

## 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

It has been a tough year because of the pandemic situation. All SCs under MA had to change gears and re-improvise our strategies. Coordination continued to be key and was achieved through various multi-faceted means, one of which is periodic conference calls with all SC chairs and extended teams. Focus was placed on remote participation and contributions which helped fostering the common MA goal of engaging members with non-technical activities. MA continued with full throttle with the 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 reports for full status descriptions.

- Young Professionals: Frequent organizing of remote events and Excellent Participation in several activities throughout the year including the very successful implementation of vSYP congress2020.
- History activities: Several Milestone proposals underway but due to pandemic activities were very limited.
- Membership Development: Decrease in overall YoY membership growth and mechanisms underway alleviate the situation. Though physical VTW were cancelled due to pandemic, MD team organized very well coordinated events remotely.
- Life members: Continued campaign to increase the number of LMAGs. LM's SC now participating with other SC's, WIE, YP & HA, in particular, to find synergies and transfer relevant experience & knowledge to everyone.
- Women in Engineering: Efforts continue to Increase the number of WIE AGs in the Region. Close collaboration with various SC's leading to fruitful outcomes.
- Publications & Communications: Consolidation of various components of communications through this new committee is working well towards synchronizing the messages and information. A new direct alias created to reach all editors so regional content could be attained quickly and seamlessly. Efforts underway to release a version of Region8 News this year.
- Humanitarian activities: New strategically located volunteers helped immensely in improving outreach and managing activities. During Pandemic, some excellent initiatives in collaboration with SIGHT were planned and implemented.

### Outlook

More dedicated and focused strategies will be put in place to counter the impact of pandemic related membership decline, which also include effects of severe economic downturn. Moreover, Efforts will continue towards optimizing the cooperation/communication within the Region such that all initiatives converge to ensure overall member satisfaction. Focus will be placed on activities that lead to new recruitment and growth and increase in strategic projects/events

### Points of Concern

Student membership is a point of concern and alleviating recruitment/retention of student members should be prioritized i.e. 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. More concerted efforts needs to happen across the board to lessen the impact of membership decline overall.

### Other Issues to report

None at the moment.