

What is Engagement? Communications with & among Your Members

**IEEE Region 3 Meeting
March 2010
Charlotte, NC**

**David Green, R3
Director-Elect 2010-11**

In 2008, change...

And a New “Vocabulary” of IEEE

RAB

- Membership
- Serve
- Activities
- Benefit Awareness
- Membership Grades

MGA

- Member
- Partner
- Engagement
- Collaboration
- Lifecycle

MGA Mission & Vision

Vision: Ensure Quality Member Opportunities Through Continuous Engagement

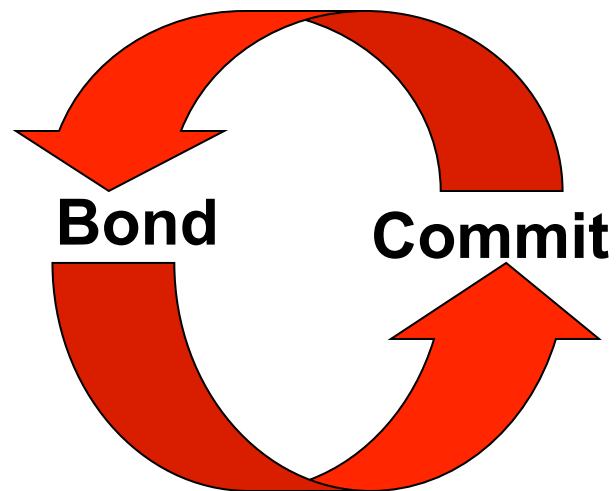
Mission: Inspire, Enable, Empower and Engage Members of IEEE

For the purpose of...

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

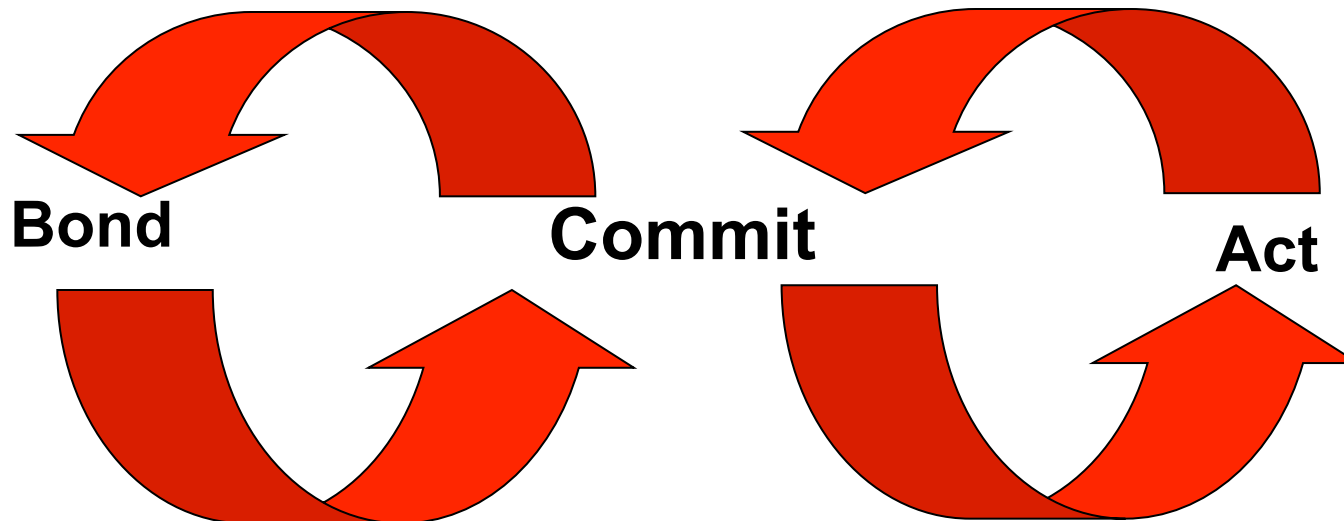
Engagement

- Pledge; Obligation; Agreement
- Initial Bond
 - Common need, interest, mission, quest
 - Requires a committed “somebody” to make the first move...We are that Somebody!



