



IEEE Region 6 Activities

Tom Coughlin – Region 6 Director

Septembrer 23, 2016

My Genetics (Ancestry.com)

REGION	APPROXIMATE AMOUNT
Europe	98%
■ Europe West	47%
■ Ireland	43%
Trace Regions ?	8%
■ Iberian Peninsula	2%
■ Scandinavia	2%
■ Great Britain	2%
■ Italy/Greece	1%
■ Finland/Northwest Russia	1%
West Asia	2%
Trace Regions ?	2%
■ Caucasus	2%



Neanderthal--?

My Family

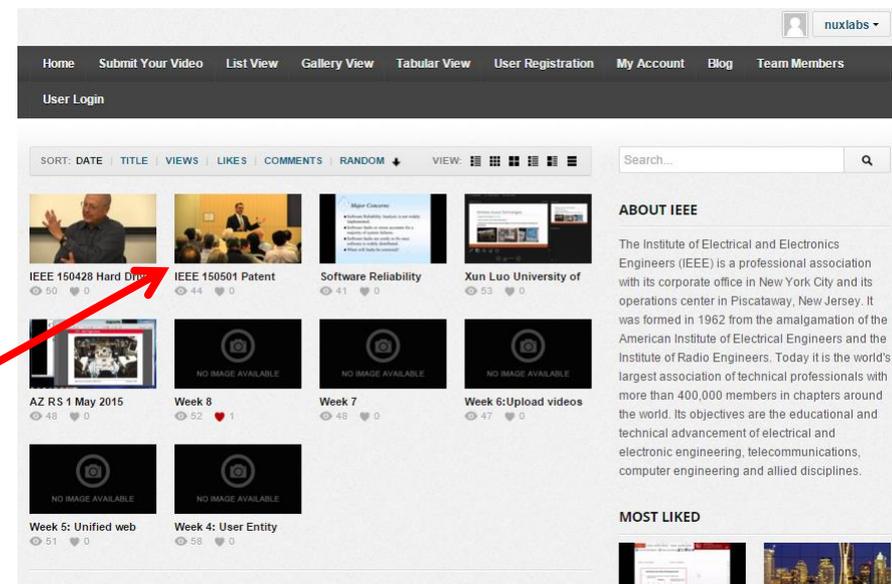


Region 6 Activities

- Chapter Recording Initiative
- Maker Faire
- The Web Site
- Monthly enotice and Volunteers
- PACE Spending
- Conferences
- MentorNet
- Membership and Senior Membership
- Other Initiatives
- Making IEEE Cool: The Shirts

Recorded Meetings Initiative

- Recording OU (Section/Chapter/Conference Meetings using Camtasia software and microphone sets
- Videos are archived and can be easily searched with filter criteria
- >200 Recordings to date (nuxlabs.org)
- Total views to streaming content >23,755 from 2,317 unique IP addresses
- Transferring content to IEEE.tv, site with >25 recordings now at <https://ieeetv.ieee.org/ieee-local>



Maker Faire

- ▶ Maker Faires are affiliated with Make Media, an offshoot of O'Reilly Publishing
 - ▶ Median attendee age is 37, many hobbyists and K-12 interested in technology
- ▶ Hundreds of Maker Faires and mini-Maker Faires Worldwide
- ▶ Region 6 with SCV Section and CNSV participated in 2016
- ▶ >1,000 visitors, 200+ info sign-ups, 100+ interested in membership



Region 6 Website

- At the beginning of 2014 we had only a few hits per month on the Region 6 web site.
- In late 2014 and through 2016 our monthly R6 site visitors are up to thousands per month
- We think our increased activities and conferences, and some social networking helped to increase web site traffic



- Woven Shirts
- T-Shirts
- Accessories
- Youth
- Ladies
- Juniors & Young Men
- Polos/Knits
- Tall
- Workwear
- Sweatshirts/Fleece
- Bags
- Outerwear
- Activewear
- Caps
- Promotional
- Fabrics
- Brands
- Occupations
- Price

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Please enter the logo option and placement of the embroidery in the IMPRINT INFORMATION box when you are checking out.
Example: Imprint Information: OPTION C, Left Chest

