Region 6 Director Report

Fall 2014 Update

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in·spi·ra·tion

- *noun \ˌin(t)-spə-ˈrā-shən, -(ˌ)spi-*
- *something that makes someone want to do something or that gives someone an idea about what to do or create : a force or influence that inspires someone*
- *a person, place, experience, etc., that makes someone want to do or create something*
- *a good idea*
- *a divine influence or action on a person believed to qualify him or her to receive and communicate sacred revelation*
- *the action or power of moving the intellect or emotions*
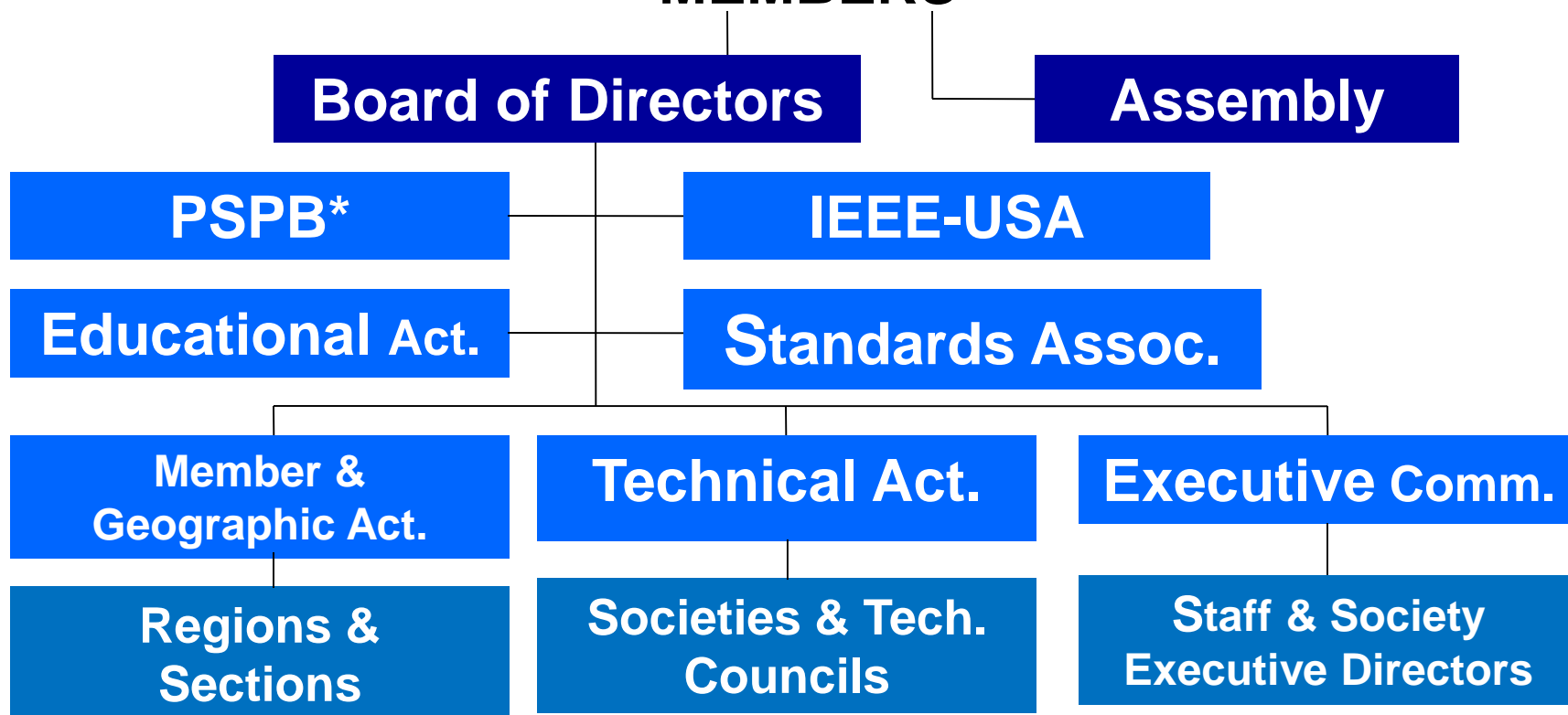- *the act of influencing or suggesting opinions*

