

Region 3 2008... A year to change paths

During 2008 we have witnessed many changes and challenges. This report is intended to cover:

- The changes in the direction ... the transition to the new path
- The design of the operational and structural changes
- Preview of activities in 2009

Member and Geographic Activities became a reality in January 2008 and the transformation to a new way to view the member and new path for IEEE began. Region 3 responded by changing the strategic direction to focus on aligning with the MGA models by...

- 1) Combining the education and training functions
- 2) Creating a project management capability
- 3) Preparing the sections leadership to participate in Sections Congress 2008
- 4) Continuing the membership recruiting and recovery capabilities

The turning point for many began during SoutheastCon meetings in Huntsville, AL and carried forward to Sections Congress 2008 in Quebec City, Canada

The conversations during and after Section's Congress reinforced the fact that the change in the transformation to MGA is indeed a change in direction and the path / journey we are now on is different than before. The focus on the member is much more than simply paying greater attention to the member it is a change in relationship between the members as an integral element of IEEE indeed "IEEE is the member and the member is IEEE".

I had several conversations with members of various "technical societies" who want to help in the transformation. This is very encouraging and has definitely influenced my thinking about the challenges for the future. Several of the Region 3 members agree that involving the technical side of IEEE into the new view of member is essential.

So, I believe that your involvement / work this year has made SoutheastCon and Section's Congress resounding successes. Now for the challenges of 2009!

Economic Realities

The meltdown of some of our economic institutions are indeed disturbing and will most probably have an impact on IEEE, Region 3, Sections/Chapters and all of us as members.

The questions are how and when?

- The challenge is to understand the answer to those fundamental questions with real data.
- Avoid panic
- Avoid responding without adequate knowledge and planning.
Remember ...Ready...Aim ...Fire in that sequence.

Action for 2009:

Create an Ad Hoc Committee to plan, develop and implement measures to respond to the economic impact to the members of IEEE in Region 3. Lee Stogner (Director-Elect 2008-2009) has agreed to chair that effort.

Student Engagement

The integration of the Students into the fabric of IEEE has driven many discussions in 2008 and prior. The direct engagement of students like any member is the key ingredient the growth and development throughout the life cycle model.

In order to provide for additional capability and resources it will probably require a change in how the Student Activities Committee is constituted and charged. Additional contact will demand additional people on the committee.

Another approach to further engagement of student members could result in the utilization of SoutheastCon and Fall Region meetings as a gathering point for discussion and an opportunity for training.

The further involvement of the members of the GOLD Affinity groups as well as other member affiliations will be required. The spirit of the new paradigm of engagement will sever us well as a guide to this effort.

Action for 2009:

Re engineer the student member interface including changes in process and structure (Student Activities, education / training and Region 3 meetings) for opportunities to more fully engage the student member.

Member Development ... Education and Training

Throughout the year and many discussions, the requirements for education and training shines forth as a requisite to the change to the new paradigm for member, section roles and responsibilities and support from the regions.

Several reports from various committees for this meeting point out the need for hands on training in all areas of the operation. This is especially true since new volunteers are making the scene as well as implementing changes that affect the new and experienced as well.

The models for education and training must be examined and optimal approaches engineered.

Action for 2009:

Complete the engineering, design and implement the Member Development function within Region 3 including the engagement and life cycle principles. Education and training methodologies are central to member growth and development and must be optimized given the current economic challenges and available volunteer resources. Combining and coordinating all education and training activities within Region 3 is a major part of the engineering and development effort. Charles Lord has agreed to Chair this effort.

Alternative models of training at the Area / Council locations vs Region 3 meetings must be explored.

Data collection and management

The management of the data asset is essential to the effective operation of MGA, Region 3, Sections/Chapters and IEEE as a whole.

Action for 2009:

Continue the engineering and development of an Information Management function within Region 3. Project assigned to the Region 3 Communications Committee.

Section / Chapter Governance

The challenges of operating within the current structure including Bylaws, operations manuals, etc is becoming more difficult at all locations within the region. The changes need to move us to the new path must be reflected in the governing documents as well.

Action for 2009:

Create an Ad Hoc Committee on Governance to coordinate / collaborate with MGA staff, Region3 SPC and Section Chapter Volunteers in the design and implementation of an Operations manual for Sections / Chapters.

Since this is an Ad Hoc Committee the work must be accomplished by 12/31/ 2009. I have asked Bill Tiedemann of the Richmond VA Section to chair this activity. Your support and participation is also needed if the objectives are to be met in 2009.

These and other projects will impact every part of the Region 3 organization.

2009 is the year for implementation.

If you have any questions... w.ratcliff@ieee.org.

Respectfully submitted;



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