

IEEE Member Activities Report March 2012



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As a quick background, the R8 VC for Member Activities is responsible for planning, leadership, and guidance for activities relating to IEEE Region 8 members, including the areas of membership development, admission and advancement, affinity group programs (GOLD – Graduates of the Last Decade, WIE – Women in Engineering and Life Members), communication, history and professional (non-technical) activities. R8 has several subcommittees looking after the affairs of each of the above areas. I was fortunate and honoured to have had during 2011 an excellent team of volunteers from across the region working in these subcommittees who have done an excellent job indeed. For 2012, minor adjustments have been done to the composition of the subcommittees as was deemed necessary. However, it is very important to point out that the roles of all these subcommittees at the regional level is only to supplement, support and provide guidance to the leadership of the different geographic units existing at the section and subsection levels. This means that local support from sections especially section chairs is essential for all the work to be fruitful.

In the following are brief descriptions of the roles of these R8 subcommittees and some aspects of their work and future plans. Also, I include some observations on how section chairs can contribute and support this team effort to eventually advance and nurture our members.

The various subcommittee coordinators were asked to submit their expanded individual reports about their activities for the Berlin meeting. You can find these reports on the Berlin meeting web page. Additionally, a shorter version of these will be distributed during the Berlin meeting for convenience.

Membership Development (MD)

R8 MD is responsible for coordinating the information flow and all MD activities between IEEE and the sections, in order to facilitate membership development initiatives and events in R8 sections.

The R8 MD team sends out several newsletters and MD reports to sections. They also tried several times to engage section MD officers via webcasts and Skype meetings but unfortunately with very limited success. This issue certainly requires attention from section chairs.

Total IEEE membership as of end of February 2012 stands at 313,769 with a decrease of 0.7% from last year for the same period. Region 8 membership stands at 56,533 with a very modest increase of 0.55% over last year for the same period. R8 has a retention percentage of 67.2% for this year. Of course these numbers are disturbing and require more diligence and increased efforts by all in retention and recruitment activities.

How can section chairs help with MD efforts and support the R8 MD subcommittee:

- If you do not have an MD officer in the section, please appoint an active one ASAP. If you feel that the current appointed MD officer is not active, please replace the person.
- Please support your MD officer with an MD budget. Urge him/her to participate, communicate and coordinate with the R8 MD team.

- Make MD efforts a permanent item on the section meetings agenda. Invite everyone to participate in discussions related to it.
- If you hold conferences, please make sure that the conference has an MD booth there.
- If you have a high profile event, invite the press and work on the public visibility of IEEE.
- e-membership (where applicable). If you belong to the sections supported by this initiative, please spread the word around in your section and push for its use to attract new members and also for recruitment.
- The R8 MD subcommittee will have an open meeting on Friday from 5-7 PM. You are more than welcome to attend.

The R8 MD subcommittee has initiated a new program to increase the membership of small sections. It substantial financial rewards for qualifying sections. Please see the details in the R8 MD report. Please also consult with the members of the R8 MD subcommittee in Berlin.

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. In these times of economic uncertainties, it is strongly felt that it pays to add value to our members through engaging them within the sphere of PA.

The R8 PA subcommittee has managed to hold several successful workshops supported in part by R8. The subcommittee works in cooperation with the section PA officer and based on requests by sections. It identifies suitable trainers and organizes workshops and training seminars. Several examples are available on the R8 PA website. It is currently working on an R8 operations manual that it envisions will greatly streamline its work and therefore increase its support and benefit to geo units.

How can section chairs help their members and their sections with PA activities:

- Appoint an active PA officer in your section (if you do not have one already).
- Allocate financial support for PA activities in your annual section budget.
- Engage the R8 PA subcommittee as early as possible to get support for workshops and seminars.
- Consider having a special PA session as an added value to your local conferences.

Please note that members of this subcommittee will be available for advice and discussions during the R8 meeting in Berlin. Additionally, it will have an open discussion meeting about its activities and work on Friday March 30 from 10-12 AM.

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.

The Region 8 GOLD committee's task is to create awareness of and to promote GOLD programs in the Region for the identification and development of IEEE volunteer leaders and members. The committee acts as an active promoter, resource, and liaison for sections and branches to generate and support GOLD activities

Our R8 team has been exceptionally active and has become a role model for other regions. In addition to the various GOLD support roles they performed to sections, they took a leading role in IEEE wide activities such as the IEEE Day and the Sections Congress in San Francisco. They also won awards and produced a

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testimonial R8 GOLD activities book called the GOLD Book. A copy can be downloaded from the GOLD website.

How can a section chair help in the section:

- Appoint an active GOLD officer (if you do not have one already). Then encourage GOLD members to elect a GOLD chair.
- Encourage GOLD activities and provide financial support.
- Encourage your GOLD team to keep in constant touch with the R8 GOLD subcommittee.
- Take advantage of the STEP events support.

The GOLD subcommittee will be present in Berlin and will hold an open discussion meeting on Friday March 30 from 1- 5 PM. Your participation and presence is very welcome.

Women in Engineering (WIE)

The mission of IEEE WIE is to facilitate the recruitment and retention of women in technical disciplines globally. The R8 WIE coordinator engages section WIE affinity groups and coordinators and offers advice and support for local WIE activities. In addition, she administers the yearly Clementina Saduwa Award and represents the region in the IEEE WIE committee. Note that the IEEE Women in Engineering (WIE) is the largest international professional organization dedicated to promoting women engineers and scientists.

How can section chairs help WIE activities:

- Appoint an active WIE coordinator (if you do not have one already) and invite the person to the section meetings.
- Allocate funds for WIE activities from the section budget.
- Help advertise and submit applications for the Clementina Saduwa Award.

R8 News

R8 news is still the only regional newsletter that is offered printed to all members in the whole of the IEEE with coverage of the different activities taking place in the region.

- Continued release four times a year bundled with the IEEE Spectrum
- Back issues are available in electronic format at the [R8 News website](#).

Things that can be done at the section level:

- Encourage section organization units (OU) to submit their news by the deadlines to the editors.
- Use the copies to help in IEEE public visibility campaigns.

It is worth noting here that the long time editor of the R8 news Roland Saam has won the prestigious Larry K. Wilson Transnational Award. The award will be handed to Roland during the Berlin meeting.

General Remarks

General activities of VC included but not limited to regular Skype conference calls with the various subcommittees, follow-up through email of all subcommittee discussions, regular interaction with comments, proposals, and advice to R8 OpCom. Also, I attended R8 OpCom meetings. I am also member of the R8 Student Paper Contest (SPC) jury and a member of the IEEE individual Benefits and Services Committee.

A final advice to section chairs to help them with section management and therefore help the members is to take advantage of the IEEE Center for Leadership Excellence web resource located at <http://iee-elearning.org/CLE/>.

For more info, comments, questions, and ideas please contact Ali El-Mousa at a.elmousa@ieee.org

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