Discussion points

- **IEEE Organization**
- **Region Activities**
- **OpCom Commitment**
- **Action Items**
- **2015 Region Aspirations**
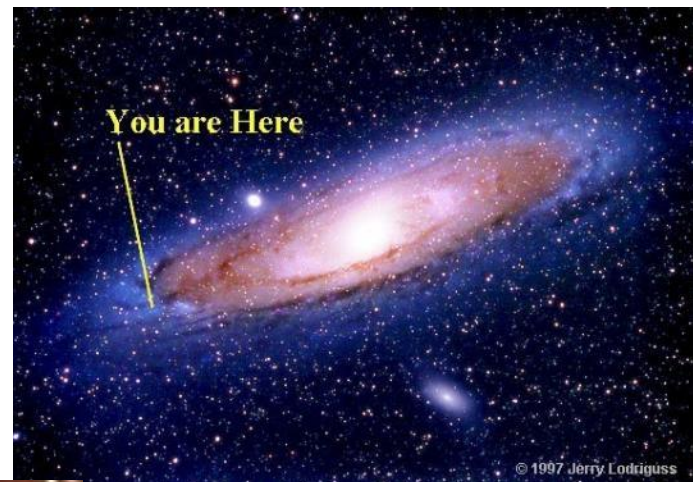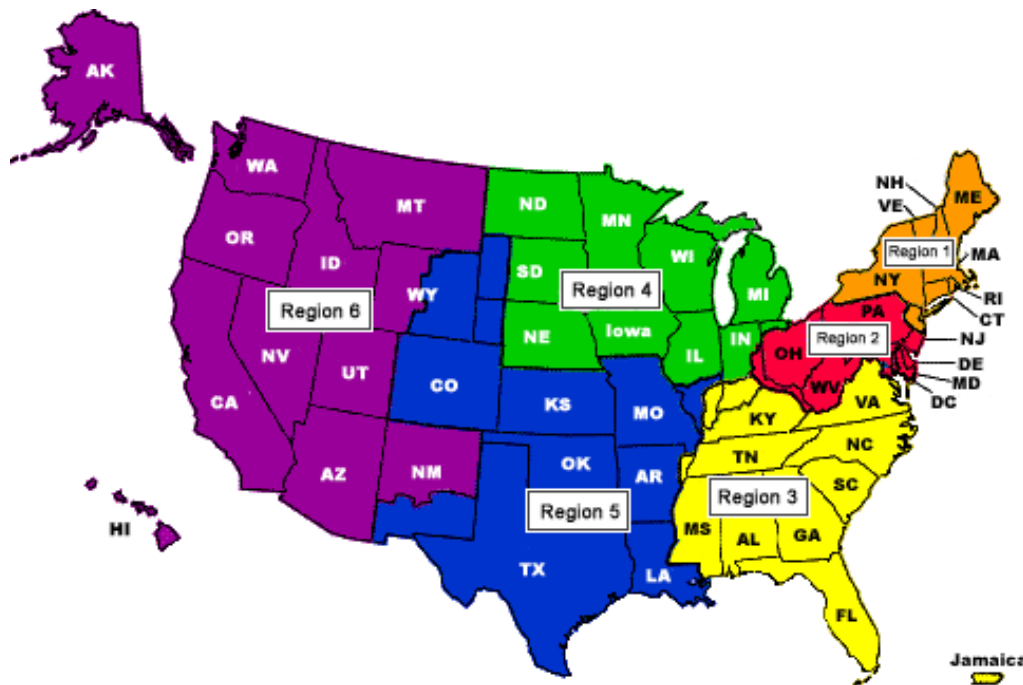- **Sections Congress recommendations**

IEEE Organization

MEMBERS

Board of Directors

Assembly

PSPB*

IEEE-USA

Educational Act.

Standards Assoc.

Member & Geographic Act.

Technical Act.

Executive Comm.

