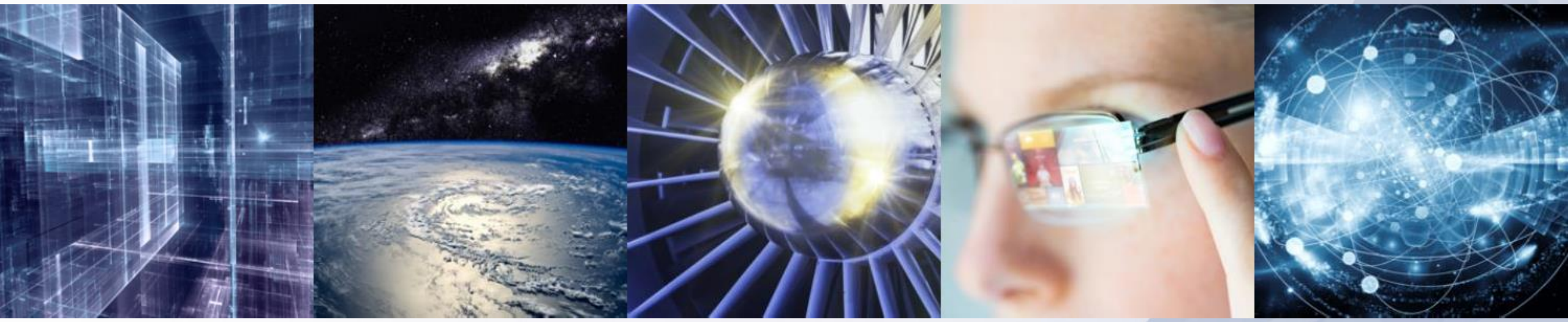


Region 2 Director Report

Barry C Tilton, P.E., PMP

barrytilton@ieee.org

Region 8 Meeting

Warsaw, Poland, March 2022

IEEE
Advancing Technology for Humanity

Who am I? Barry Tilton, P.E., PMP, SM-IEEE-HKN

Region 2 Director, IEEE, IEEE-MGA and IEEE-USA

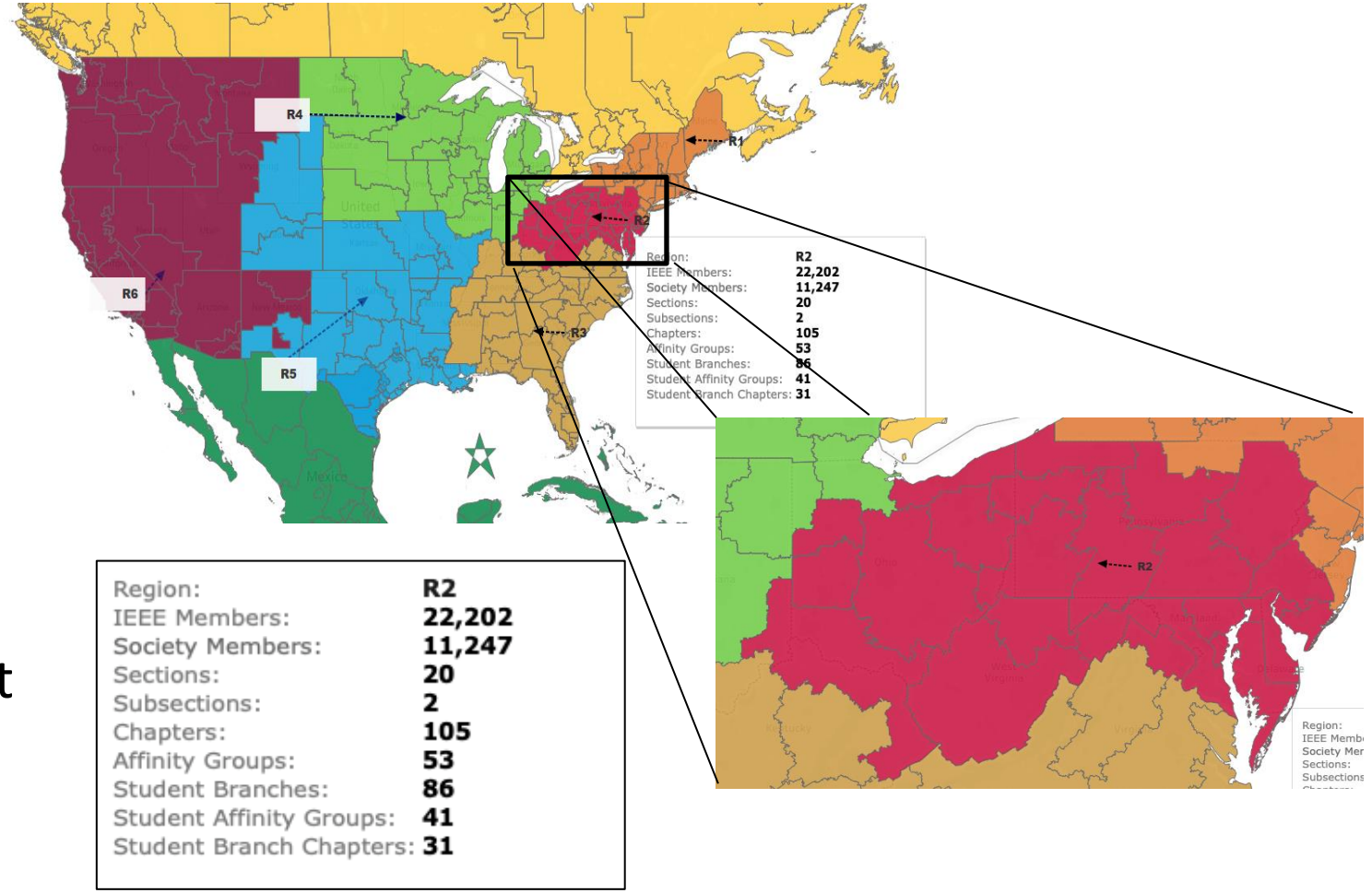
- Technology Evangelist for Maxar Technologies
- Member of IEEE since 1985 and volunteer since 2004
- USC Class of 1985
- Licensed Professional Engineer 2007
- Have worked for the US Air Force, NASA, and industry

