

# Section Management

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**Region 10 Sections Meeting  
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# Leadership Development: A Historical Perspective

- Pre-Internet days, LD training was mostly about filling out forms and who to call at HQ
- 1980s: Recognized the needs for teaching leadership and managerial skills
- On-line training and powerful tools like vTools allow local IEEE leadership to spend more time actually LEADING
- MGA concept of Leadership:

**LEADING ENGAGEMENT**

# **The IEEE is the Member**

# **The Member is the IEEE**

- **The vision of the MGA and the 21st Century IEEE is of an engaged member, not a customer or passive entity**
- **Engagement primarily begins on a 1-1 basis, on the “front lines” of the IEEE, that is, the Section and Chapter**
- **Therefore we need to work together as IEEE leaders to help engagement work at “home”...**

# Member Engagement

- **Engagement**

The Member is a partner, a peer, involved

- **360 degree view of the member**

What do they want, need, expect, or should...

- **Life Cycle of the member**

Are the needs of a student, graduate, midcareer, late career, retiree the same? ...should we care?

# IEEE Goals

## Organization – Members and Volunteers

**“IEEE members and volunteers will increasingly find value and enjoyment through their involvement in the organization.”**

**...who is going to lead this? We are!**

# Sections Mission

**As per SC08, Sections/Chapters are formed to achieve the Mission/Vision noted below:**

**Inspire, Enable, Empower and Engage Members of IEEE at the local level.**

**For the purpose of ...**

- **Fulfilling the mission of IEEE**
- **Enhancing the member's growth and development throughout their life cycle**
- **Providing a professional home**

# Section Goals

1. Increase member engagement
2. Improve relationships with and among members
3. Increase operational efficient and effectiveness, within the section and its interfaces
4. Enhance collaboration
  - a. Local face of TAB, EAB, PSPB, IEEE-USA, IEEE-SA, Region/area to members and other non-IEEE societies
  - b. Local face of IEEE to community
5. Increase membership
6. Ensure the collection of appropriate information necessary to all the IEEE to become a data driven organization

**Result** - A skilled engaged member who is capable of bringing technological innovation and excellence to directly benefit the profession and the common good of humanity and Achieve the Vision and Mission of IEEE.

# Critical Challenges

- **Enhancing Operations...**  
**Region – Area / Council – Section / Chapter**
- **Enhance Engagement Opportunities with Region and Section Web sites**
- **Help Function (FAQ? Web? Mentoring?)**
- **Enhanced Meeting Capabilities:**
  - **More agile**
  - **From one to many and many to many**
  - **More networking? Online communities?**

# The “New” Skill Set

**Leading engagement requires learning and nurturing “people skills”**

- **Professional Development**
- **Leadership**
- **Management**

# Resources

**We are blessed with much of the “raw material” to train new and existing leaders from many sources:**

- **Current Leadership Development resources in many Regions and Societies**
- **Professional Development resources in IEEE-USA and PACE**
- **Technical Management Council (formerly Engineering Management Society)**
- **IEEE Educational Activities**
- **MGA Welcome to IEEE Quick Start Training for Geographic Unit Leaders:**

[http://www.ieee.org/web/geo\\_activities/units/officer\\_training/quick\\_start.html](http://www.ieee.org/web/geo_activities/units/officer_training/quick_start.html)



# IEEE Geographic Unit Required Reporting

Each unit is required by the Member and Geographic Activities Board to submit annual reports of the following:

- Meeting activity
- Current officers
- Financial activity

Units that meet the basic reporting requirements will earn a **rebate payment** to support Unit operations.

# IEEE Geographic Unit Required Reporting

**Minimum meeting requirements to earn a rebate each year are:**

- **5 meetings for Sections and Subsections;**
- **2 technical meetings for Chapters;**
- **2 meetings for Affinity Groups.**

# Section Rebate Schedule

- 19 Feb:** Early reporting for 10% bonus on total rebate
- 31 Mar:** Final Deadline for rebate eligibility including that of subunits i.e Subsections, Chapters & Affinity groups
- 30 Apr:** Payouts for Section Rebates

# IEEE Geographic Unit Required Reporting

Section and Geographic Council **Secretaries** are responsible for submitting **meeting activity (L31)** for their Unit, and for checking that subgroups (Subsections, Chapters and/or Affinity Groups) have submitted reports for their unit. They are also responsible for submitting the **roster of officers** for the current year.

Section and Geographic Council **Treasurers** are responsible for submitting the **L50 financial report** for their Unit and any Subunits (Subsections, Chapters and/or Affinity Groups).