Regions & Sections

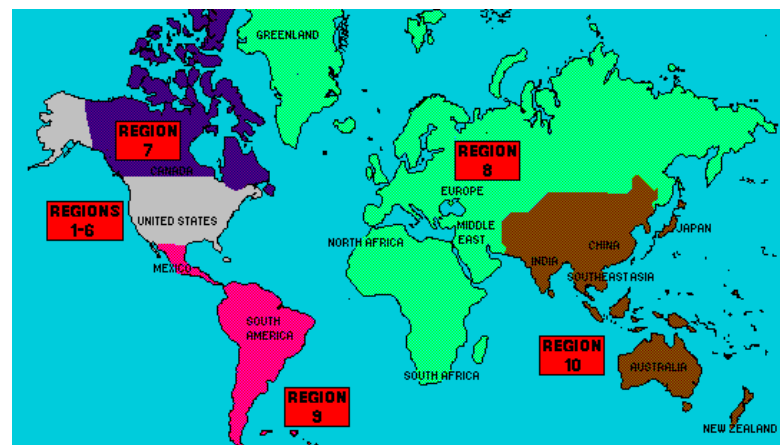**Societies & Tech. Councils**

Staff & Society Executive Directors

*Publication Services & Products Board

Know where you are?

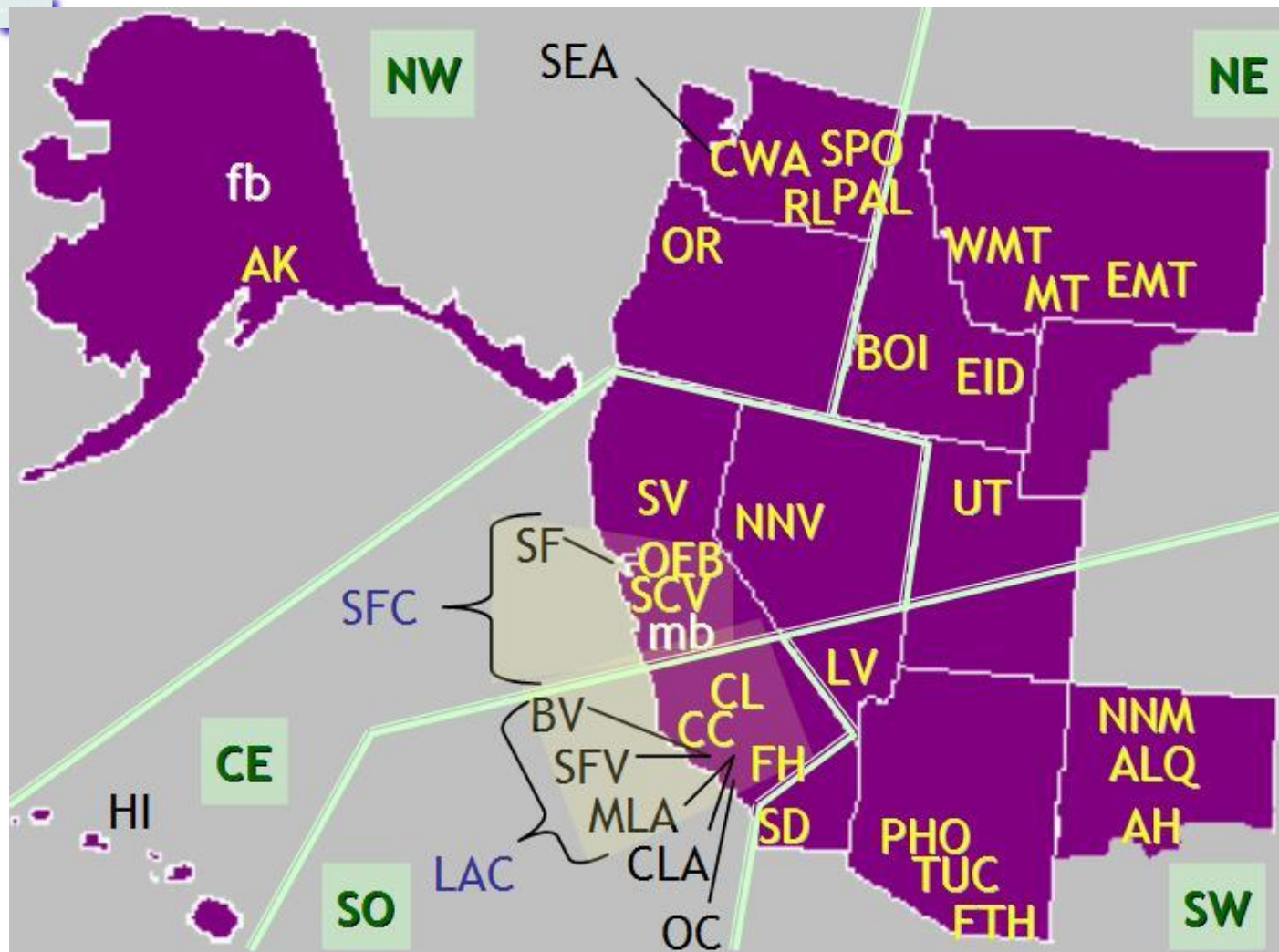**10 Regions, more than 300 Sections and 1,450 Student Branches, 38 Societies, 7 Councils, plus a growing number of Networks and Communities 425,000 members**

