

## IEEE Member Activities Report March 2011



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**Vice Chair 2011**

This year witnesses a new change to the role of the VC for Member Activities. This is because of the R8 committee approval for the title change from Membership Activities to Member Activities. This reflects the emphasis on concentrating on member satisfaction and affairs.

### Goals and Objectives

Region 8 Member Activities focus on the following goals and objectives:

- Improve the value of IEEE membership by increasing services and benefits to R8 members
- Develop non-technical IEEE activities in the Region (including contests, awards and promotion programs)
- Foster members' awareness of IEEE activities and existing benefits
- Support Region 8 initiatives and inform other IEEE organizational units about them
- Increase membership and develop retention strategies
- Develop local retention and membership programs
- Enhance member's careers
- Provide a platform for co-ordination, motivation and interaction among R8 members and organisational units
- Provide input to the IEEE Membership Development Committee regarding R8 issues
- Assure IEEE membership promotion at IEEE Conferences and other events in R8
- Promote and support MA officers in R8 Sections
- Provide Training & Orientations for Section MA officers
- Help in formation, organisation and development of non-technical IEEE organisational units (including affinity groups)
- Provide support to and rejuvenate IEEE organisational units
- Help with communication between existing IEEE organisational units
- Represent R8 members' interests and voice their concerns
- Introduce new ideas and proposals and implement initiatives for new activities within the membership responsibilities.
- Assure recruitment of new members and volunteers, control retention of active members and recovery of arrears.
- Promote and support member grade elevation
- Support and provide recognition of IEEE volunteers

### 1. SUBCOMMITTEES FORMATION

Immediately after elections, the search for subcommittee coordinators started. Emphasis was put in trying to find people with proven experience and track record to fill the various roles which can be found in the R8 roster. Many of the coordinators were previous members of the same subcommittees they currently lead. This insures continuation of previous efforts and adds immediate experience.

A decision was made to move Life Member's Activities during this term to MD subcommittee as it is felt this will be more productive and will provide better support. A decision was made not to start a WIE Subcommittee and remain with only a coordinator in this place.

### 2. STRATEGIC PLANNING

One of the first activities was to develop a Strategic Plan for the following year (or two if re-elected).

**Overall:**

- Actively contribute to focus the different subcommittees work in order to:
  - Satisfy R8 needs
  - Match better MGA structure and goals
  - Enables better R8 contribution to higher bodies
- Contribute to R8 Committee such that it becomes more:
  - Engaged
  - Lively
  - Constructive
  - Focused
- Contribute to R8 OPCom
  - Increase vitality
  - Offer suggestions and ideas based on the understanding of the heterogeneous composition of R8
  - Take the lead in some R8 wide activities
  - Actively participate in the OpCom meetings

**For Membership Development (MD)**

The R8 Membership Development Sub-Committee (MDSC) is responsible for coordinating the information flow and all MD activities between IEEE and the sections, to facilitate membership development initiatives and events in R8 sections.

- Improve Retention rate
  - Increase Senior Members
  - Eliminate Associates (non-voting and reduce retention)
  - Increase e-membership (where applicable)
  - Low-income membership is properly distributed
  - Increase visibility and thus attract new members
- Increase the engagement of local MD officers in MD activities in R8
  - More active and focused R8 MD subcommittee
  - More engagement between R8 MD and local MD officers
  - Increase awareness of what constitutes MD work and its importance

Please review the detailed [R8 MD report](#) for the London meeting for more info.

**For Professional Activities (PA)**

Professional activities include all activities which are of interest to an IEEE member regarding her/his career and can enhance her/his non-technical professional skills. This includes, but is not limited to soft skills trainings, psychological and sociological issues within the business world as well as economics-related topics.

- Focus on sub-regional area specific PA events
  - Increase cost/benefit
  - Enlarge the Database of sub-regional speakers
  - Enhance Web based presence and awareness
  - Attach to sub-regional events (GOLD, Conferences, Congresses etc)
  - 2-3 events per year
- Increase awareness of PA activities
  - Increase the number of section level PA coordinators
  - Focus on train the trainers
  - Enhance bidirectional communications between R8 PASC and local PA coordinators
  - Increase awareness of IEEE wide PA resources
  - Produce a PA newsletter

Please review the detailed [R8 PA report](#) for the London meeting for more info

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For more info, questions, comments or suggestions please email [a.elmoussa@ieee.org](mailto:a.elmoussa@ieee.org)

Or check [VC MA Page](#)

Page 2/4

**For Graduates of Last Decade (GOLD)**

Graduates of Last Decade (GOLD) is the group of IEEE members that have completed their first academic degree within the last 10 years. The GOLD program has been established to provide the framework and tools for the sections' use in retaining recent graduates.

- GOLD members and affinity groups
  - Increase GOLD programs visibility
  - Enhance R8 GOLDSC on the web via various social network venues
  - Increase bidirectional communications with GOLD AGs
  - Push for GOLD – PA tracks in R8 conferences

Please review the detailed [R8 GOLD report](#) for the London meeting for more info:

**For Women in Engineering (WIE)**

- Increase awareness about contributions of women in science and engineering
- Continue to explore Links to other establishments that help encourage women to join the fields of science and engineering
- Develop a plan to integrate WIE events with other R8 activities such as GOLD, PA and conferences.

Please review the detailed [R8 WIE report](#) for the London meeting for more info.

**For Electronic Communications (ECC)**

- Reduce unnecessary emails and consolidate the rest.
- Emphasize the use of social networking media by subcommittees

**For R8 News**

- Continue release in a timely manner
- Attempt to reduce cost. This is linked with increase in e-membership.

**3. ACTIVITIES IN THE FIRST QUARTER – 2011**

- Perform a smooth transition of outgoing and incoming officers through:
  - Promoting and attending Skype teleconferences.
  - Requesting information about ongoing programs
  - Constant information exchange with former VC, Pilar Molina
- Web page update
  - Request subcommittee chairs and appointed members to do so in their areas
- Participation in the Region 8 OpCom meeting in Vienna, January 2011
  - Links made to enhance MD efforts in this Section
  - Strategic Planning developed with help and support of all subcommittee chairs and appointed officers and in accordance with R8 vision led by Director.
- Membership Development:
  - Updated newsletter sent
  - Pre-arrears email action support
  - Data gathered from arrears through questionnaire for feedback and action
  - Continuous discussions for new programs and ideas
  - Attended MD Skype conferences

- PA:
    - Supplied vision for sub-region activities
    - Attending PA Skype teleconferences
  - GOLD:
    - Attending of GOLD Skype teleconferences
    - Support the GOLD book and the revitalization of GOLD awards
  - WIE:
    - Helped in the transition process and in the definition of goals and vision
    - Reemphasized importance of links established with other associations.
  - Provide advice and support as requested to Director
  - Start a new thought process on new ideas to restructure MA in light of the new focus on member activities taking into consideration the changes and current discussions taking place in MGA.
4. OTHER REPRESENTATION CAPABILITIES
- R8 Student paper contest jury member
    - Participated in the evaluation of papers.
    - Will attend finals taking place in Lisbon in April 2011

For more info, comments, questions, and ideas please contact Ali El-Mousa at [a.elmousa@ieee.org](mailto:a.elmousa@ieee.org)