

INSPIRING our **LEADERS** of **TOMORROW**

- ▶ Supporting information – slides 3-6
 - SC14 Committee; SC14 Region Coordinators
 - Sections Congress is...
 - SC Goals and Objectives
- ▶ SC14 Recommendations Process/Timeline
- ▶ SC11 Recommendations Update
- ▶ Workshop: guidelines for IEEE R8 Committee delegates
- ▶ SC14 Staff Contact Information



- ▶ Magdalena Salazar Palma (R8), Chair
- ▶ Tom Coughlin (R6), Past Chair
- ▶ Murty Polavarapu (R2), Program Committee Chair
- ▶ Wilhelm Van Etten (R8), Local Organizing Committee Chair
- ▶ Cor Claeys (R8), Fundraising Committee Chair
- ▶ Martin Bastiaans (R8), 2013-2014 Region 8 Director
- ▶ Ralph Ford (R2), 2013 VP-MGA
- ▶ Scott Atkinson (R5), MGA Geographic Unit Operations Support Committee Chair

R1 – Charles Rubenstein

R6 – Loretta Arellano

R2 – Joseph Kalasky

R7 – Anader Benyamin-Seeyar

R3 – Chris Hardy

R8 – Athanassios Skodras

R4 – Bruce Howell

R9 – Gustavo Giannattasio

R5 – John Reinert

R10 – Zia Ahmed

The opportunity for IEEE volunteers from around the world to participate in a truly unique event. The congress provides the attendees to increase their leadership skills and to gain a working knowledge of IEEE.

It is also a venue to express concerns and opinions through the ***recommendations process***. The recommendations, that the Section Delegates vote on, are then used by the IEEE Board of Directors to guide IEEE into the future.

- Increase member engagement and Section vitality
- Provide training to
 - Develop leadership skills
 - Enable and nurture volunteering efforts
 - Share best practices
 - Learn about available programs
- Provide for networking opportunities at grass-roots level

- Recommendations process in 2014 will closely align with SC2011 process
- SC2011 Process
 - Up to 4 recommendations per region - a total of 40 recommendations submitted by May 2011
 - Each Region requested to develop recommendations that think “long term”
 - The MGA Operations Committee takes ownership of the recommendations - review and modify if necessary. Remove duplicate, ensure clarity.
 - All recommendations distributed with back up information to SC2011 attendees - 1 August 2011
 - Delegates voted for 5 recommendations Monday morning on top 20 recommendations
- SC2014 Process
 - There will be no session on Monday morning
 - Refine the gathering of recommendations based on learning from past Sections Congresses

- ▶ **Guidelines to Region in developing recommendations**
 - Encourage “long term” focus
 - More specific guidelines will be distributed after the November 2013 MGA Board meeting
- ▶ Delegate voting can be completed anytime during the Congress up to Sunday noon using Mobile app
- ▶ Social Media strategy to allow for discussion of recommendation items prior to, during and after Congress
- ▶ Top 5 recommendations presented at Closing Ceremony on Sunday

Date	Action	Notes
1 Dec 2013	Recommendations form and instructions distributed to Region Directors, Director-Elects, SC2014 Coordinators	
1 May 2014	Each Region returns 4 draft recommendations to Program Committee	
1 May 2014- 1 July 2014	Program Committee vets recommendations	
15 July 2014	List of Region recommendations distributed to Region Directors, Director-Elects, SC2014 Coordinators, SC registrants; added to mobile app, SC website, social media	Continuous discussion via social media, website, mobile app
22-24 Aug 2014	Voting is open; closes at 12:00 PM on Sunday, 24 August	
24 Aug 2014	Top five recommendations announced at Closing Ceremony	

IEEE to develop a long-term strategy to increase the number of next generation youth pursuing science and engineering careers.

- Business plan for initiatives in development
- Long-term strategy is expected to be developed by year end 2013. Will be reported to IEEE Board of Directors, Educational Activities Board, and Member and Geographic Activities Board

As members maintain their IEEE membership over the years, IEEE must reward them for their loyalty. Rewards ought to be tangible and useful and can be done simply and inexpensively. Create Global Fidelity Programs including: (a) Continue membership Recognition 5-10-15-20 years of membership; (b) Bonus for specific Benefits (e.g., reduced fee, IEEE merchandise, etc).

- Motion passed at February 2013 MGA Board meeting to test a pilot of a loyalty program for 2015 Membership Year to renewing members in years 2, 5, 10, and 20.
 - Final decision to be made at the June or November MGAB meeting after full understanding of budget considerations
- MGA MELCC will provide MGA Board, at its Nov 2013 meeting:
 - Refined financial projections in order to give final go ahead for the pilot for 2015 Membership Year (August 2014)
 - Costs of reward fulfillment
 - Costs of implementation

IEEE membership (including e-Membership) should include a Society membership as part of the basic membership fee.

- At the end of 2011 due to financial risks being unknown, a direct plan to include a bundled society with IEEE membership for the 2013 membership year was not moved forward
- A joint MGA/TA ad hoc was formed to determine how to move this effort forward.
- The committee decided to run a test of bundled membership for a random sample of members for the 2013 and 2014 membership years. The test is underway.
 - The expected completion of the test is Q1 of 2014. (Note: In order to test both the take rates of a bundled society, as well as the retention rates of those members who take the society, the test will extend over the 2013 and 2014 membership years.)
 - If the test proves that bundled membership will increase retention, and the financial risk is acceptable, the **likely** timeframe for a go-forward decision would be June or November 2014.

Increased support to students in technical activities with grants to attend conferences and organization of technical competitions.

- A discovery process uncovered a wide array of existing grants for this throughout IEEE.
 - However, finding these programs was extremely difficult as they were in many different locations throughout IEEE. This is not a good experience for our members.
- A centralized location (likely a website) will be developed that will allow students to quickly link to all of the existing opportunities for grants to attend conferences and organize competitions.
- An inventory, links and the Students portal page are being created and designed for November '13.

To encourage interest in pre-university students in engineering careers, IEEE to publish a subscription periodical (paper or electronic) targeted to high school students that highlights engineering activities of interest to those students. The periodical should also have articles promoting the benefits of an engineering career and what the students can do in college to get involved with IEEE.

- In response to this, the EA created *IEEE Spark* (<http://spark.ieee.org/>), a monthly online publication referred to in Recommendation #4.
- EA provided the operational support of this publication for the three issues that were published in 2012-January, April and July
- EA submitted subsequent proposals to the IEEE New Initiatives Committee to request additional funding to be included in its budget.
- All of these requests have been denied, thus EA is not able to continue to support this project.

- **Guidelines to Region in developing recommendations**
 - Encourage “long term” focus
- Delegates should form 3 groups, directed by Athanasios Kakarountas, Niovi Pavlidou and Panagiotis Symeou.
- A 4-page leaflet will be given to each delegate
- Read the top 20 recommendations of SC2011
- Discussion
- Fulfill the form in the last two pages with your recommendations (max. 4). Filling in your name is optional
- Top 4 recommendations will be presented on Sunday (@ 10:50)

The full list of SC2011 recommendations can be found at:

http://www.ieee.org/societies_communities/geo_activities/sections_congress/2011/sc2011_recommendations.html

Information on past Sections Congresses can be found at:

www.ieee.org/sc

QUESTIONS?

Please contact the SC2014 team at:

sc-coordinator@ieee.org