the road! Cheers,****Scott**s.atkinson.ieee.org |



**SOME QUESTIONS ON VITALITY**

 **What is Vitality?**

**Why is it important to the IEEE?**

**Why should the member care?**

**Whose role is it to encourage vitality?**

**What tools are available to assist in promoting vitality?**

**[All good topics for future discussions].**

***REMINDER***

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All Newsletter and vitality information can be found on the G-Drive in the Region Vitality Coordinators folder.

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|  | **VOLT Pilot** |  |

VOLT was designed to address the challenge of keeping volunteers engaged, energized, and motivated to serve in leadership positions. The pilot will set the stage for an on-going broader training framework to develop and prepare future IEEE leaders.

VOLT’s expected outcome is to increase volunteers’ perception of IEEE as a *valuable* resource to support them in their volunteer and professional careers. The pilot is currently 89% complete, 23 sessions to date has been conducted and the last session is scheduled for 8 December 2013. Additionally the VOLT team debriefed projects to MGA board at MGA’s Directors Forum Nov 21st, published November issue of The Institute and has Launched VOLT a Facebook page (<https://www.facebook.com/ieee.volt>).

The next steps for the VOLT pilot are to review final survey results after completion of the pilot, complete program final reports by end of 2013, and present final pilot results to MGA Board in February 2014.

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|  | **Dashboard Project**  |  |

VITALITY DASHBOARD is a monitoring tool to be used by section leaders that provides real time, top-down status view of their section vitality metrics. The dashboard is being developed with a 3 phase approach to expedite delivery of information.

Phase I consist of 3 components and will deliver in mid-December 2013.

**Dynamic Data (SAMIEEE)**

**Members statistics by:**

* Section, Society, Special Interest Group (WIE, IEEESA, CN), Technical Communities (Cloud Computing, Smart Grid, Electric Vehicles etc…)
* Pre-Arrears, Inactive
* Leadership

**Static Data**

* Performance Metrics
* Year over Year, 5 year trend

**Interactive Options**

* Links to create Surveys, Polls and Doodles

Phase II includes the Section Vitality portion where more of the volunteer defined component including 11 identified topics with vTools data, requires modifications to vTools meetings.

Phase III of the development of the Dashboard will consist of completing the SAMIEEE redesign

With the Dashboard planned to deliver by yearend 2014.

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|  | **Section Website Pilot** |  |

The Section Website pilot introduces an easy to use, preconfigured WordPress section website designed to increase member interest and engagement. The website template was developed to automatically display meetings created by vTools and will ensure that up to date information about activities is available and accessible to members. It can be customized to include social media, pictures, videos, and more. The pilot consisted of 7 Sections from Regions 5 and 9 running from August – November. Pilot participants trained via live webinars, provided tutorials and ongoing support. A survey of satisfaction was conducted at the conclusion resulting in positive feedback from the participants to date. Currently 4 of the 7 Sections in the pilot have implemented the new sites.

A six month follow up will be conducted to determine status of the 7 participating websites, the number of monthly member visits to the section website and the number of content categories available to members.

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|  | **Section Vitality Pilot - 2013** |  |

The Objective of the “Section Vitality Pilot” was to “Promote awareness of previously identified high areas of importance to section members” and then “measure member’s satisfaction to determine results of their section’s members to this promotion”.

The Survey was to measure Importance versus Satisfaction of members, with primary focus on the six highest areas of importance to members. Only Higher Grade Members were surveyed.

Fifty (50) Sections from large to medium to small over the 10 IEEE regions were selected to participate in this Pilot. An additional 50 sections selected at random were also surveyed to obtain whether the selected sections’ members achieved a greater satisfaction top areas of Importance. All RVCs and RDs were previously sent a list of the surveyed sections at the conclusion of the Pilot duration on October 2, 2013. All in all, 39,871 surveys were sent out and 4,062 completed surveys were returned. Even thought the percentage of returns is higher than normal for surveys, our expectation was that a much higher number of completed surveys would be received.

We frequently are asked whether the results are available and that answer is yes, results can be provided by sections but not by individuals within a section; however, the limitation is that an section’s response rate meets the minimum level of responses when compared to the size of the section. We will take requests from RDs and/or RVCs for results of each region until the end of December.

Here are some of the high level results of the 2013 Section Vitality Pilot’s survey of the 50 selected sections:

More than half (52%) of all Higher Grade members claim to be: “Not at all Active” with IEEE groups primarily because they lack the time. Here are some other reasons for not being involved:

* Was not asked: 26%
* Not aware of meetings/activities: 23%
* Inconvenient locations: 24%
* Inconvenient times: 23%
* Topics not relevant: 23%
* Not interested 17%
* Too expensive 8%
* Other 13%

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| **Item of Importance\*** | **Percentage of Member satisfaction** | **Level of member satisfaction** |
| Involvement with local industry | 67% | 43% |
| Professional development and networking within the Section | 64% | 46% |
| Participate in conferences | 63% | 55% |
| Supporting student branch activities | 60% | 50% |
| Section web page is maintained and kept current | 56% | 45% |
| Participating in an IEEE continuing education program | 56% | 44% |
| Provide the opportunity to participate in online meetings/webinars | 53% | 43% |
| Participating in a career related program | 52% | 39% |
| Conduct joint events with other professional societies or organizations | 51% | 41% |
| Local Leadership Training | 49% | 34% |
| Monthly newsletter | 47% | 47% |
| Welcome notes to new members inviting them to events | 48% | 37% |
| Conduct joint events with other IEEE sections | 47% | 40% |
| Conduct member surveys to assess how well member needs are being met | 46% | 35% |
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| \*Verified from the 2012 and 2013 Vitality Surveys of section members |  |  |

**Conclusions of Survey Results:**

1. Length of time for pilot was too short to fully understand impact
2. Thus far, there has not yet been a significant improvement in satisfaction from members in the section that were included in the pilot
3. In order to turn around satisfaction, we must improve the results of the key activities

**Here is a list of recommendations that the MGA Geographic Unit Operations Support Committee fully endorsed (by a large majority) and the current end of year status.**

001-Establish an MGA Management Academy - Presented to the MGA Board, not approved.

002-Chapter/Affinity Group Finances - Approved by the MGA Board.

007-Allow Subsections to have chapters/Affinity groups - Did not receive Governance clearance in time to be presented.

008-Realign student branches to sections/subsections - Did not receive Governance clearance in time to be presented.

009-Require a Checklist as new Qualification for Rebates -Essentially deferred for future consideration.

010-Defines amount of reserves a geo unit holds - Essentially deferred for future consideration.

012-Modify MGA Ops Manual to change “late” annual reporting - Rewritten and then approved by the MGA Board.

016-Change Chapter and Affinity Groups Officer Terms - Not presented to the MGA board since it required rewriting for better clarification.

018-Publish complete formula for distribution of the 12% Dues Rebates - Essentially deferred for future consideration.

019-Modify MGA Ops Manual re IEEE funds - Approved by the MGA Board.

Questions and/or comments regarding these may be submitted to those on the following Contact List.

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|  | **Contact Us**  |  |
|  | * T. Scott Atkinson – 2013 Chair, MGA Geographic Unit Operations Support Committee s.atkinson@ieee.org
* Murty Polavarapu – 2014 Chair, MGA Geographic Unit Operations Support Committee murtyp@ieee.org
* Cheryl Sinauskas – MGA Director Geographic Activities – c.sinauskas@ieee,org
* Nichole Farmer – MGA Program Manager - nichole.farmer@ieee.org
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