REGION 6

NW   NE   SEA

fb   AK

CWA SPO
RLPAL
OR   WMT
            MT EMT

BOI EID

SV   NNV   UT
SF OFB
SCV
SFC mb
             LV
        CL
BV   CC   FH   NNM
SFV   SD   ALQ
CE MLA   AH
HI   CLA PHO
LAC   OC   TUC SW
SO   FTH

Region 6 Operational Units (OU's)

- **35 Sections; 2 Subsections, 2 Councils**
- **228 Chapters and Affinity Groups (WIE, Entrepreneurs, Consultants, Young Professionals, Life Member)**
- **90 Student Branches**
- **Approx. 58,000 Members**
  - **50,000 Higher Grade (A, M, SM, F, Life)**
  - **3,700 Graduate Student (GSM)**
  - **4,300 Student (S)**

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OU Relationships

- **Region oversee Sections**

- **Sections oversee Subsections, Chapters, Student Branches and Affinity Groups**

- **Councils are comprised of Sections, and exist at the pleasure of the member Sections**

- **Some Councils have Chapters and Affinity Groups, and therefore oversee them**

OU Relationships

- **Affinity Group Parents also oversee Affinity Groups**
  - **Women In Engineering (WIE)**
  - **Consultants' Networks**
  - **Young Professionals (former GOLD)**
  - **Life Members**
- **Student Branches oversee Student Branch Chapters and Affinity Groups**
- **Societies also oversee Chapters and Student Branch Chapters**

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IEEE factoids

- **Technical communities are growing – 20,253 (Technical Councils (7)), 23.370 (technical communities (11)**

- **IP sales grow – $218.6M**

- **841 corporate users (177 new)**

- **Xplore downloads – 99M downloads – 8.6M downloads in Jan 2014**

- **166,615 articles (127,042 from conferences, the remaining from periodicals)**

- **3.6 M visitors download an article each month**

IEEE factoids

- **IEEE in 169 countries**
- **More than 1,450 IEEE sponsored or cosponsored conferences worldwide each year**
- **Over 1,200 active IEEE standards and more than 400 in development**

What are we….

YOU doing?

Inspiring Section and Region members

Reminder: Region 6 OpCom Commitment

- **Reduce the number of members leaving IEEE each year (note that we gain 90,000 members each year and loose 85,000)**

- **Increase the number of members in Region 6 by 1,000**

What members want

- **Ability to network, personal contact**
- **Continuing education through IEEE publications**
- **STEM outreach**
- **Career development opportunities**
- **Support humanitarian projects**
- **Public understanding of who we are and what we do**
- **Partnering**

Region/Area plans/actions/challenges

- **Improve member engagement**
- **Communications improvements**
  - **Website, social media, SEO, architecture, e-mail, newsletters, etc**
- **Utilize IEEE resources (CLE, PACE, Student branches, STEM volunteers)**
- **Inspire the public**

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Region Conferences and Events

- **GHTC – October 2014, San Jose**
- **Student – Young Professional "Rising Stars" Conference, January 2015, Las Vegas**
- **WIE Conference – April 2015, San Jose**
- **SusTech – July 2015, Salt Lake City/Ogden**

