

To: Region 3 ExCom 2009  
Region 3 Section Chairs 2009

Subject: 2009 the Year of Implementation

From: William B Ratcliff, Director Region 3 – 2008 – 20099

Hi everyone,

I ended my December 2008 report with a statement regarding 2009 and so I want to begin this new year with that same challenge “2009 is the year for implementation”. For those that were not on the mailing list last year here is the url for that report even though I plan to reuse some of it.

( <http://ewh.ieee.org/reg/3/excom/meetings/2008-12/director-chair.pdf> )

### **ExCom Meeting Schedule 2009**

The following schedule was based on the experiences in 2008 and the amount of work required by each committee:

January 12  
February 23  
May 4  
July 13  
September 14  
November 30

Each committee is asked to set a meeting schedule and post it for the February ExCom meeting

### **Economic Realities**

The meltdown of some of our economic institutions is indeed disturbing and will 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 to the growth and development throughout the life cycle model.

In order to provide for additional capability and resources it will 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 to assist the student thru the transition to 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.

The Student Activities Committee is being changed to divide the responsibilities of the chair and sharing the workload in order to better engage the individual Student Branches. Eric Ackerman and Pat Donhoe are current the co-chairs of the Student Activities Committee. A third person is being sought to interface with Student Branches from along the Eastern Coast.

### **Member Development and Life Cycle Management (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 form 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 alike. 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 and Life Cycle management 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 are a major part of the engineering and development effort. Charles Lord has agreed to Chair this effort in collaboration with:

Bruce Walcott – Education Activities Chair  
Susan Ronning – PAOC Co Chair

### **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.

### **Technical Liaison**

In order to optimize the member's experience throughout all of IEEE and in doing so assist the member in discovering a professional home in IEEE, then a much closer relationship between the geographic activities and the technical activities must be developed.

#### **Action 2009**

The creation of an ad hoc committee to engineer and build those relationships has been created. The following have agreed to serve in developing this essential capability.

Hal Flescher -  
Tom Habetler  
Grayson Randall

As briefly discussed at the 12 December 2008 Excom, we need to think creatively about our meeting methods, locations and timing. This also includes the Fall Region Meeting. Please forward any ideas and or suggestions.

I believe that we can make significant progress in 2009 and I look forward in working with all of you.

### **The Journey Continues**

Respectfully submitted;

A handwritten signature in black ink, appearing to read "Bill", written in a cursive style.

William B Ratcliff  
Director Region 3 2008-2009  
11 January 2009