FAVORITE QUOTE:

"Keep moving forward"…-Walt Disney

Who are we?

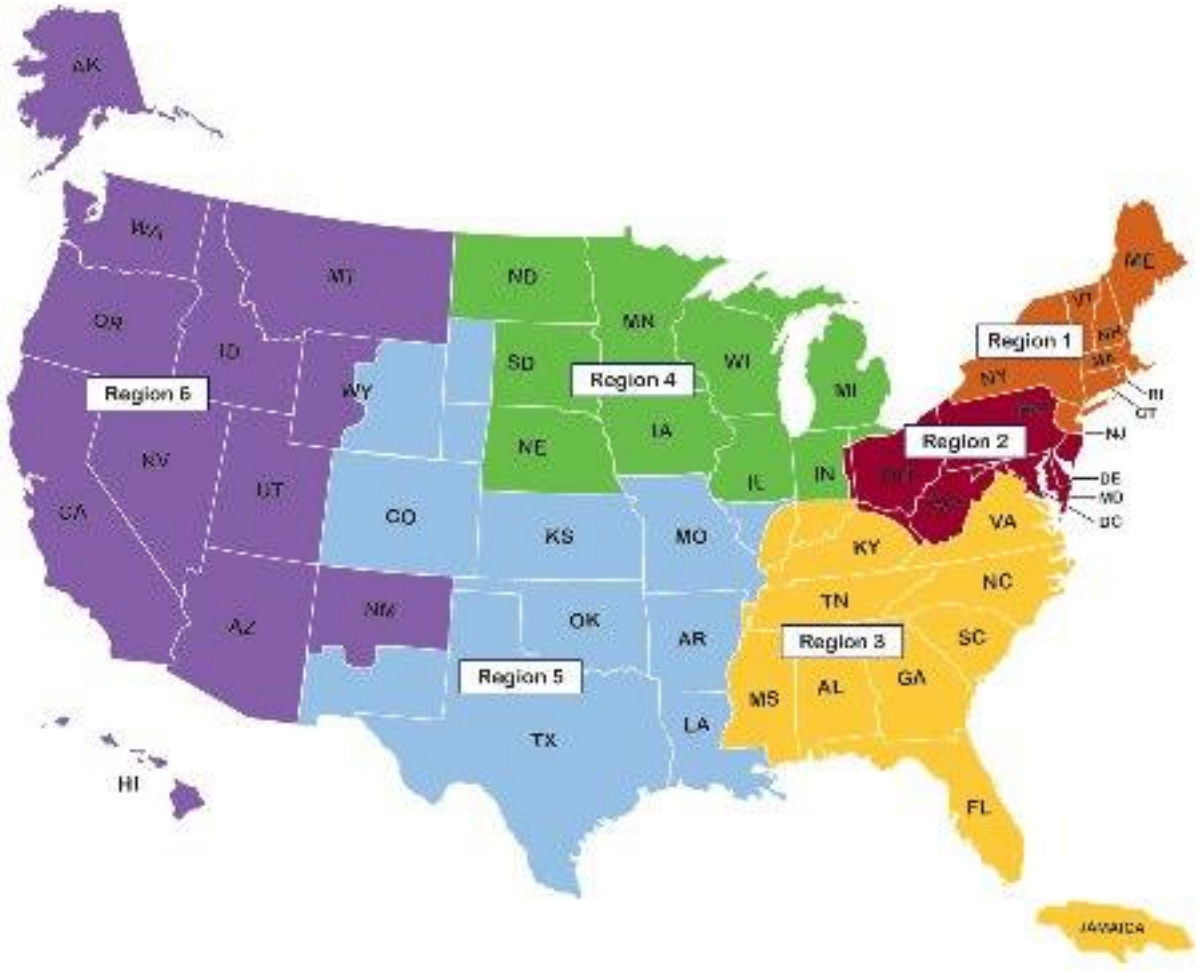
- Region 2 extends from the US Mid-Atlantic States to the edge of the Midwest
- Maryland, Pennsylvania, Delaware, West Virginia, most of Ohio and Portions of Virginia and New Jersey