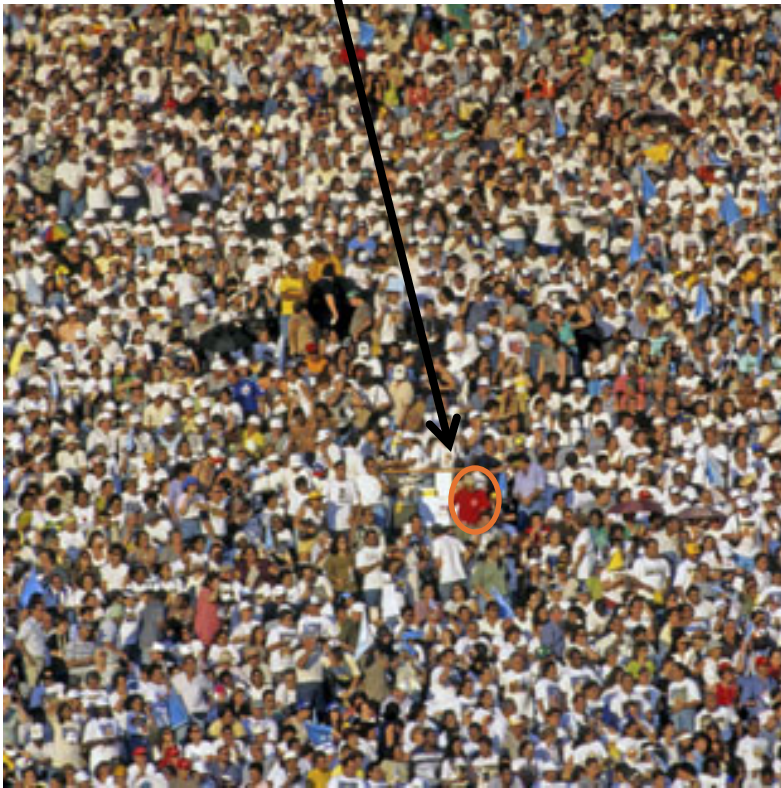
Commitment Leads to Action

- Personal invitation to attend meeting (Bond)
- Accept invitation (Commit)
- Attend, participate, assess (Act)



Focus on the Member, the Result will be Membership Growth ...

When we focus on “Membership” the member and their needs get lost in the crowd.



If we focus on the “Member” they can become Inspired, Enabled, Empowered, and Engaged



“I feel welcome”

“My needs are met”

“I make a difference”

“I am the IEEE”

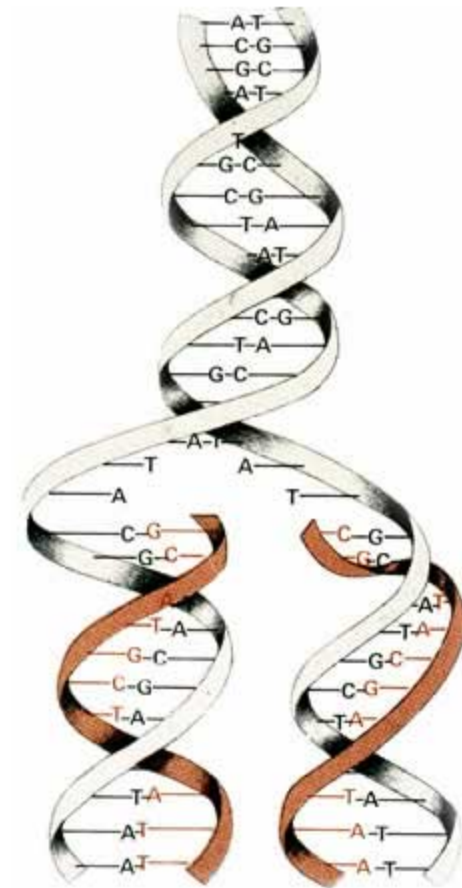
“I am a part of something great”

Truly satisfied members stay; truly satisfied members recruit others

Each Individual's Engagement is Unique (but, there are common threads) ...

- Why individuals engage IEEE ?
 - Access to technical information
 - Career development tools
 - Continuing education
 - Access to discounts
 - Venue to give back to society and the profession
 - Creation of content
 - Social networking
 - To make a difference

- Engagement requires a commitment of time
 - Time is finite
 - There is enough time to do anything ... it is a question of priority
 - There is never enough time to do everything
 - Is time is the currency of engagement?