# IEEE Geographic Unit Required Reporting

Reports are due annually in the **third week of February, (19 February 2010)**. When all data is submitted and approved, the Section will receive funding in the form of a Section Rebate. If all reports are submitted by the February deadline, your Unit will earn an additional **10% bonus** to the total rebate. Units submitting reports later than **31 March 2010** will not receive rebate payment for 2009 activity.

# IEEE MGA - 2009 Geographic Unit Rebate Schedule

- 1. Allowance** - All Sections in existence on 31 December 2009 and meeting minimum requirements shall receive a US\$2000 annual allowance. For Sections formed during 2009, these funds will be pro-rated from the date of establishment until 31 December.
- 2. Membership Rebate** - US\$3.00 for each Member, Student or Associate grade member, US\$1.50 for each Affiliate, and US\$4.00 for each Senior or Fellow Grade member based on 31 December 2009 statistics.
- 3. Subsection Rebate** - US \$500 for each Subsection meeting minimum requirements.
- 4. Chapter and Affinity Group Rebate** - US\$200 for each Chapter and/or Affinity Group meeting minimum requirements.
- 5. Bonus for Timeliness** - All Sections whose reporting (financial, meeting and officer) is submitted by **Friday, 19 February 2010** will receive a 10% bonus of the total rebate.

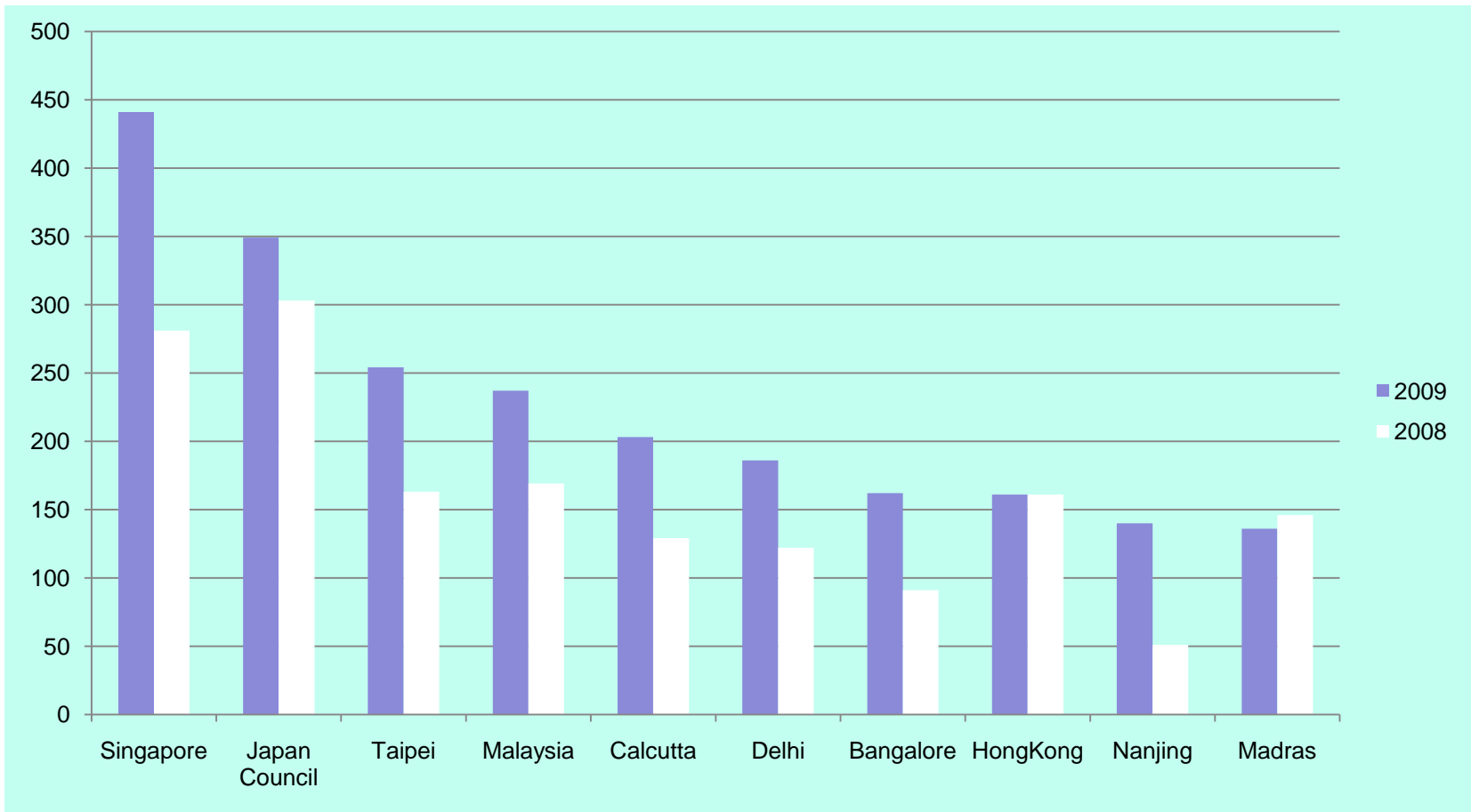
# IEEE MGA - 2009 Geographic Unit Rebate Schedule