We are the smallest Region physically, but in the middle in strength

Region Realignment Effort: Goals and Constraint

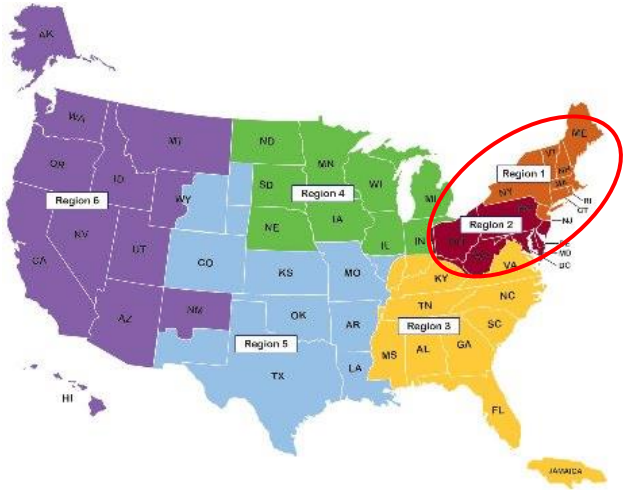
- Goal: Reduce 6 Regions to 5 Regions
- Goal: Approximately equal number of voting members in each Region
  - As of December 2020: 29,598
- Constraint: No changes to Sections' boundaries



Approach 1: Combine Regions 1 & 2

Approach and Results (Based on December 2020 numbers)

- Combine Regions 1 & 2
- No changes to Regions 3, 4, 5 & 6
- Quick and easy
- Wide variation in member counts
- Only two Regions are helping solve the problem

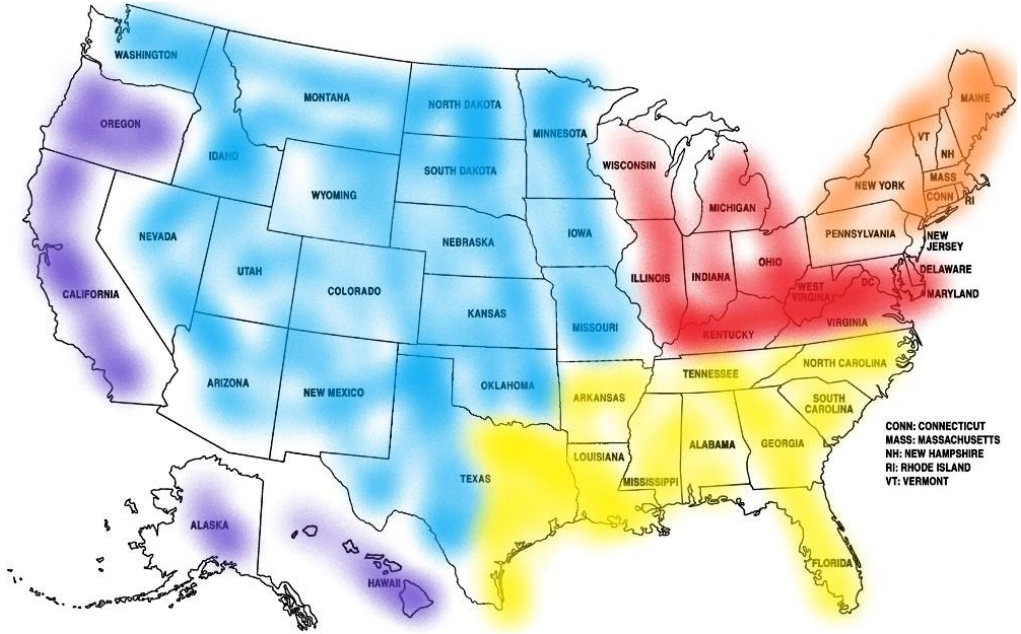


Region	Voting Members	Over/ Under
R1+R2:	45,531	15,933
R3:	23,001	6,597
R4:	15,983	13,615
R5:	21,067	8,531
R6:	42,409	12,811