Opportunities for Engaged Members

- Pre-University education
 - TISP
 - Science fairs
 - BEST
- Pre-University activities
 - Scouting programs
 - Science clubs
- Student (Branch) involvement in Section activities
- Helping in a Section project
- Mentoring ... being mentored
- Friendships lasting a lifetime
- Life cycle from the “knack” to encore career

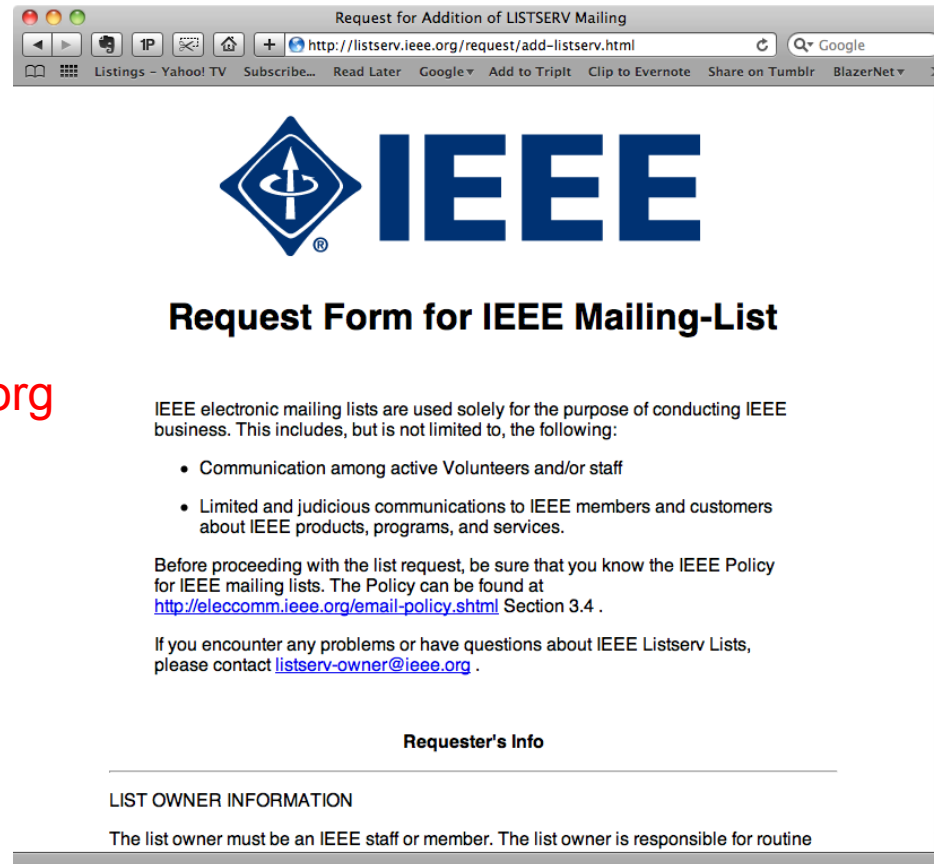
Now to apply engagement to communications...

- Remember it is person to person – impact is greater one to one than one to many.

Communications

-  Asynchronous – sender and receiver separated in time
-  Synchronous – send and receiver both available at the same time
-  One on one communication
-  Broadcasting
-  Crowd

Broadcast e-mail



Message to
mygroup@ieee.org



Message to **person1**
Message to **person2**
Message to **person2**

...



<http://listserv.ieee.org/request/add-listserv.html>

Broadcast e-mail



eNotice

Message to
selection of people



Your Name:

Your Email:

Subject:

Reply-to: [Enter email for responses]
Used by members to reply to your notices.

Target OU:
Example: "Berkshire Section" or "IEEE Conference"

Mail Date: <-- Click icon to select date.

Content [TXT/HTML]:
Recommended email width is 65-75 characters per line. Format your content before submitting. The form automatically wraps your content at 75.
Use [PSPAD](#) to help you format your content. Set the ruler to 75, select your paragraph(s) and hit CTRL+K

Comments:

Attachment [PDF/Word]:
* Max file size under 500kb.
* Providing links to attachments for downloading is highly recommended.

no file selected
 no file selected

Please enter the verification code: 7d8395

Message to person1
Message to person2
Message to person2

...



