

V/C Member Activities

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Goals

The VC Member Activities coordinates the following activities:

- Membership Development;
- History Activities;
- Humanitarian Activities;
- Affinity Group Activities (Young Professionals, Life Members, Women in Engineering);
- Publications & Communications (Region 8 News, Electronic Communications, Region8 Today, Social Media and Web-pages);
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The primary goal of VCMA is to establish efficient coordination among various SC's, while the main objectives of the MA sub-committees is to engage members, by providing them the initiatives and programs of non-technical nature. One of the long-term goals of MA is to increase the level of volunteering among all members, so that new activities and programs can be initiated and maintained.

Status

Coordination is key and is achieved through various multi-faceted means, one of which is periodic conference calls with all SC chairs and extended teams. This helps fostering the common MA goal of engaging members with non-technical activities. This year, all the MA teams will continue to employ, the now well established 3C methodology, to facilitate close collaboration amongst all parties, which has had very positive impact and encouraging results. Below, some highlights from the different subcommittees under MA but Please refer to the specific SC reports for full status details/descriptions.

- Young Professionals: Participation in several events throughout last year and to continue within 2020 as well. Work towards SYP congress2020 in a matured stage and a dedicated team appointed to ensure highest quality and diversified congress.
- History activities: Newer Milestone proposals underway. HISTELCON 2019 was a success. Milestone plaque unveiling successfully carried out in Scotland and Germany.
- Membership Development: Decrease in overall YoY membership growth by 2.2%. Mechanisms underway to alleviate the situation. Planning in progress to hold more MD Workshops this year.
- Life members: Continued campaign to increase the number of LMAGs within the region and individual messages sent to potential sections encouraging LMAG creation. Dedicated LMAG Face2Face meeting carried out during R8 Autumn meeting.
- Women in Engineering: Efforts continue to employ methods to Increase the number of WIE AGs in the Region. Close collaboration with various SC's leading to fruitful outcomes.
- Publications & Communications: More efforts are extended towards the consolidation of various components of communications through this new committee. This to synchronize the overall messages and information going out to the members. Recently a focused PnC Face2Face meeting was held in Feb2020 to streamline the tasks so as to ensure timely and transparent communications.

Outlook

Work will continue towards optimizing the cooperation/communication within the Region such that all initiatives converge to ensure overall member satisfaction and high levels of engagement. Focus will be placed on activities that not only lead to newer recruitment/growth but also to continued retention of valued members.

Points of Concern

More concerted efforts needs to happen across the board to lessen the impact of membership decline. Most importantly there is a need to improve the perception of members in their first years of membership so that they value their membership from the beginning and stays on for the subsequent years. Moreover, the benefits of our values and membership need to be cascaded in a much simpler manner to engage the masses and promote growth.

Other Issues to report

None at the moment.

Financial Position