Approach 3: Equalize Voting Member Counts

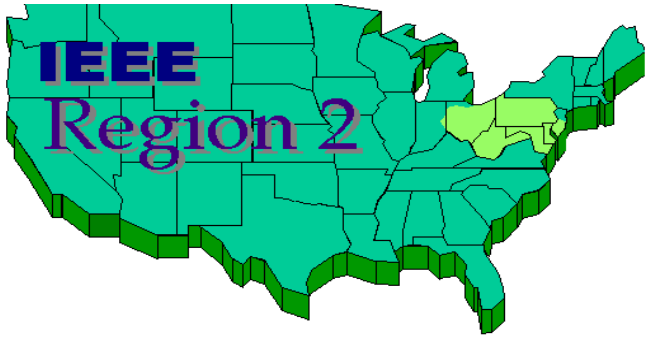
Approach and Results (Based on December 2020 numbers)

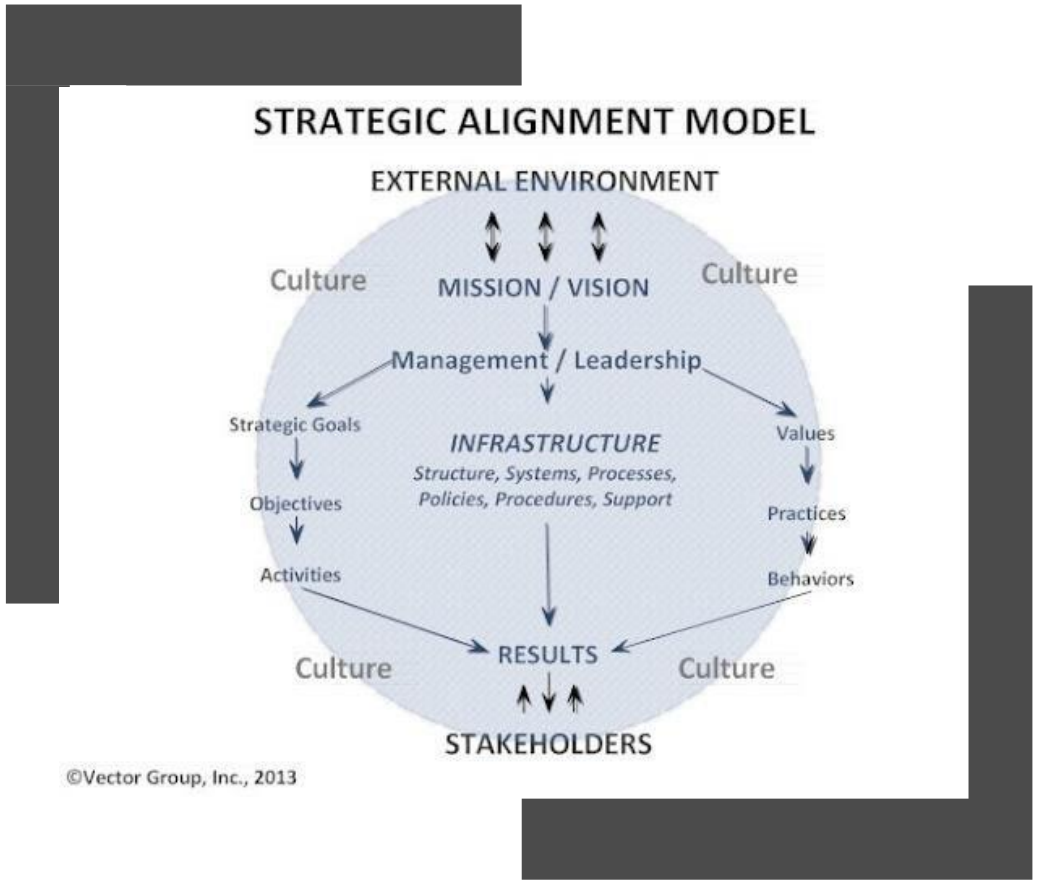
- Group Sections Vertically if Possible
  - Reduce Number of Time Zones in Region
- Changes every Region
- Splits Texas between two Regions



Region	Voting Members	Over/ Under	
R1':	30,828	1,230	R1+PA
R2':	29,114	484	R2-PA+VA+KY+IN+MI+IL+WI
R3':	29,592	6	R3-VA-KY-IN+AR+LA+TX1
R4':	27,853	1,745	R4-IN-MI-IL-WI+MO+KS+CO+OK+NM+AZ+UT+NV+WY+ID+MT+WA+TX2
R5':	30,604	1,006	R6-AZ-NM-UT-MT-ID-NV-WA

vi·tal·i·ty: energy, strength, vigor, *enduring power, capacity to develop the future*





7 States and the **District of Columbia**

4 Areas: Central, East, South, and West

20 Sections: Akron, Baltimore Central Pennsylvania, Cincinnati, Cleveland, Columbus, Dayton, Delaware Bay, Erie, Johnstown, Lehigh Valley, Lima, Northern Virginia, Philadelphia, Pittsburgh, Southern New Jersey, Susquehanna, Washington D.C., West Virginia, Youngstown