<http://www.ieee.org/organizations/vols/e-notice/e-notice-submit.html>

Broadcasting

1 - *

- Put the effort in the sending



Spend (lots of) time on the message



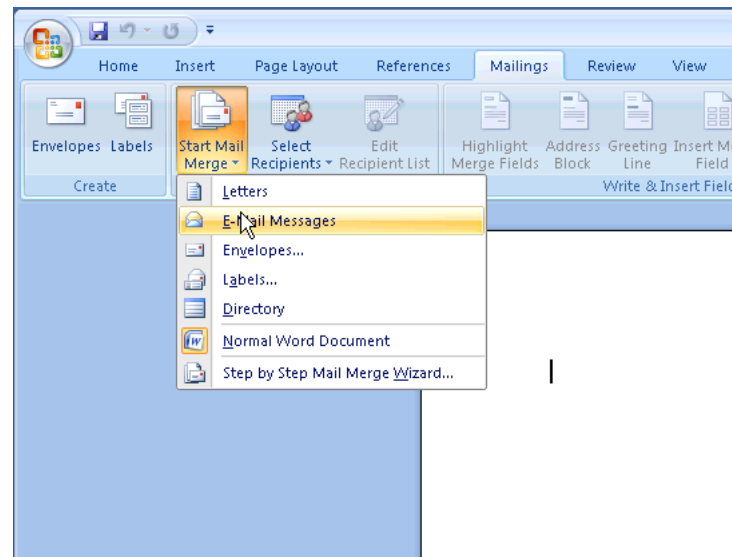
- Customize for the specific audience
- Provide links to the resources cited (don't ask them to find as well as read them)
- Keep message concise
- Provide layered message
- Provide feedback/participation avenues

Broadcast e-mail



Consider Mail Merge

Message and
list of people



Message to person1
Message to person2
Message to person2
...



These messages
can be “personalized”

Web content



The screenshot shows the IEEE Huntsville Section website in a browser window. The browser address bar displays "http://www.ieee-huntsville.org/". The website header includes the title "IEEE Huntsville Section" and the IEEE logo. A navigation menu contains links for Home, About, Local Entities, Outreach, Calendar, Contact, and LiveWire Blog. A search bar is located below the navigation menu. The main content area features a large photograph of a group of people at a table, with a banner in the background that reads "Celebrating 125 Years of Engineering and Science". To the right of the photograph is a sidebar with sections for "Latest Posts" (listing articles like "National E-Week Future City Article in USA Today"), "Upcoming Events" (listing events such as "Planning Meeting F" on March 25 and "Executive Committ" on April 7), and "Follow Us Online" (with links to Flickr, LinkedIn, YouTube, and LiveWire RSS). At the bottom of the page, there is a footer with links for "IEEE Home", "Privacy & Security", "Terms & Conditions", and "Nondiscrimination Policy", along with a copyright notice for 2009 IEEE.

Web content



The screenshot shows the IEEE Huntsville Section website in a browser window. The browser address bar displays 'http://www.ieee-huntsville.org/'. The website header includes the IEEE logo and navigation tabs: Home, About, Local Entities, Outreach, Calendar, Contact, and LiveWire Blog. A dropdown menu under 'Local Entities' lists: Aerospace Electronics and Systems Society (AESS), Alabama A&M Student Branch, Computer Society (CS), Control Systems Society (CSS), Electromagnetic Compatibility Society (EMC), Joint Communications, AP, and MTT Society (JCAM), Technology Management Council (TMC), UAHuntsville Student Branch, and Graduates of the Last Decade (GOLD). A central image shows a man in a light blue shirt and tie presenting a framed certificate to a woman. The certificate is for 'John Gilman' and is dated '2009'. To the right, there are sections for 'Latest Posts' (National E-Week Future City Article in USA Today, Presentation on National Missile Defense, Signal Integrity and EMC - A Twisted Pair), 'Upcoming Events' (Thursday, March 25: 5:30pm Planning Meeting F; Wednesday, April 7: 11:15am Executive Committ; Tuesday, April 20: Huntsville EMC One Day Eve; Wednesday, May 5: 11:15am Executive Committ; Thursday, May 13: 5:30pm Predicting EMI Emi), and 'Follow Us Online' (Flickr, LinkedIn, YouTube, LiveWire RSS). The footer contains links for IEEE Home, Privacy & Security, Terms & Conditions, and Nondiscrimination Policy, along with a copyright notice for 2009 IEEE.



