



Introduction

- **MGA Board has made Section Vitality a priority**
- **Section Vitality guidelines presented at SC 2011**
- **Vitality means perform the duties, initiative, energy and enthusiasm**
- **Vital Sections better serve their members**
- **GUOS Committee is working on solutions to improve Section Vitality**

Section/Subsection Formation

- **Vitality often depends on the start**
- **The section/subsection formation needs to be well prepared**
- **Enough members and enough trained volunteers willing to do their job**
- **Start with a subsection with a program to increase membership and activity**

Train Yourself

- **Center of Leadership Excellence (CLE)**
- **MGA Operations Manual (Section 9. Geographic Organizational Units)**
- **Region 8 Bylaws and Operations Manual (Section R8-8)**
- **Section Vitality Dashboard**
- **SAMIEEE (Predefined Queries)**
- **Organization Roster**
- **v-Tools**
- **MGA Website and MD Website**
- **Support Center**
- **Volunteer Leadership Training (VOLT)**

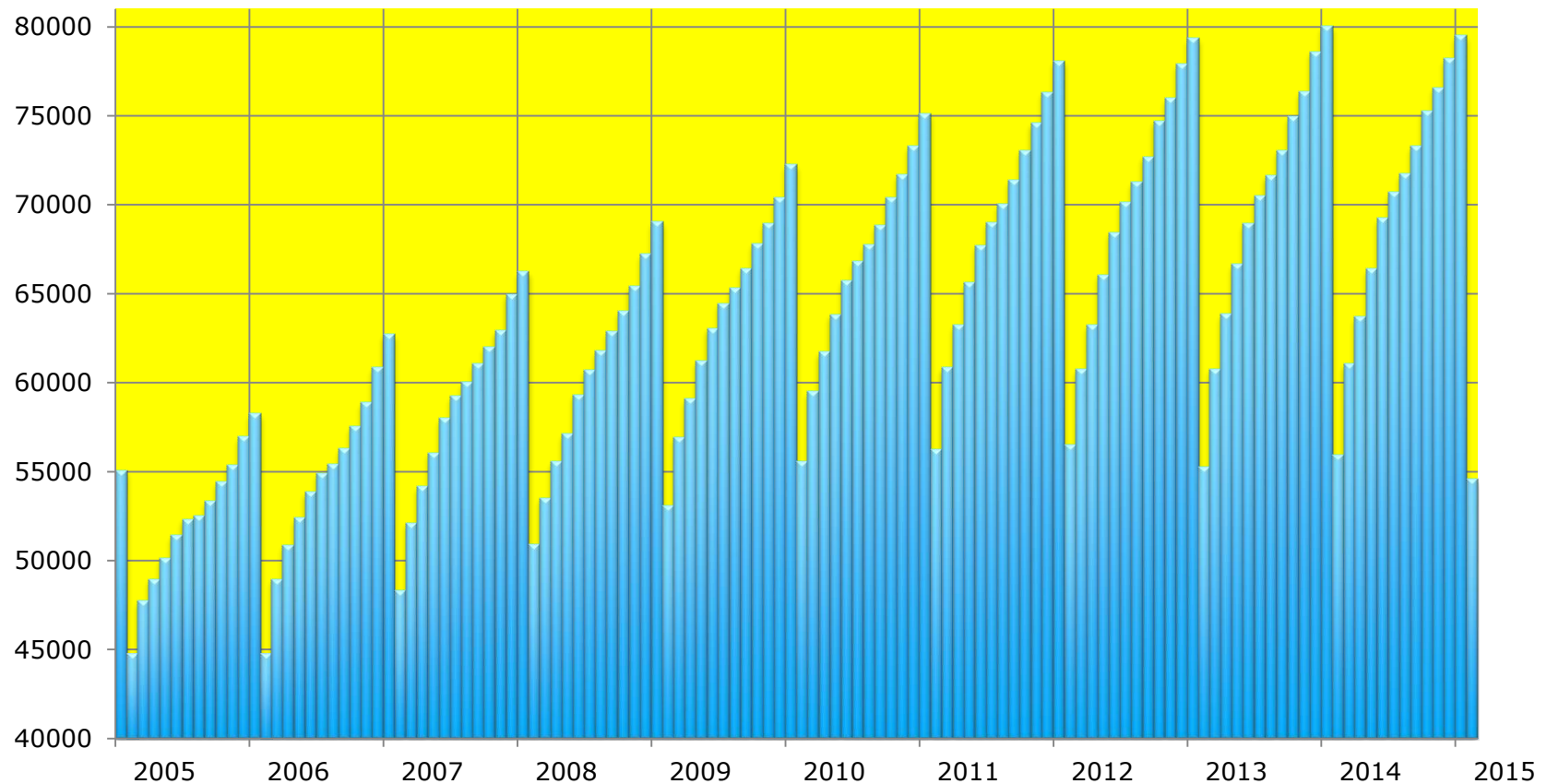
Member Development

- **Take care about member needs the Lifecycle of your members**
- **Organize surveys to learn about member needs in your section**
- **Explain benefits and engage members**
- **Recruit and train volunteers**
- **Encourage volunteering through recognition**

