

# Improving Section/Chapter/Society Relationships

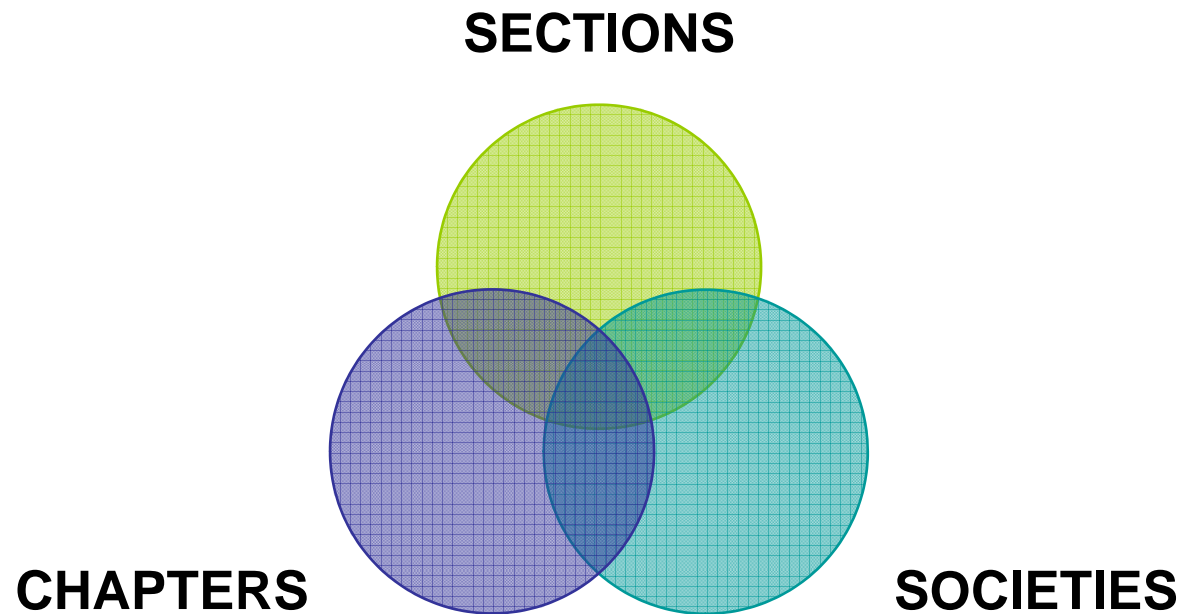


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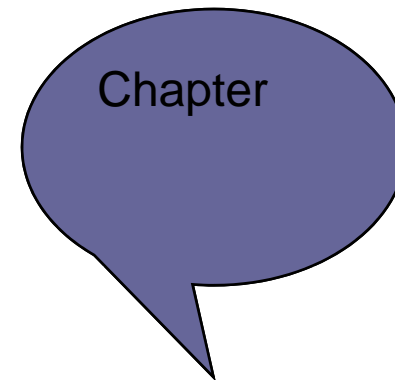
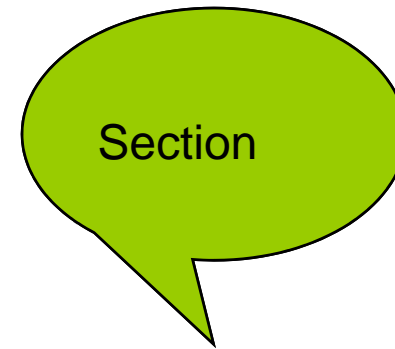
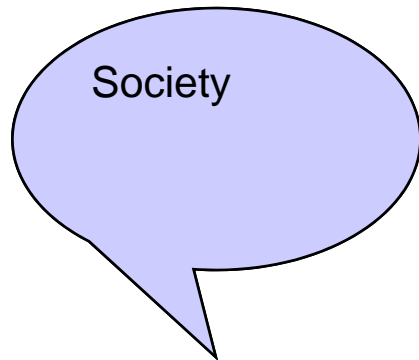
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# THE IDEAL RELATIONSHIP