Web content

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IEEE Huntsville Section

Home About Local Entities Outreach Calendar Contact LiveWire Blog

Google Custom Search Search

Home > Contact

Contact

Find contact by role

- Executive Committee
- Aerospace Electronics and Systems Society (AESS)
- Computer Society
- Control Systems Society (CSS)
- Electromagnetic Compatibility (EMC) Society
- Joint Communications, Antenna Propagation and Microwave Society (JCAMS)
- Technical Management Council (TMC)
- Graduates of the Last Decade (GOLD)

Mailing Address

IEEE Huntsville Section
P.O. Box 1625
Huntsville, AL 35807

Feedback

Your Name

Your Email

Feedback

Send

Authors

- Andrew DeCaire
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- Doug Parker
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- J.D. Daniels
- Jack McFadden
- John Grimm
- John Piccirillo
- Keith Judas
- Matthew Spivey
- Roger Bolton
- Ron Ogan
- Sonya Dillard
- Stoney Massey
- Tommy McGuire
- Wayne Kendrick
- Will Preussel
- Willie Fitzpatrick
- Woody Williams

Latest Posts

- National E-Week Future City Article in USA Today
- Presentation on National Missile Defense
- Signal Integrity and EMC – A Twisted Pair

Upcoming Events

Thursday, March 25
5:30pm Planning Meeting F

Wednesday, April 7
11:15am Executive Committ

Tuesday, April 20
Huntsville EMC One Day Eve

Wednesday, May 5
11:15am Executive Committ

Thursday, May 13
5:30pm Predicting EMI Emi

Showing events until 5/15.
[Look for more](#)

Follow Us Online

- Flickr
- LinkedIn
- YouTube
- LiveWire RSS

Open "http://www.ieee-huntsville.org/entity/jcam" in a new tab

Social Networks



The screenshot shows a web browser window displaying the LinkedIn profile of 'The Official IEEE Group'. The browser's address bar shows the URL: http://www.linkedin.com/groups?gid=23804&trk=myg_ugrp_ovr. The LinkedIn navigation bar includes links for Home, Profile, Contacts, Groups, Jobs, Inbox, and More... The group's name is 'IEEE The Official IEEE Group'. Below the name are tabs for Overview, Discussions, News, Jobs, Subgroups, Manage, and More... The 'Discussions' section is active, showing a list of recent discussions. The first discussion is 'Why are fewer IEEE members joining Societies?' by Roger Pollard, posted 14 days ago with 45 comments. The second is 'How should IEEE Societies and Councils respond to the likely mass movement to Open Access publishing?' by Roger Pollard, posted 2 months ago with 38 comments. The third is 'The IEEE Strategic Planning Committee is discussing how the world is changing for IEEE, its members, and the lives of technology professionals around the globe.' by Ron Jensen, posted 4 months ago with 33 comments. The fourth is 'Where does all the spectrum go?' by Asad Jaman, posted 1 day ago with 2 comments. The fifth is 'How do we increase the intellectual property law understanding of non-attorney members?' by Scott Lis, posted 21 days ago with 37 comments. On the right side, there is a section titled 'People I'm Following (last 7 days)' which lists three people: Jim Anderson, Lynn Koblin, and Marc Apter, each with a brief description of their activity. Below this is an advertisement for 'Executive Dashboards' by Visual Mining and another for 'Social CRM for Higher Ed' by Intellworks. The IEEE logo is visible in the bottom right corner of the screenshot.

Social Networks



Groups Directory | LinkedIn

http://www.linkedin.com/groupsDirectory?results=&ik=1267715885363&ppSearchOrigin

Listings - Yahoo! TV Subscribe... Read Later Google Add to Triplr Clip to Evernote Share on Tumblr BlazerNet Readability SocialNet

Basic Account: Upgrade Welcome, David Green · Add Connections · Settings · Help · Sign Out

LinkedIn Home Profile Contacts Groups Jobs Inbox More... Groups - IEEE

My Groups Following Groups Directory Create a Group FAQ

Search Groups

IEEE

All categories

All languages

Search

Create a Group

LinkedIn Groups can help you stay informed and keep in touch with people that share your interests. Create a group today.

Create a Group

Search Results (333)

The Official IEEE Group OFFICIAL Already a member
This group was formed to engage IEEE members via LinkedIn. Managed by IEEE staff, this global IEEE group is verified against the official IEEE membership database. To be accepted, an active IEEE membership is required.
Yesterday's Activity: Discussions (1) Jobs (1)
Owner: **Brian Pratz** | 11,527 members | Share

IEEE Computer Society Members Already a member
Group to link members of the IEEE Computer Society. You must be a member of the IEEE Computer Society in order to join this group.
Yesterday's Activity: Discussions (1) Jobs (2)
Owner: **James Byrne** | 5,106 members | Share

The Official IEEE Communications Society Join this group »
IEEE: Fostering technological innovation and excellence for the benefit of humanity.
Yesterday's Activity: Jobs (1)
Owner: **IEEE Communications Society** | 1,558 members | Share