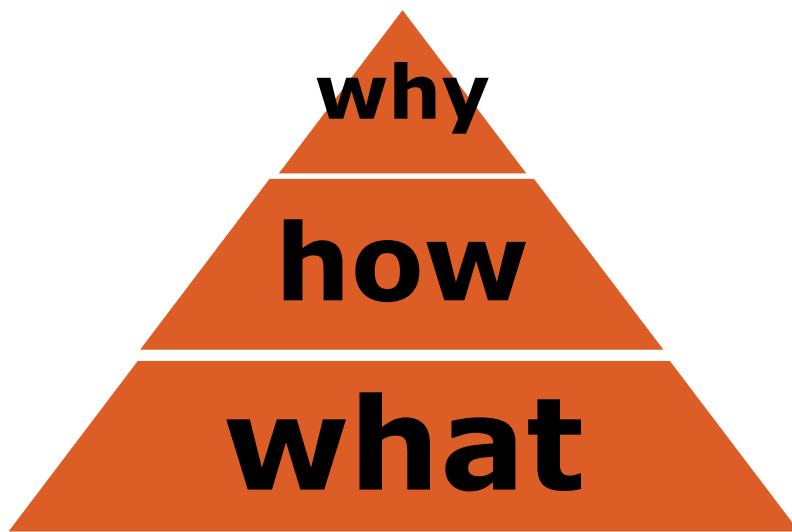# *Continuing to Make a World of Difference*

Taking positional advantage....

Why?

Then how and what….
Trigger inspiration
Link the way our brain thinks to our action

Explore the "why"

why
how
what

Typical…
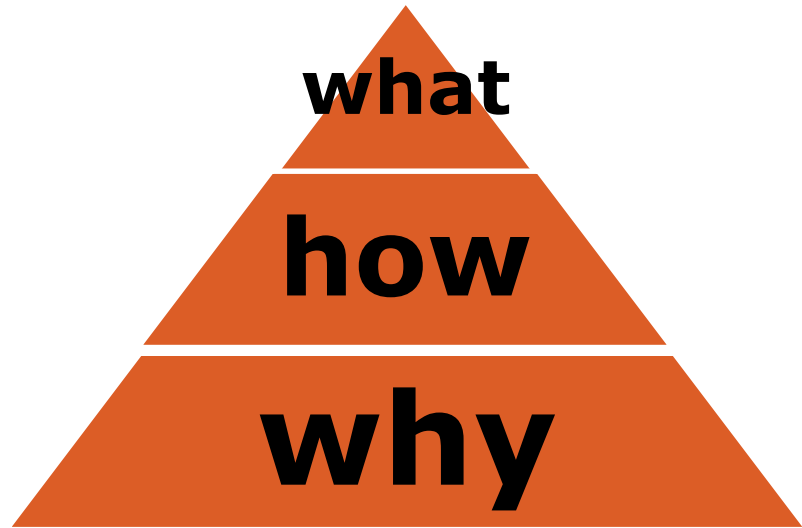
what
how
why

Consider
"Why"
as your
foundation

What about something specific? Work on "*Why*" and link to "*What*"

1. **Metropolitan Area Workshop**
2. **Corporate outreach**
3. **Create a relationship with a student branch that promotes action**
4. **Contact a high school to help form a better STEM or CTE program**
5. **Volunteer as a judge or mentor**

A few thoughts

- **Think big picture**
- **Remember to pitch the brand (IEEE) at the large scale (stability)**
- **Think strategically versus tactically**
- **Become and expert on your environment**
- **"Did you know" factoids**
- **Inspire – connect – share results – continue development – measure**

Now what? How do I inspire others?

2014 Region 6 and Section Initiatives

Reminder:

1. **Select a few goals**
2. **Develop a plan to achieve those goals**
3. **Execute the plan**

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Action Item 1

1. **Improve web sites to enable members and visitors to easily find the site(s) and quickly find needed information.**

Focus on communications

Action Item 2

2. **Increase industry and public sector outreach that will increase IEEE visibility and clearly state IEEE value and attributes to decision makers.**

Focus on outreach, visibility and image

Action Item 3

3. **Create stronger linkages and relationships between Sections, Branches and Chapters using meetings, competitions, SPAC's, PACE events or special activities as conduit.**

Focus on member value

Action Item 4

4. **Create an officer mindset that places you as the CEO of a geographic unit, improve the relationship between sections and chapters, utilize CLE, improve communication conduit to the members and the public.**

Focus on personal and professional development

What's next?