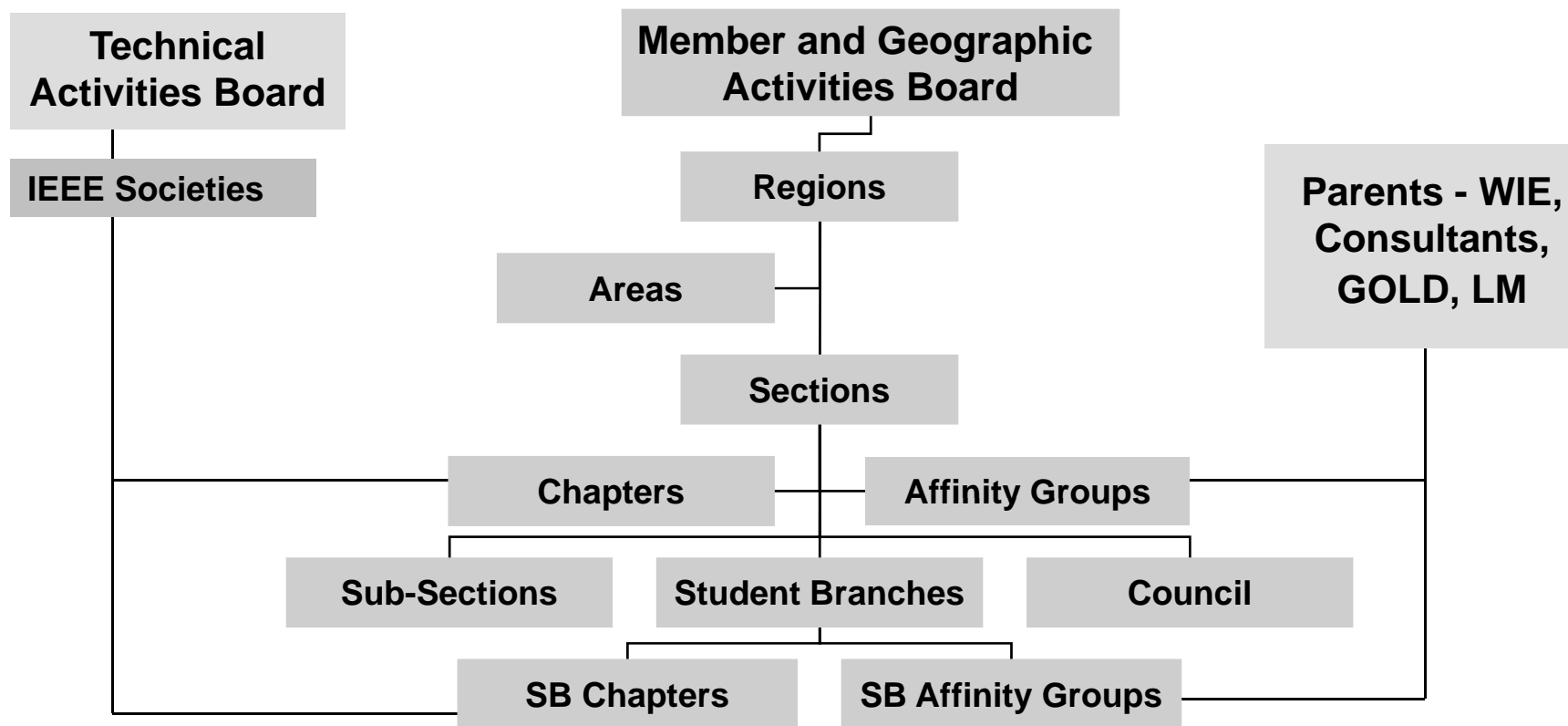
# THE ACTUAL RELATIONSHIP



# AGENDA

- **Some characteristics of Sections, Chapters, and Societies**
- **Some impediments in their relationships**
- **How these relationships can be improved**
- **How the Power & Energy Society (PES) handles these relationships**

# Geographic & Technical Unit Relationship



# WHAT IS A SECTION?

- A Section is the basic operating geographic organizational unit of IEEE constituted by a minimum of 50 members for those who live/work in relatively close proximity to be served by activities that meet their needs and further the missions of IEEE.

# WHAT IS A CHAPTER?

- A Chapter is a technical subunit of one or more Sections, or a Council, constituted by a minimum of twelve (12) members of a Society concerned to represent and fulfill the technical needs of the members who live/work in relatively close proximity.