Membership Development

- **Use every opportunity for membership retention, recruitment and recovery**
- **Welcome new members! Communicate**
- **Visit the IEEE MD webpage for training, reports and data, programs and online resources, communication templates, promotional material including the MD Kit**
- **Read the MD Monthly, Regional MD Reports and attend the MD Webcast**
- **Keep a vigilant eye on Section membership data and prevent membership decrease**

R8 Membership from Year to Year and from Month to Month



Reporting (1)

- **Officer, meeting and financial reporting**
- **Reporting shows section vitality and is the condition to receive the yearly rebate**
- **Be familiar with the Geographic Unit Rebate Schedule, Requirements and Procedures**
- **Reports of current section, subsection, chapter, and affinity group officers must be submitted online within 20 days following the election and/or appointment of such officers. Report meetings via v-Tools (L31)**
- **Reporting includes the Section itself, chapters and affinity groups**

Reporting (2)

- **Submit your reports before the third Friday February deadline (21 February in 2015) to receive the rebate and the 10% bonus**
- **Submit reports before 31 March to receive the rebate**
- **Exceptions for payments of the rebate to units submitting the reports after 31 March shall be at the discretion of the R8 Director. A 10% penalty shall be applied to all such exceptions.**

The Rebate

- **The rebate is paid to the section**
- **The funds provided are intended for the support of not only the section's activities, but also the activities of its subunits, including subsections, chapters, affinity groups, and Student Branches**
- **Section officers are encouraged to support the activities of existing units and to form new units**

Elections

- **Look for successors, volunteers ready to spend enough time to do the job, take responsibility and serve the members**
- **Organize elections on time, well before the term end date of the current officers, according to the rules given in the MGA Operations Manual. Election Process guidelines available**
- **Term start date should be 1 January.**
- **Use v-Tools for electronic voting so that all qualified members can vote easily**
- **Timely elections also in chapters and affinity groups**

Officer Period of Service

- ▶ **Section Officer period of service can be 1 or 2 years. In R8 it is usually 2 years**
- ▶ **The consecutive period of service in any one office should not exceed 4 years. All officers shall not serve in any one position, in any single organizational unit, more than 6 years**

Differences Influencing Vitality

- ▶ **Section and its territory: many sections inside one country, section covering one country, section covering more countries**
- ▶ **Size of section concerning membership (small, medium and large sections)**
- ▶ **Low income**
- ▶ **Difficulties in payment of dues**
- ▶ **Elections and appointments of new officers at irregular intervals**
- ▶ **Cultural differences**

What to do (1)

- **Organize elections on time**
- **Any vacancy occurring during the year shall be filled by majority vote of the Section Committee or Section Executive Committee**
- **Be informed and efficient**
- **Fulfill membership needs**
- **Contact members and obtain member feedback**
- **Increase membership and increase member engagement**
- **Recruit and train new volunteers and potential successors**

What to do (2)

- **Prepare a Program of activities for the calendar year**
- **Organize meetings (professional, technical, nontechnical, administrative, social) by section, chapters, affinity groups, student branches**
- **Form chapters, affinity groups and student branches. Have a chapter and affinity group coordinator in your Section and keep a vigilant eye on the activity of chapters and affinity groups during the year. Guide and help chapters and affinity groups**

What to do (3)

- **Encourage cooperation and joint events of section units (chapters, affinity groups, student branches)**
- **Student activities - have an active Student Activities officer and a Student Representative in the Section Committee, activity/vitality of all SBs in the Section, involve students into section/chapter activities, conduct events with students, help students**

What to Do (4)

- **Industry relations. Involve practicing engineers and Young Professionals**
- **Professional activities (leadership, management), involve Young Professionals**
- **Educational activities (preuniversity, lifelong)**

What to do (5)

- **Awards (member recognition, member grade elevation, volunteer recognition, Section yearly awards)**
- **Section website always up to date**
- **Organize an annual social event**
- **Self assessment - Section Vitality Checklist (sent to all Sections)**

Thank you!

Questions?