Region 6 aspirations

How can we as leaders inspire action and service

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Region leadership met in San Francisco to discuss expanding our listening….

to develop a clearer understanding of member "Why" and to create channels to satisfy member goals and needs by performing the needed "How and "What"

1. **Create and Implement a model for Area meetings**

2. **Improve Communication and Coverage with Members and the Public.** *(Continuation/Expansion of 2014 Action Item)*

3. **Develop the capability and Expand the use of Virtual or Hybrid Events**

4. **Create a STEM and CTE affinity group**

5. **Increase industry and public sector outreach that will increase IEEE visibility and clearly state IEEE value and attributes to decision makers.** *(Continuation of 2014 Action Item)*

6. **Enhance Officer training and create an officer mindset that places them as the CEO of their geographic unit, improve the relationship between sections and chapters, utilize CLE, improve communication conduit to the members, expand the use of the Region 6 speakers bureau (distinguished lecturers, PACE speakers, etc.).** *(Continuation/Expansion of 2014 Action Item)*

7. **Increase the localized support for outstanding and diverse Student, Young Professional and PACE activities.**

1. **Create and Implement a model for Area meetings**

   The Chair or Secretary will track the master calendar that includes key dates, venue, agenda, invitee list, intended outcomes.

   Conduct training for region leaders in critical areas: vTools, Netsuite, planning, member activities, outreach (industry, decision makers, awards)

2. **Improve Communication and Coverage with Members and the Public.** *(Continuation/Expansion of 2014 Action Item)*

Increase the channel coverage and penetration by improving our web site and integrating social media messages. We will need a core group of volunteers to create and manage content.

Additionally, we can create a consolidation of messages through pointers, feeds and newsletter.

3. **Develop the capability and Expand the use of Virtual or Hybrid Events**

   Region 6 will subscribe to and promote the use implementation of virtual and hybrid events including Region OpCom, ExCom and Area meetings. Other virtual or hybrid events to be considered include job fairs, seminars, section-based chapter events, conferences and special interest topic sessions

4. **Create a Science, Technology, Engineering and Math (STEM) and Career and Technology Education (CTE) affinity group (expand Precollege Committee)**

The affinity group would be responsible for promoting pre-college out-reach programs including FIRST, Future City Competition, SMART Competition, Science Olympiad, ISEF, Maker Faires, Science Lab, TISP, scouting, etc.

This group would be tasked with developing relationships with Informal STEM education programs, STEM and CTE coalitions. Additionally, we would like to strengthen or build relationships with Science Museums, Technology Councils, University Engineering Outreach Offices, etc.

5. **Increase industry and public sector outreach that will increase IEEE visibility and clearly state IEEE value and attributes to decision makers.** *(Continuation of 2014 Action Item)*

Region 6 and the sections will increase the number of IEEE sponsored industry events. The events can include breakfasts, luncheons, mixers, tech-talks, brown bag sessions, etc.

Members at all levels need to become acquainted with public officials and increase member awareness of candidates or public officials who are also technical professionals.

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At each meeting we will provide learning sessions that will make each of us better leaders. These leadership development programs will provide both volunteer value that readily transfers to the workplace.

To assure that the programs are relevant and are deemed valuable, Region 6 will survey leaders to determine additional needs (leader "why's)

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7. **Increase the localized support for outstanding and diverse Student, Young Professional and PACE activities.**

Member value and engagement must take place at the local level. To increase the Young Professional and student member commitment, Sections, with the support of Region 6, will actively promote events including Student Paper, Robotics Contests, Hackathons, etc.

The Region would also like to promote innovation and entrepreneurs. The Region will create an Innovative initiatives fund and work closely with IEEE-USA to promote entrepreneurial activities and the formation of section level networks. We will encourage sections to create relationships with various engineering and related groups like TiE, Chinese Semi group, NCIIA (innovators group), V-LAB

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Sections Congress Recommendations

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Five Recommendations

- **Sections Congress delegates reviewed over thirty proposals submitted from the ten regions.**

- **The top five recommendations were identified**

- **Implementation will be driven by actions of the Board of Directors**

Recommendations

1. **Include free access to the IEEE Digital Library as a member benefit. Promote other IEEE services and products based on their usage and preferences (Google business model)**

2. **Develop an incentive and recognition program for companies that support paying member dues**

Recommendations

3. **Introduce loyalty rewards such as publication access, conference fees, standards for continued membership**

4. **Provide a tool to build, promote, record, host and broadcast technical events at the local level and make them available to IEEE members**

Recommendations

5. **Enhance vTools for better usability by volunteers and provide a training program to the Sections**

Your IEEE Resources

IEEE Region 6

- **ieee.org**
- **ieee-usa.org**
- **ieee-region6.org**
- **students.ieee-region6.org**

Thank you !