**6. Activity Bonus** - In an effort to encourage activities at the local level, activity bonuses may be awarded as follows:

- All Sections reporting **10 meetings or more**, at least **5 of which must be of a technical** nature, shall receive an additional US\$200.
- All Subsections reporting **10 meetings or more**, at least **5 of which must be of a technical** nature, shall receive an additional US\$100.
- **Joint meetings** may be counted toward only one unit's bonus. For example, joint meetings of different Chapters and/or Affinity Groups may not be counted as a meeting for both units.
- All Chapters or Affinity Groups reporting **6 or more meetings of a technical** nature shall receive an **additional US\$75**.
- **Activity bonus funds are** excluded from the 10% bonus for timely reporting.
- All units **must qualify for the timely reporting** bonus (see 5 above) in order to be eligible for an activity bonus.

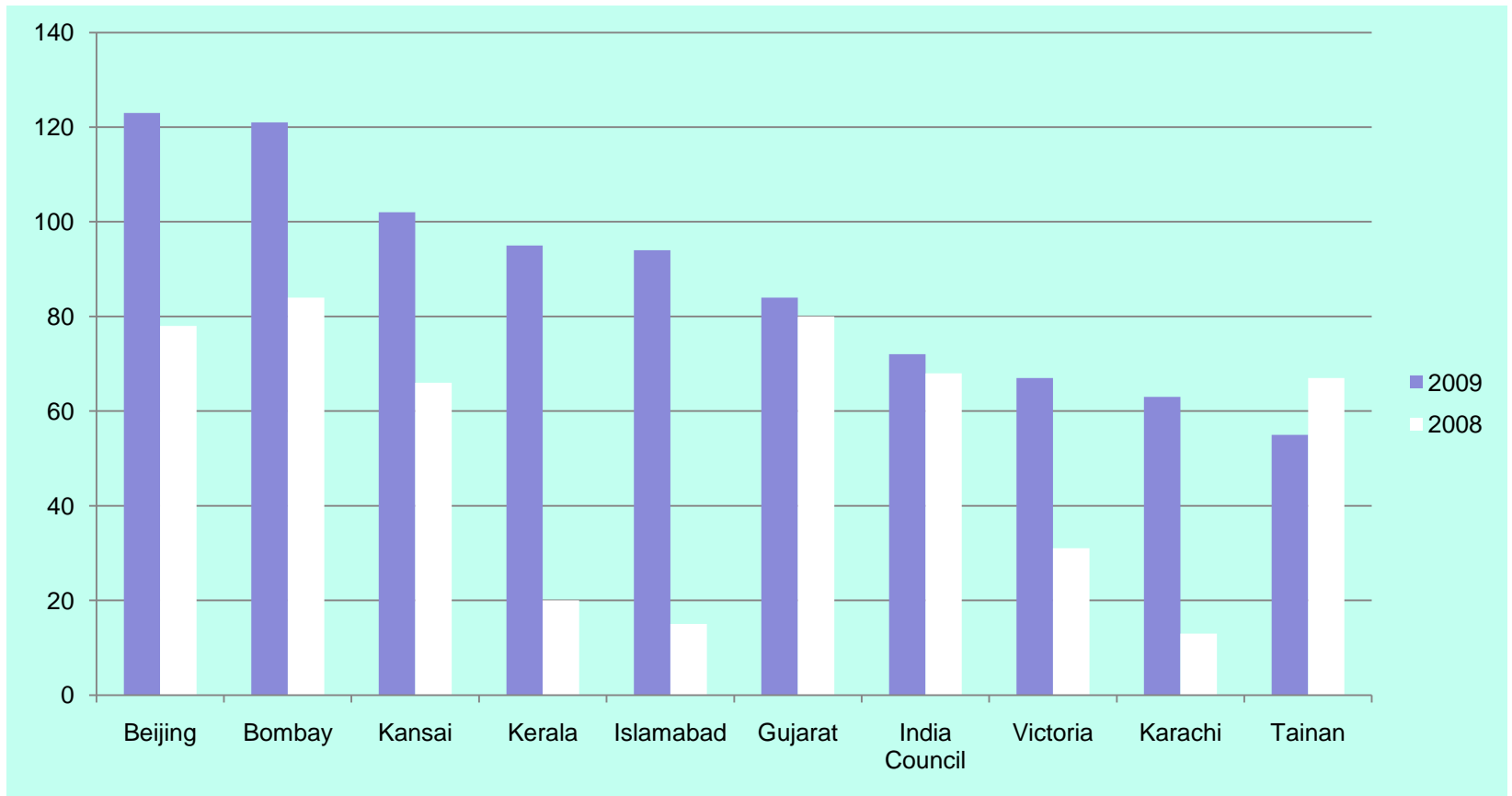
# Region 10 Sections Status Report

## Top 10 Most Active

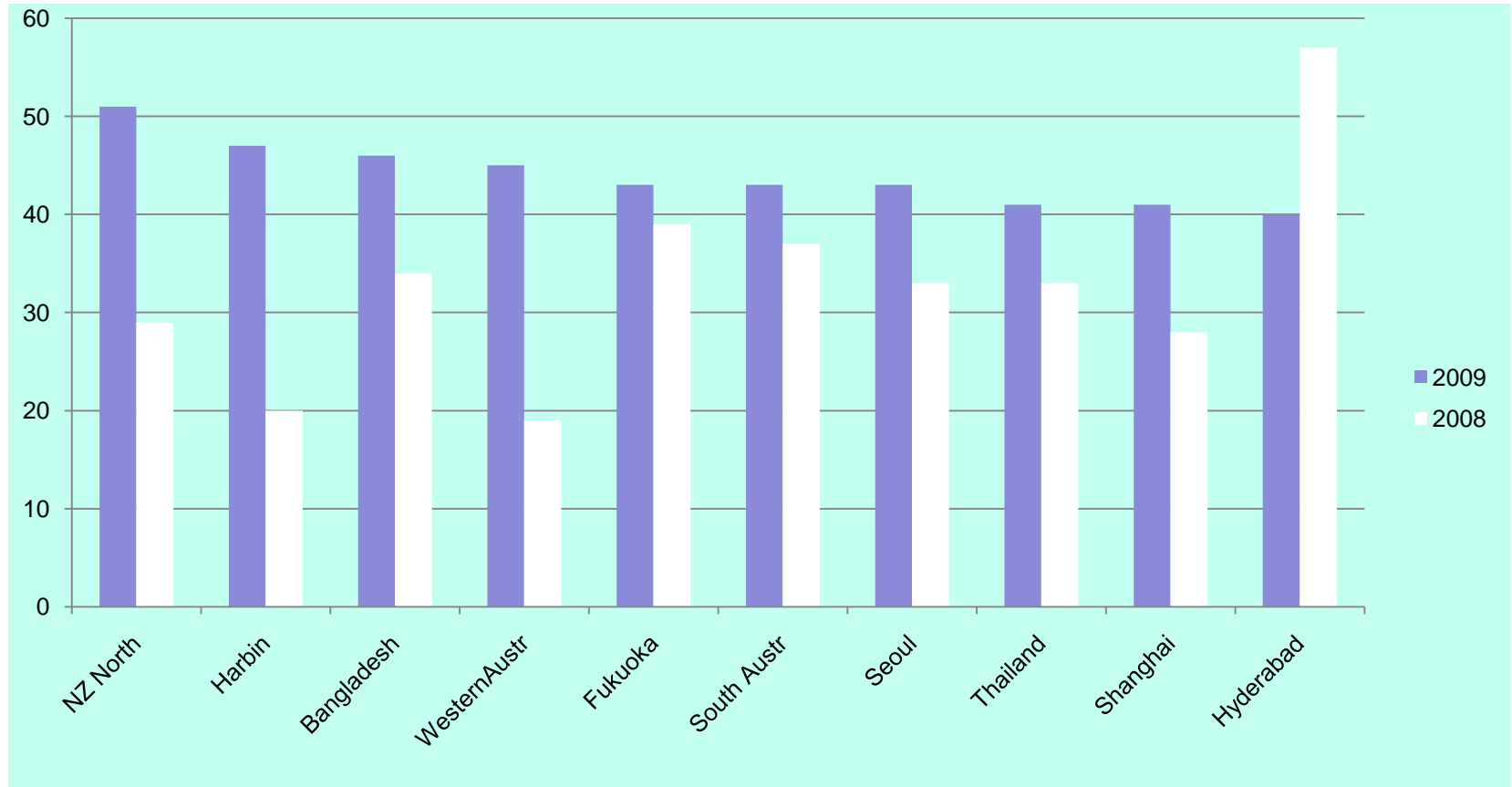


# Region 10 Sections Status Report

## Next 10 Most Active



# Region 10 Sections Status Report and the Next 10 Most Active



# What is the IEEE Key Message?

## The Challenge: What do you say when someone asks you what is IEEE?

- IEEE is the world's largest technical professional association
- IEEE serves more than 380,000 individual members in 160 countries.
- A non-profit organization with a worldwide network dedicated to the advancement of technology and the technology community
- IEEE fosters technological innovation and excellence for the benefit of humanity
  - through conferences, publications and industry standards
  - and by helping members develop professionally

# How Might IEEE Position itself in the Future?

- *IEEE is the world's most trusted source for the engineering, computing and technology professions.*