"*THE ESSENCE OF STRATEGY IS CHOOSING WHAT NOT TO DO*." – Michael Porter

Challenges We Are Facing as a Region

- Coronavirus

  ***CON**: Burnout, Apathy, Loss of Momentum, Loss of Connection and Relationships; Lack of F2F gatherings exacerbated issues and challenges*

  ***PRO**: Pivot Opportunities: Technological Innovation allows for heightened collaboration and joint programs across the work*

- Diversity, Equity, and Inclusion

  ***CON**: Lack of full-spectrum perspectives being considered across strategy and operational constructs, lack of diverse leaders and candidates across many OUs; perceived lack of ladders of success across some populations*

  ***PRO**: A WEALTH of leadership, innovation, integration, and monetization opportunities using DEI as an intersection point*

- Other

  ***CON**: Loss of process, reporting, and governance maturity, accountability, and in some cases the disbanding of long-term teams*

  ***PRO**: Opportunity to build fresh teams and renew process and governance maturity*

IEEE

IEEE STRATEGIC PLAN 2020 - 2025

- Drive ***global innovation*** through broad collaboration and the sharing of knowledge
- Enhance ***public understanding*** of engineering and technology and pursue standards for their practical application
- Be a ***trusted source*** of educational services and resources to support life-long learning
- Provide ***opportunities*** for career and professional development
- Inspire a worldwide audience by ***building communities*** that advance technical interests, inform public policy, and expand knowledge for the benefit of humanity

"Operationalizing our **WHY** is a ***Journey*** We MUST Take Together"

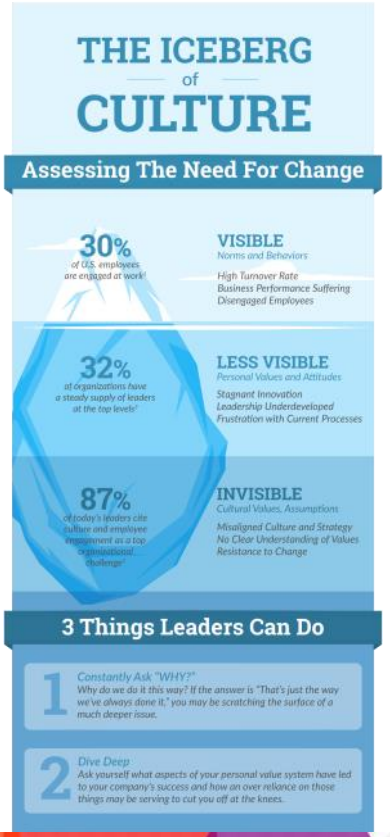
4
IEEE Advancing Technology for Humanity

VITALITY 5.0

FLEXIBLE
BREAKTHROUGH
LONG-TERM DEVELOPMENT
PURPOSE
COLLABORATE
CREATE
PRACTICE
Do things together
Do things first
INTERNAL
EXTERNAL
PEOPLE
CONTROL
COMPETE
Do things right
Do things fast
INCREMENTAL
SHORT-TERM PERFORMANCE
FOCUSED

FLEXIBILITY
LEARNING
PURPOSE
ENJOYMENT
CARING
CULTURE ALIGNMENT FRAMEWORK
RESULTS
ORDER
AUTHORITY
SAFETY
STABILITY
INDEPENDENCE
INTERDEPENDENCE

Communication Style
Clarity
Preference
Patterns
Performance
Focus
Engagement
Fidelity
Hierarchy
Fluidity
Feedback
Structure
CULTURE
Decision-Making
Process
Framework
Inclusion
Collaboration
Team Approach
Context
Professionalism
Equality
Atmosphere


THE ICEBERG of CULTURE
Assessing The Need For Change
30%
of U.S. employees are engaged at work
VISIBLE
Norms and Behaviors
High Turnover Rate
Business Performance Suffering
Disengaged Employees
32%
of organizations have a steady supply of leaders at the top levels
LESS VISIBLE
Personal Values and Attitudes
Stagnant Innovation
Leadership Underdeveloped
Frustration with Current Processes
87%
of today's leaders cite culture and employee engagement as a top organizational challenge
INVISIBLE
Cultural Values, Assumptions
Misaligned Culture and Strategy
No Clear Understanding of Values
Resistance to Change
3 Things Leaders Can Do
1
Constantly Ask "WHY?"
Why do we do it this way? If the answer is "That's just the way we've always done it," you may be scratching the surface of a much deeper issue.
2
Dive Deep
Ask yourself what aspects of your personal value system have led to your company's success and how an over reliance on those things may be serving to cut you off at the knees.