A.	B.
C.	D.
E.	F.

eNotice and Volunteers

- ▶ Starting in January 2015 we have sent monthly Region 6 enotices to our members
- ▶ This reduced total mailings and organized the content in one message
- ▶ The enotice also linked back to our web page and conference web pages
- ▶ We also included a link for volunteering for humanitarian, senior membership and STEM activities—we have had dozens of volunteers sign up

Region 6 PACE in 2016

- We spent all our budgeted 2015 PACE money by June--first time ever!
- As of April 24, 2015 we had spent about \$24,000 of the \$25,949 budgeted for PACE in 2016. We encouraged all sections to do at least one PACE funded activity in 2015 and 2016
- We received extra money from IEEE USA for PACE in 2015 and plan to ask again in 2016.
- **PACE is an important tool in showing the value of IEEE membership in the US**

Region 6 Career Expo

(<http://sites.ieee.org/r6careerexpo/>)

- Open to all, not just R6. IEEE members free.
- People registered in 2015 and 2016 as of June was about 1,300 people
- January Event (additional booths in April)
 - 20 company booths, 13 society and resource booth
 - 4 live webinars (over 4 hours)
- April 744 registrants, January 429 registrants
- January partial breakdown of participants: 26 from R1, 2 from R2, 11 from R3, 4 from R4, 16 from R5, 112 from R6, 2 from R7, 6 from R8 and 13 from R10
- Latest event on September 21, 2016

Region 6 PACE in 2016

- We spent all our budgeted 2015 PACE money by June—first time ever! Great job to all the sections and branches that planned activities
- In 2016 we want to spend even more on PACE that enhances IEEE membership
- We want all sections to do at least one PACE funded activity in 2016
- We received extra money from IEEE USA for PACE in 2015 and plan to ask again in 2016.
- **PACE is an important tool in showing the value of IEEE membership**

Region 6 Conferences

WIE ILC – May 23-24, 2016, Santa Clara, CA

Tech Summit—June 6-7, 2016, Santa Clara, CA

IEEE On-Line Career and Talent Expo (on-going)

GHTC – October 14-16, 2016, Seattle, WA

SusTech –October 9-11, 2016, Phoenix, AZ

Technology Time Machine, October 2016, San Diego, CA

Rising Stars—January 2-4, 2017, Las Vegas

Creating a Conference Playbook to make running conferences easier



SusTech

**Women in Engineering
International Leadership**

Region 6 *Prime Imperative* for 2016

**Increase overall IEEE
membership by 1.0%
in 2016 from 2015**

- So far we have lost members in 2016--☹
- We hope to accomplish this still with 2-3 company corporate membership drive in R6

Member to Member Renewal Results

- In 2015, Region 6 over 60 volunteers reached out to 285 non-renewing members. Of the calls made 31.6% connected and 42.5% had a message that was left via voicemail or followed up with an email.
- The effort paid off in that 19% of these contacts ultimately ended up renewing. The team was also able to glean some valuable insights into why members did not renew.
- Partially due to this effort our membership renewal numbers were much higher in 2015 than in 2014 (up by almost 10%).

Senior Membership Drive in 2016

- The Phoenix section was able to elevate over 62 new senior members in 2016
- We plan to expand what was done in Phoenix at other sections to exceed our goal for senior member elevation in 2016
- We had a special corporate outreach SM drive for executives at R6 companies—about 20 of these completed in 2016—part of our program for a corporate membership drive