# WHAT IS A SOCIETY?

- A Society is a global unit that operates in a distinct technical area and provides a forum and community for the exchange of technical information among members in the respective discipline and industries of electrical and electronics engineering and related arts and sciences.

# SOCIETIES & CHAPTERS

- There are 38 IEEE Technical Societies with a memberships ranging from 669 to 83,241
- Societies also vary in the number of Chapters they have from 8 to 210
- The Societies with largest number of Chapters are:
  - **Computer with 210 Chapters**
  - **Power & Energy with 189 Chapters**
  - **Communications with 182 Chapters**
  - **Microwave Theory & Techniques with 121 Chapters**
- The Societies with smallest number of Chapters are:
  - **Dielectrics & Electrical Insulation with 8 Chapters**
  - **Ultrasonics, Ferroelectrics, & Frequency Control with 9 Chapters**
  - **Product Safety Engineering with 10 Chapters**
  - **Social Implications of Technology with 10 Chapters**

# SECTIONS & CHAPTERS

- There are:
  - 326 Sections (plus 35 Subsections)
  - 1,822 Chapters (Including Joint Chapters)
  - 291 Affinity Groups
- Sections vary in size from 61 to 13,506 members
- Chapters vary in size from 12 to 2,465 members

# SECTIONS & CHAPTERS

- There are 45 Sections that have neither a Chapter nor an Affinity Group
- There are 116 Sections that have Chapters but no Affinity Groups
- There are 6 Sections that have an Affinity Group but do not have any Chapters

# SOCIETIES & SECTIONS

- **47% of Section Members do not belong to any IEEE Society**
- **53% of Section Members belong to at least one IEEE Society.**
- **However, it is more likely that an active Section volunteer is also a Society member**
  - **81% of active Section volunteers are Society members**
  - **19% of active Section volunteers are not Society members**
- **About 37% of Society members are located in Sections that do not have the associated Chapters.**

# RELATIONSHIP IMPEDIMENTS

- While many Societies have some programs for their Chapters, only about 1/3 of Societies really seem to take an interest in their Chapters.
- Societies only touch Sections through their Chapters and Sections do not normally reach out to Societies despite available links such as Region, Section & Society Chapter Coordinators..
- Many Chapters do not really communicate with their Sections.
- Sections sometimes co-sponsor conferences in direct competition with Society conferences with organizations that are outside IEEE. Who has the right to the intellectual property from these conferences?

# RELATIONSHIP IMPEDIMENTS

- Society conferences are usually on a three year cycle and Section leaders generally change annually.
- Sections are notified of Society conferences in their area only after most of the conference plans are completed, allowing for little Section/Chapter involvement.
- The benefits of having a local Chapter elude 37% of the Society members where no Chapter exists.

# RELATIONSHIP IMPEDIMENTS

- Even where there are Chapters, the Society members find the Chapter programs anemic.
- Very few Chapters or Sections thru their Chapters avail themselves of the Distinguished Lecturer Programs (DLP's), sponsored by the Societies.
- Unfortunately the DLP's are not uniform, but more Society specific such as in what costs are covered.

# RELATIONSHIP IMPEDIMENTS

- In the IEEE Membership Segmentation Study in 2004, it was found that members rated the local programs put on by Chapters and Sections rather low in member satisfaction.

# WHAT CAN BE DONE?

- More frequent usage of the DLP's
  - The Societies have been expanding their DLP's, but need to market them to the Chapters and the Sections thru their Chapters
  - Since more than 80% of active Section volunteers are also Society members, there is certainly the potential for better communication between Societies and Sections as part of an effort to improve local programs
  - Societies need to open up their DLP's directly to Sections even where there is no associated Chapters, but many Society members.

# WHAT CAN BE DONE?

- Establishment of Chapters
  - Sections and Societies need to work together to establish Chapters or even joint Chapters where there are many Society members without Chapters. Here is where the Society Chapter Coordinators are a good resource.
  - Sections and Societies can cooperate in the rejuvenation of underperforming Chapters.
  - Chapters are a great source for Sections in leadership succession planning.