STRATEGY
VISION
LEADERSHIP
COMMON LANGUAGE
EVERYDAY GOALS
MISSION
PEOPLE
CULTURE (INTERNAL)
STANDARDS
PERFORMANCE
VALUES
MANAGEMENT & INFRASTRUCTURE
BRANDING
PROCESSES

Strategic & Mission Alignment

Regional ETHOS

Technology & Automation

Analytics

The Power of COMMUNITY

- **WE** are the Key to the Vitality Program

IEEE CORE VALUES: TRUST • GLOBAL COMMUNITY BUILDING • PARTNERSHIP • SERVICE TO HUMANITY • INTEGRITY IN ACTION • GROWTH & NUTURING

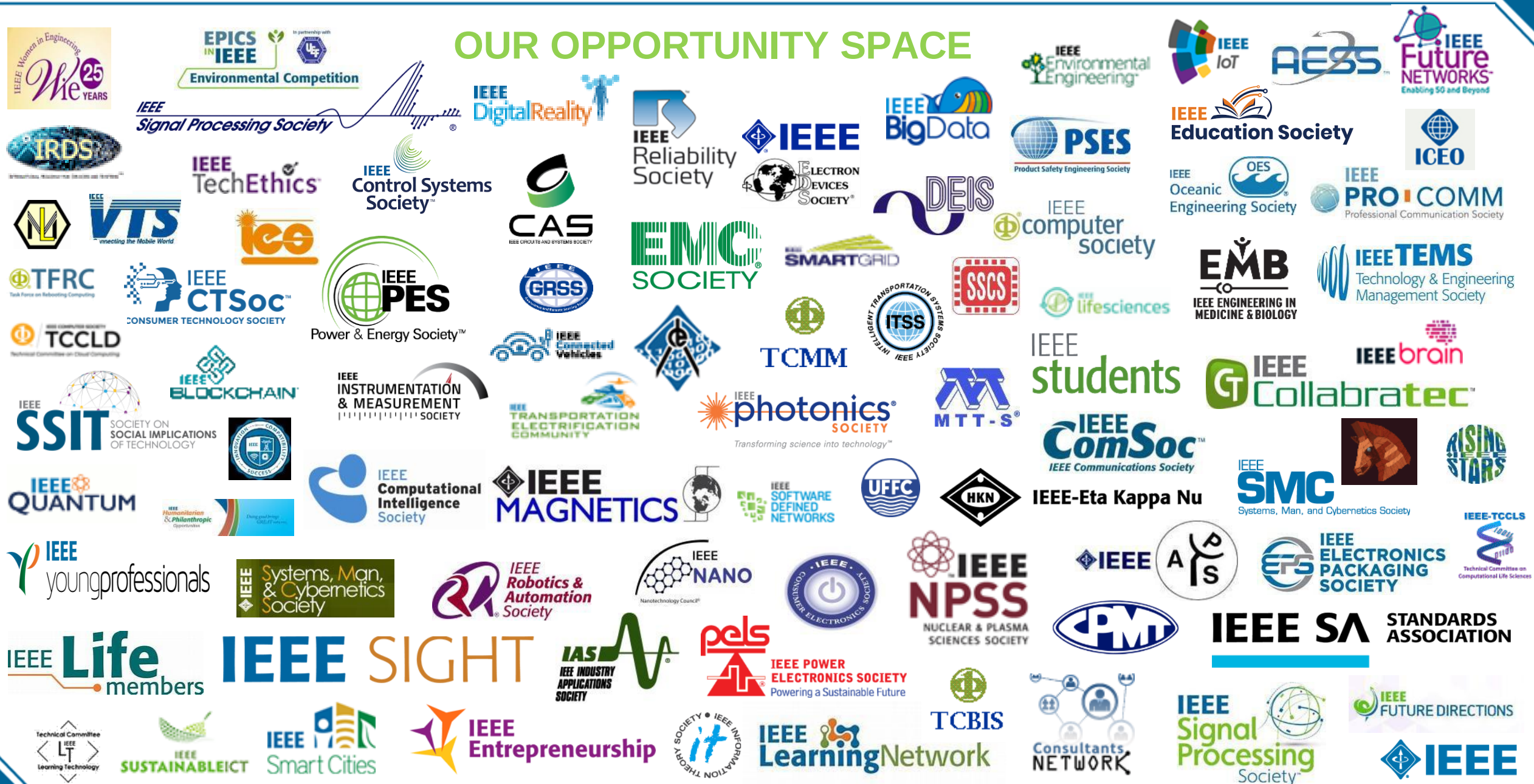
"Innovation is the unrelenting drive to break the status quo and develop anew where few have dared to go." – Steven Jeffes

E – C^2 – I^2 Approach

- Engagement
- Collaboration
- Communication
- Innovation
- Inclusion

IEEE

OUR OPPORTUNITY SPACE



2022 IEEE-USA

Government Relations

IEEE-USA Washington Updates

IEEE-USA's **Congressional Visits Day (CVD),** to be held 5-6 April, Register by 18 March 2022