MentorNet



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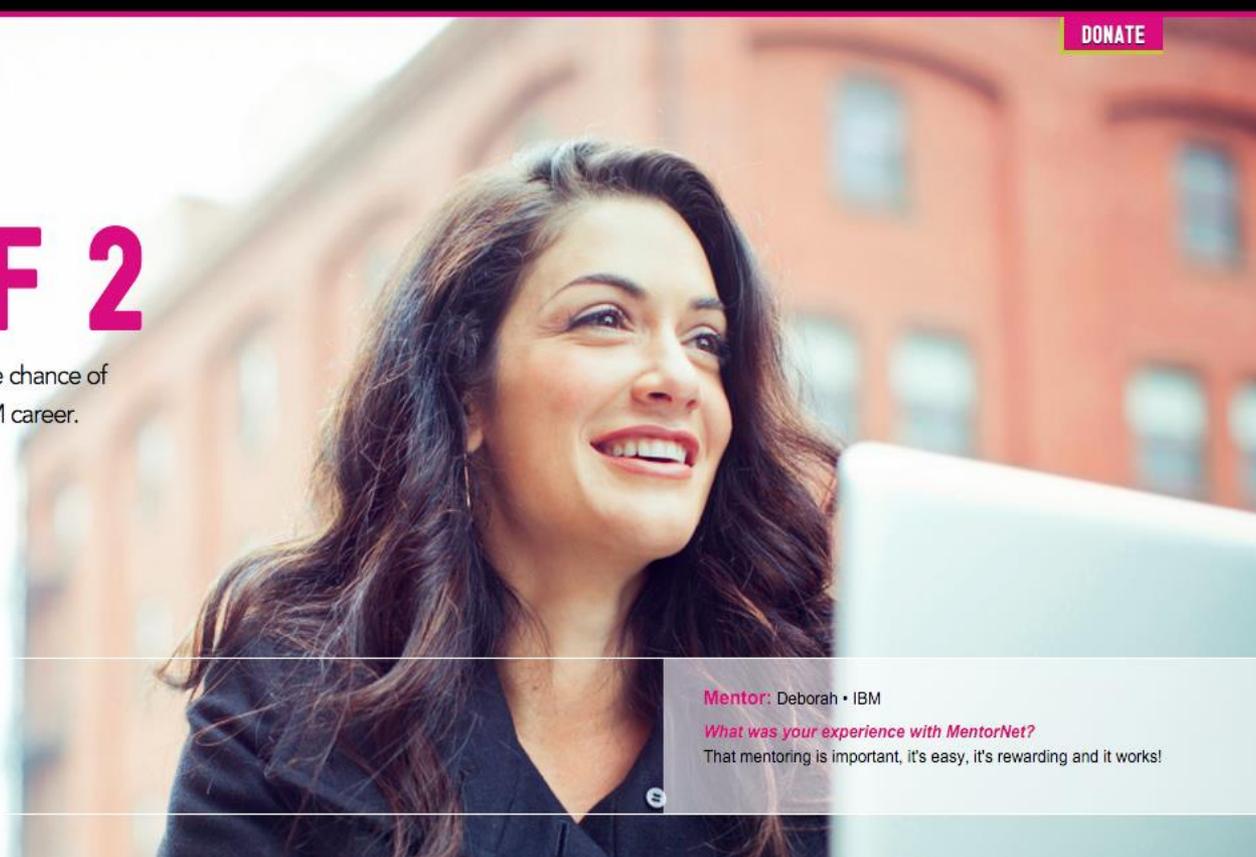
Mentor + Mentee **POWER OF 2**

The mentees in our program have 2 times the chance of graduating from college and entering a STEM career.

[JOIN MENTORNET](#)



Watch a Video on the **Power of 2!**



Mentor: Deborah • IBM

What was your experience with MentorNet?

That mentoring is important, it's easy, it's rewarding and it works!

Other Initiatives

- Region 6 has made money available for local sections to **host breakfasts or lunches with local industry** leaders. In the Santa Clara Valley section they do this about once a quarter with about 30 companies participating
- **Directors Corporate awards in 2015 and 2016** to: Microsoft, Make Media, Intel, Space Micro, Apple, Marvell, OMSI, Southern CA Edison, Hyperloop, Dolby, amazon, EPRI, Cadence, Cisco, Reuben H. Fleet Science Center, Abbott
- **Region 6 Milestone coordinator** to help with milestone process—Brian Berg
 - We have had a number of new IEEE Milestones approved in 2015 and 2016: Including Ampex VTR, Shakey the Robot, The Mother of all Demos, Apple I and II and Macintosh computers

The Shirts (January 2016 in Las Vegas)



No Limits