- *By bringing together the greatest minds, we foster innovation and technological excellence for the benefit of humanity.*
- *We continue to attract the best and brightest who help solve the world's most pressing problems and build pride and prestige in the professions.*

# Determine Your Objectives

- **What do you want to accomplish?**
  - Increase member participation?
  - Increase non-member participation?
  - Grow membership?
  - Get industry support?
  - Bring people to an event or series of events
  - Get your Section's name in the local paper?
  - Create awareness of the contributions of technology professions to society?
  - Wins award? Locally, regional, global?

# Identify Your Target Audience

- **Decide whom you want to reach**
  - **Members**
  - **Prospective members**
  - **Students**
  - **Industry**
  - **The general public**
  - **The media (local newspapers, TV, radio)**
  - **Government**
- **Determine key messages for each audience**

# Make a Publicity Plan

- **Write down a communications plan in early stages of program planning**
- **At minimum, keep a calendar that includes timing for**
  - Meeting announcements
  - Special events –both pre and post
  - Awards
- **If time, resources permit announce:**
  - New officers
  - Member accomplishments

# Where Can You Find the Most Up-to-date IEEE Information?

- **About IEEE:** [www.ieee.org/about](http://www.ieee.org/about)
- **Quick Facts:** [link from About](#)
- – Year end data; some midyear updates
- **Volunteer Resources page:**  
[www.ieee.org/organizations/vols](http://www.ieee.org/organizations/vols)
- **IEEE Annual Report:**  
[www.ieee.org/annualreport](http://www.ieee.org/annualreport)
- **Annual Statistics:** [link from About](#)

# Attracting Media Attention

- Highlight a particular member accomplishment(s)