Section Level **Technical Policy Topic Chairs (TPTC)**

Policy Committee Support

Fellowships & Internships

Awards and Recognition

2021 Award Recognition

2022 Awards (Planning)

Communications & Public Awareness

IEEE-USA Audio and eBooks

Social Media

2022 IEEE-USA

Career & Professional Development

Consultant Finder & Network

Salary Survey & Calculator

Webinars and Events

Communications & Public Awareness

Conferences (GreenTech, SoutheastCon, SuSTech, World AI IOT, IEEE WIE Forum USA East, Intl Symposium on Homeland Security)

IEEE-USA Newsletters and Social Media

Special Events (The Big Hoopla)

2022 FOCUS AREAS & INITIATIVES

- Area / Section / Chapter / SBs Listening Sessions & Recomm
- Senior Member 'am
- Member Recruit th

Member Experience (DE&I)
Programmatic Breadth & Scope
Integration & Partnership Activities
Awards & Recognition

ENGAGEMENT & THOUGHT LEADERSHIP

Special Programs

Visibility and Elevation Opportunities

IEEE

2022 EDUCATION INITIATIVES

K-12 STEM

DiscoverE Engineers Week

STEM Ambassadors

TryEngineering Programs

Integrated STEM Programs

IEEE Education Week™

04 – 08 April 2022

Learning and Education

1st IEEE Education Week

ILN Curriculum & Programs

Educational Activities Board & Course Delivery

Education partners (Rutgers, Nokia, etc.)

Powered by IEEE TRY Engineering

IEEE Learning Network

IEEE

2022 PROGRAM INITIATIVES

Conferences and Technical Programs

IEEE R2 Conferences
Society Chapters
Technical Communities
Affinity Groups
Technical Councils
Entrepreneurship

Humanitarian

HKN
SIGHT
EPICs
Smart Village
IEEE Empower a Billion Lives
MOVE Community Outreach

Communications

IEEE Region 2 Newsletters
IEEE R2 Social Media
IEEE Collabratec

2022 STUDENT INITIATIVES

STUDENTS

Speakers Bureau Support

Student Leadership & Engagement

2022 Student Retainment (Future50)

Membership Drive

Student Leadership & Engagement

Sponsorships

YP Collaboration

WIE Support & Engagement

IEEE STEP

SPECIAL INITIATIVES

IEEEXtreme 2022

IEEE Day 2022

2022 MGA Opportunities

- **2022 IEEE MGA Leadership Positions Due 15 MAR**

2022 LEADERSHIP and COMMITTEE

- Chair Positions
- **Nominate yourself or a colleague now**

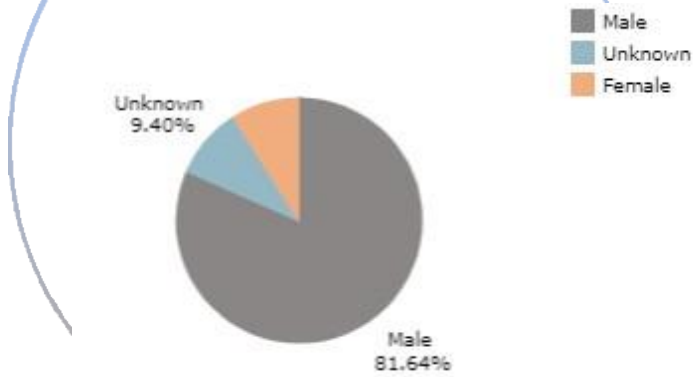
- **Nominations for Outstanding Section Awards Due**
  - **15 May 2022**
- Large, Medium, Small & Friends
- of IEEE MGA Awards

- **Submit today!**

Region 2

Pre-T: 13.4% member loss since February 2019 (26294)

