

Section Vitality

**97th IEEE Region 8 Committee meeting
San Francisco, CA, USA, 19 August 2011**

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IEEE R8 Director Elect

Breakout sessions at Sections Congress

- ▣ **Red Track: Enhance GeoUnit Vitality**

- ▣ **IEEE Section Vitality**

Is your Section conducting vibrant, engaging activities for members and the public? Find out what key drivers have been identified which can help your Section improve communication with members, enhance membership value and improve member satisfaction.
- ▣ Breakout 1: Saturday, 13:00-14:15, Salon 12
- ▣ Breakout 4: Sunday, 10:45-12:00, Salon 15

From the MGA Mission & Vision

Goals

- ▣ Increase member engagement
- ▣ Improve relationships with and between members
- ▣ Increase operational efficiency and effectiveness
- ▣ Enhance collaboration with other business units
- ▣ Increase membership

Section's definition: "... members ... to be served by activities that meet their needs and further the missions of IEEE."

Realizing the goals

Issues to deal with locally

- ▣ Extensive geographic area coverage
- ▣ Disparities in size between Sections
- ▣ Differences in cultural viewpoints
- ▣ Geopolitical issues
- ▣ Disparities in wealth between Sections
- ▣ Limited officer turnover
- ▣ English as a second language

Not: one size fits all What works in one Section might not work in an other Section

Basic building blocks for each Section

- ▣ Maintaining continuity of Section activities
- ▣ Regular planning of activities
- ▣ Supporting volunteers through training
- ▣ Encouraging volunteering through recognition
- ▣ Using available tools effectively
- ▣ Understanding Governance

The breakout sessions give many suggestions!

Keep your members and volunteers engaged

Key success factors for vitality

- ▣ Engage your Members, Chapters, Student Branches, and Affinity Groups
- ▣ Engage in partnerships with other associations, geo units and industry
- ▣ Promote IEEE in your local community
- ▣ Embrace new technology opportunities
- ▣ Develop programs that reflect your Section's strengths and interests
- ▣ Show responsible planning and management of resources

Many suggestions in the breakout sessions

Some best practices (from 2010 survey)

- Update Section web site regularly monthly
- Have annual Awards program
- Conduct annual social event with Section members
- Conduct joint events with other professional (non-IEEE) organizations
- Conduct events with students; include students and / young members (GOLD) in all activities
- Personal contact with members via telephone, email and welcome notes
- Get member feedback via Section survey
- Section self assessment to establish annual goals and deliverables (topic for the GeoUnit Operations Support Committee)

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Vitality and Section reporting

- ▣ Let your report show your vitality
- ▣ Show us the things from the past that you are proud of
- ▣ Tell us about your interesting plans for the future
- ▣ Inform us about your best practices
- ▣ Do not hesitate to tell us your points of concerns and topics that should be discussed in the future
- ▣ In general: Concentrate on the vitality-related success factors mentioned before

Section reporting for the R8 meeting

Do not report on Section officers (p.21), membership data (p.45) and meetings data (p.46); I will take care of that.

Important: Sections should check the roster regularly for correctness and report their meetings as soon as possible at *scs-officer-report@ieee.org*.

Sections shall prepare a **one-page** summary about such (vitality-related) things as:

1. Highlights from the past

- ▣ Noteworthy events organized by your Section or its Chapters
- ▣ Regional and global events hosted by your Section
- ▣ Milestone ceremonies
- ▣ ...

Section reporting for the R8 meeting

2. Future activities

- ▣ Noteworthy events organized by your Section, its Chapters or its Student Branches
- ▣ Regional and global events hosted by your Section
- ▣ Milestone ceremonies
- ▣ ...

3. Best practices

4. Points of concern/Topics for future discussion

5. Miscellaneous

- ▣ Awards and other signs of recognition
- ▣ Distinguished Lecturers programs
- ▣ National Society Agreements
- ▣ New Geographic Units (Chap, AG, SB, SB Chap)
- ▣ ...

Section reporting for the R8 meeting

Concentrate on vitality-related success factors

- Show how you engage your Members, Chapters, Student Branches, and Affinity Groups
- Show how you engage in partnerships with other associations, geo units and industry
- Show how you promote IEEE in your local community
- Show how you embrace new technology opportunities
- Show the programs that reflect your section's strengths and interests
- Show your financial stewardship (i.e. responsible planning and management of resources)

Section reporting for the R8 meeting

For inclusion in the agenda book of the next meeting:

- ▣ Submit your report in time
- ▣ Limit your report to one page
- ▣ Do not include photographs

Thank you!

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