

Date: 18 January 2008
To: Region 3 ExCom, Region 3 Section Chairs
Subject: Region 3 Director's Report- January 2008
From: William B. Ratcliff, Director Region 3 2008-2009

I am pleased to report that Member and Geographic Activities (MGA) officially came to life on January 1, 2008. I attend the first meeting of the MGA Operations Committee last weekend 1/12-23/2008 and have included several items in this report. I also want to frame several items to guide our direction and discussions in 2008. So here goes...

Member and Geographic Activities (MGA)

The transformation of Regional Activities to member and Geographic Activities, as discussed during the Fall Meeting 2007 in Birmingham, represents a paradigm shift and not simply a "reorganization" with boxes and people being moved around various charts. The shift to a focus on engaging the member and concentrating on the member growth and development throughout their lifecycle and optimizing that experience across all of IEEE has begun.

Let's be clear on something... this transformation is not a change in state but rather a change in direction of the journey we travel together. The paradigm shift will occur over time but we are not going to wait for the changes to appear but rather operating with the values and principles... the spirit of the new paradigm that embodies MGA.

A concrete example of this is the difference between membership and member. The focus on the member throughout their lifecycle starting at the earliest indication of interest in science and engineering and continuing throughout their life is an all-encompassing scope... a continuum.

Membership primarily has focused on the recruiting of new members and the recovery of members whose dues have gone in arrears. In order to maintain continuity while the focus on member takes hold we must be concerned with the growth rate of new members and helping those who have not renewed their membership. Therefore, I have asked Lee Stogner to chair the effort in Region 3 to continue the recruiting and recovery efforts he has championed over the last many years. The MGA Operation Committee has asked Lee to perform the same functions (recruitment and recovery) in coordination with the existing MD committees throughout all of the Geographic Units

Further, based on recommendations from Lee and others, I have asked Charles Lord to design and implement a new organization of Member Development that encompasses Leadership Development, Education and Training, Leadership by Developing Others, etc

Both efforts must utilize the values and principles of MGA ... hence the direction of MGA will guide us in conducting all of our work. You will hear much more as 2008 unfolds.

Monthly Meetings and Reports

The intent behind monthly meetings is primarily to surface any issues, opportunities, problems, successes that need further analysis beyond the discussions that we have continuously. They are not a substitute for the collaboration that should occur as the challenges surface.

Any changes to the existing reporting guidelines will be made as a result of documenting how we work together during 2008. By the way, this meeting schedule is not cast in concrete especially if we need to change the frequency.

Please mark your calendars and reserve the time so it will be available. If the reports become a burden then we must examine and change our methodologies. Which leads me to the next topic.

Collaboration Tools

The replacement of the current on line communities has been under investigation for the past several years including the use of various "testbeds" and pilot testing. The proof of concept has been established and the move toward beta Testing has begun. I was intending to introduce you to some of the capability during our ExCom e-conference this Saturday but the timing was not conducive. Our next opportunity is 23 February. There doesn't seem to be a good reason to use the existing community when the change over is near. Stay tuned for further announcements from Bill Clayton, R3 Communications Committee Chair.

Vice Chair and Mentor Recommendations

As per previous e-mails, I would urge you to recruit a Vice Chair for your Committee and a select a Mentor. Please send me your recommendations by 31 January and include a copy to Dave Green.

I want to include the Vice Chairs in the ExCom Meetings and in the discussions. Please add any changes to the attached list (in red) that I may have missed.

Engaging Volunteers

One of the first steps in engaging the member is to engage the volunteers (You / Us / We) who are the most committed at the present time. To the Section Chairs ...in preparation for SoutheastCon please select at least one Region 3

Committee in which you would actively participate. Contact the Committee Chair directly and carbon David Green and me.

Projects and Preparation for Sections Congress 2008

Traditionally we as the Region 3 Committee acted as a “committee of the whole” as we worked thru the development of the issues, challenges, opportunities, etc and formulated recommendations for Sections Congress. The intent was to focus on “root cause” problems and therefore strategic solutions.

With the implementation of MGA the ability to address many of the root causes of the past have been incorporated into its design i.e. engaging the member, the member life cycle, the recognition of the importance of information the “360 degree view of the member”, the non – member pipeline that starts in pre-college, etc.

The challenge we now face is to understand the new direction and define / cluster our requirements to implement that direction at the grass roots level. I would suggest that there are 2 primary categories: Information and Education / Training. I want to use the time at SoutheastCon to formulate those priorities and the possible sequence for implementation.

I hope this is not too much to assimilate and my intent is not to force you “drink from the fire hose” but rather to layout some of the starting points for 2008. We will be discussing what all of this means and more when you add your perspectives.

We are on this journey together.

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