- “Open-to the-public” lecture with high profile speaker (Ex. member of ministry or local government)
- Community outreach activities supporting local universities
- Career fairs
- Technology courses for seniors
- Computer recycling programs for local public schools
- Invite popular local business leaders to speak at an event
- Sponsor a contest in local public schools with a technology or engineering theme
- Additional ideas?

# Use your Web site to Attract Members and the Media

- Are you using your website to your advantage?
- Or is it a missed opportunity?
- Is it up to date? useful? Is it interesting?
- Make it welcoming
- Keep it simple
- Tell who IEEE is and who you are

# IEEE Visual Identity



- Using the IEEE brand consistently builds instant recognition over time
- It should be prominent in all communications
- The horizontal format above is the only approved use;
- Always use the letters IEEE in communications.
- Use the full name on legal documents only.

# Reach Out To Members in Multiple Ways

- **Section Newsletter**
- **E-Notices (managed for you by MGA)**
- **Local newspapers**
- **Employer bulletin boards; other options?**
- **University departments**
- **Web site information**
- **Special events**







# Plan for 2010

- To assist Sections with inactive Chapters/AGs especially 3 years inactive
- To assist the Sections who have less than 15 meeting activities
- To assist Sections in formation of Subsection

To achieve the above, **various visits** and **training sessions** shall be conducted with support from the local sections as well as **electronic communications**.

Any sections who are interested please communicate with Norman Mariun at [mariunn@ieee.org](mailto:mariunn@ieee.org)

# Visits in 2009



**BEIJING**

**XIAN**



**SHANGHAI**



*Thank you to the host Dr Ning Hua*

**Thank you**  
**for your support**