# WHAT CAN BE DONE?

- Section/Chapter/Society conference participation
  - Societies can go to local visitors' bureau to get facility information – they do not need Sections/Chapters to furnish this data.
  - However, a Section/Chapter can identify a particular core competence in their geographical area to deliver attendance and local corporate involvement.
  - Sections can help Society geographical concerns by acting as a social filter with such items as:
    - Political climate & government regulations
    - Top five local priorities – what special technical topics are important to local engineers and governments? What technical areas are becoming hot?
  - In conference co-sponsoring agreements with organizations outside IEEE there is a need to make sure that IEEE obtains right to the intellectual property from these conferences for Xplore.

# WHAT CAN BE DONE?

## ■ Other thoughts

- **Conference participation - like staffed membership booth, or utilized Section bank account for local transactions.**
- **Society memberships sold during the Section membership drives.**
- **Volunteer sales program participation.**
- **Societies could establish grants for Chapter entrepreneurial projects.**
- **The Region, Section, and Society Chapter Coordinator positions need to be better linked.**

# PES CHAPTER BACKGROUND

- PES embraces planning, research, development, design, application, construction, installation and operation for the safe, reliable and economic generation, transmission, and distribution, conversion, measurement and control of electric energy with an increased focus on power and energy topics such as global warming and climate change, renewable energy sources, distributed power generation, and energy efficiency.
- PES has 23,657 members
- PES has Chapters in almost 60% of the Sections

# PES CHAPTER ORGANIZATION

- PES has established 25 Chapter Representatives (CR's) to monitor several Chapters in a defined geographical area. In addition, there are six Regional Representatives (RR's) to oversee the CR's
- PES looks for potential new Chapters and provides local Society members with some resources to start the process of creation of the chapter.
- This also applies when we have inactive chapters.
- In both cases PES works with the Section officers in order to identify new volunteers who can take over and start the process of reactivation or formation.
- PES provides the support either to organize a recruiting event or providing travel expense funds for the RR or CR to work on these actions.

# PES CHAPTER DLP

- PES reimburses the Lecturer for inter-city travel for approved visits to the Chapters. Local expenses are usually paid by the local chapters.
- The first time a Chapter uses the PES DLP PES will cover all expenses both intercity travel and local expenses. This is particularly important for new Chapters.
- Each Chapter is limited to one DL per year.
- Where there is a potential to establish a new PES Chapter, PES will workout a financial arrangement with the Section to provide a DL for a Section program.

# PES CHAPTER AWARDS

## ■ High Performing Chapter Award Program

- Under this program, any PES Chapter that meets the performance requirements for achieving the High Performing Chapter status for the year would be eligible to receive an award from \$400 to \$1000 to defray the future cost of operation of its chapter.
- Chapters will earn a score based upon the following criteria:
  - Timely updates of chapter leadership contact data using an email mechanism
  - Hold a minimum of four (4) meetings per year
  - Utilize the Chapter Outstanding Engineer Award:
  - Provide Chapter information via the web
  - Prepare an annual report of chapter activities
  - Have defined programs that address GOLD, membership development/recognition. students, and education

# PES CHAPTER CONGRESS

- PES has held two worldwide Chapter Congresses.
  - 1996 in Denver
  - 2000 in Seattle
- Since then several regional Chapter Congresses have been held , usually during a PES General Meeting.

# **PES CONTINUING EDUCATION PROGRAMS**

- **Partnering with employers to offer stand-alone courses.**
- **Increasing the number of IEEE Expert Now online courses.**
- **Developing more tutorials targeted at working engineers.**
- **Developing basic tutorials for non-engineers and managers.**
- **Boosting the number of its Distinguished Lecturers who travel to the society's chapters to share the latest in technical advances.**

# OTHER PES CHAPTER ACTIVITIES

- PES prepares and distributes manuals on Chapter leadership and organization as well as the sharing of Chapter best practices and programs
- PES fosters a “PES” community, for mentoring, networking for the benefit of the profession and individuals
- PES encourages membership growth

# SUMMARY

- ▣ **Section/Chapter/Society Relationships are not ideal.**
- ▣ **Some impediments are:**
  - Only about 1/3 of Societies seem to take an interest in their Chapters.
  - Little contact between Societies & Sections.
  - Conference planning process.
- ▣ **What can be done?**
  - More frequent usage of the DLP's
  - Cooperative Chapter formation & rejuvenation efforts.
  - Improve Section/Chapter/Society conference participation.
  - Strengthening the links among the Region, Section, and Society Chapter Coordinator positions.