Post-T: TBD loss

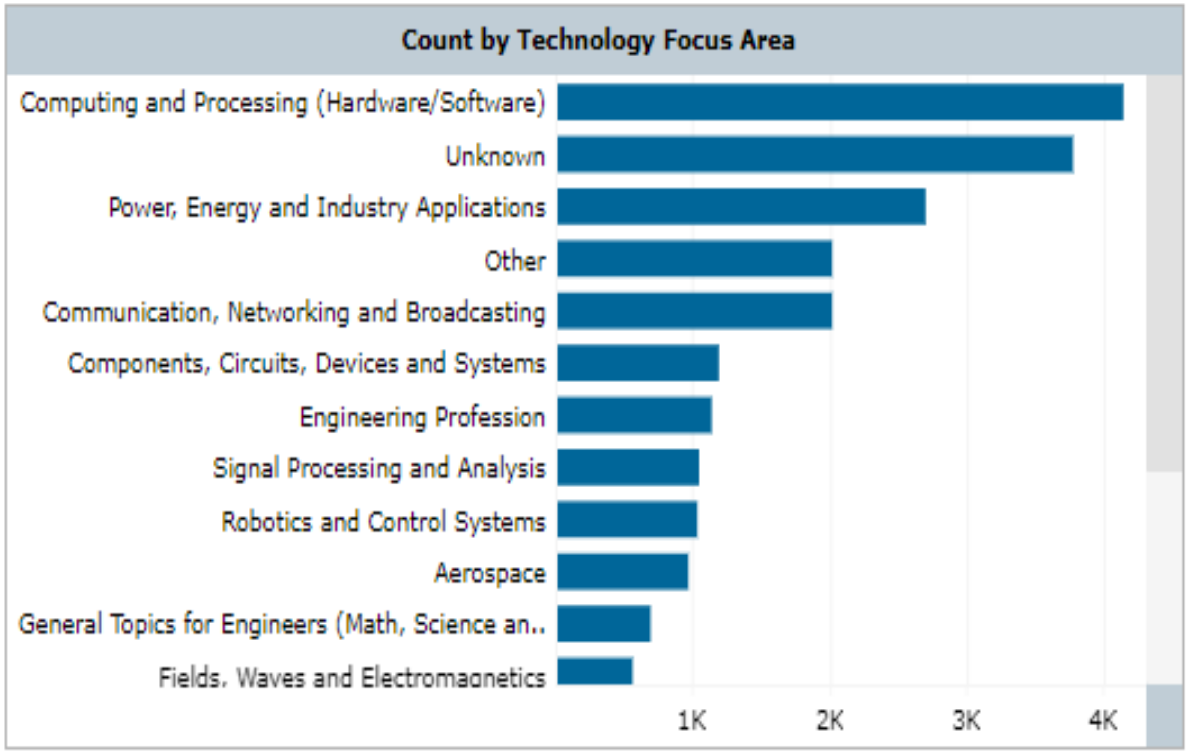


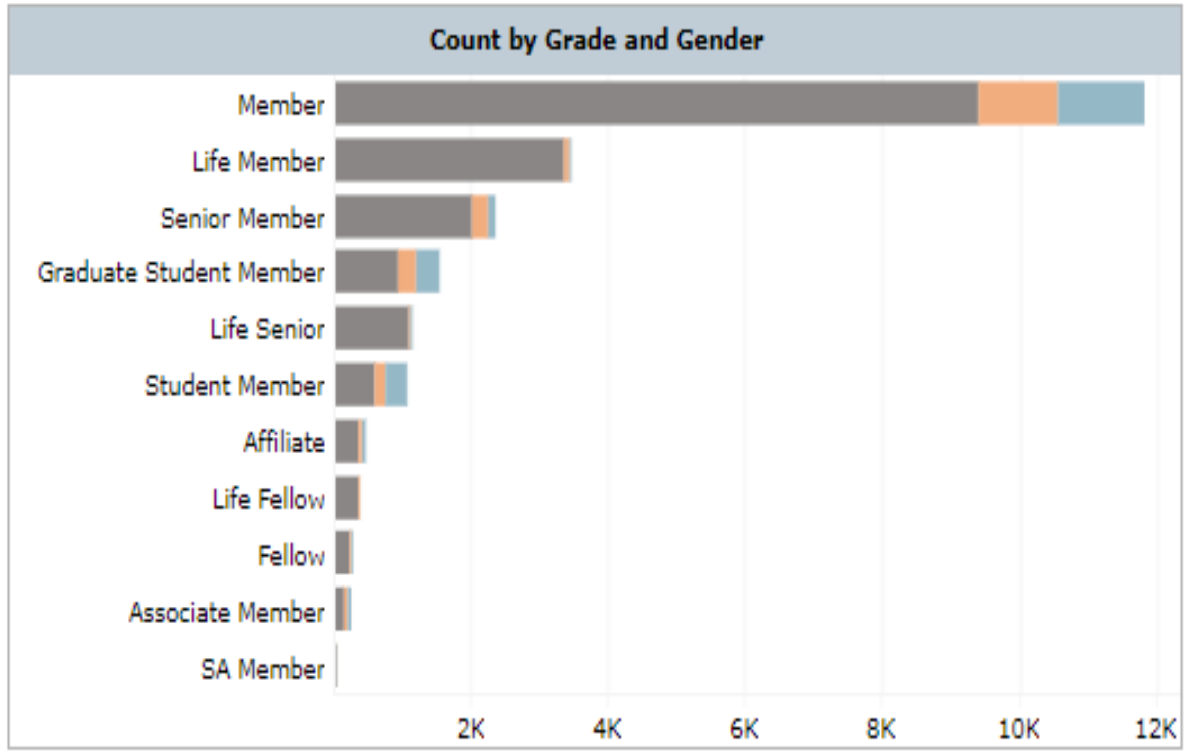
Current Membership

Pre-T: 22786

Post-T: TBD

CLIMBING THE MEM DEV MOUNTAIN AGAIN





Counts 26 FEB 2022

Contact Information

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- QUESTIONS??