IEEE-USA Already a member
LinkedIn group for IEEE members in the geographic USA area (Regions 1 through 6). This group is for IEEE Members only. Please ensure that you have an ieee email alias and use same in your membership request. Also reference your region in your request.
Yesterday's Activity: Discussions (1) Jobs (1)
Owner: **Scott Grayson** | 1,373 members | Share

Digital Libraries Join this group »
Those interested in digital libraries: electronic libraries, institutional/digital repositories, content/courseware management, IEEE-CS Tech Committee on Digital Libraries (TCDL), Jt Conf on Digital Libraries (JC DL), Intl Conf Asian-Pacific Digital Libraries (ICADL), ...
Owner: **Edward Fox** | 962 members | Share

IEEE Signal Processing society Join this group »

Social Networks



facebook | IEEE

http://www.facebook.com/group.php?gid=2204806498

Search Home Profile Account

IEEE

Wall Info Discussions

Write something... Share

Said Sánchez Colegas, únanse a un grupo de Ingenieros Eléctricos y Electrónicos:
<http://www.facebook.com/group.php?gid=303659996253&ref=ts>
Yesterday at 8:47am · Comment · Like · Report

劉焜灶 '
Tue at 11:36pm · Comment · Like · Report

Cathy Taylor-Rm
Research In Motion Hiring Java Software Developers Andover, MA!!
Software Developer, Java Research In Motion (RIM) Location: Andover, MA Number of Positions: Multiple **Please apply directly to cataylor@rim.com ** Research In Motion Limited© (RIM) is a world leader in the mobile communications market and has a history of developin...
See More
Tue at 1:09pm · Participate

Mustafa Ali Khan Afreedi <http://www.boardofwisdom.com/Default.asp?start=1&topic=1005&listname=Engineering>
some good qoutes
Tue at 12:47pm · Comment · Like · Report

Alexander Wykel Hello and thank you to everyone who is adding value to our professions! I'm an Associate Member looking for mentorship in advancing to the next membership level...
Tue at 12:12pm · Comment · Like · Report

Create an Ad

Cities I've Visited ×
Pin your travel map and show off cities you've visited! Create your map
Like

Gas Turbines & Optimization of... ×
Attend this 5-day power session with world-renowned engineer Dr. Boyce.
RSVP to this event

Missile Defense Agency ×
Join us at the MDA

Chat (2)

Loading "http://www.facebook.com/group.php?gid=2204806498", completed 40 of 41 items

Social Networks



Facebook | IEEE Eastern North Carolina Section

http://www.facebook.com/pages/IEEE-Eastern-North-Carolina-Section/213961013798

facebook

Search Home Profile Account

IEEE Eastern North Carolina Section

Become a Fan

Wall Info Photos Discussions Events Video

IEEE Eastern North Carolina Section + Fans

Just Fans

IEEE Eastern North Carolina Section just communicated with Vint Cerf credited with inventing the Internet about speaking to our section soon. He is checking with his staff. One of our members suggested that we contact Google where Vint serves as an executive to learn more about their technology.
Mon at 5:03pm

IEEE Eastern North Carolina Section Instructions on Posting Meeting Notice with vTools
IEEE vTools Meeting Notice [HQ]
Length: 6:06
February 28 at 9:56pm · Share

IEEE Eastern North Carolina Section Instructions on Reporting IEEE Meetings using new vTool L31
IEEE vTools L31 Meeting Report [HQ]
Length: 2:53
February 27 at 7:02pm · Share

IEEE Eastern North Carolina Section For a quarter century MCNC has provided advanced network services and communications to public education in North Carolina through the North Carolina Research and Education Network (NCREN). MCNC's mission and scope has grown in the last 3 years to include all of K20 education on the NCREN backbone. The current state of

Information
Founded: 1965

Fans
6 of 32 fans See All

Dave Ruden Karen Smiley Greg Bennett
Charles Lord Sean Watson Gary M Langston Jr

Video
2 videos See All

Create an Ad

Cities I've Visited
Pin your travel map and show off cities you've visited! Create your map
Like

Birmingham 1-Day Coupons
1 huge Birmingham coupon emailed daily.
Like

Missile Defense Agency
Join us at the MDA Huntsville Job Fair 2010 on 3/9 Discuss ways to

Chat (1)

Loading "http://www.facebook.com/pages/IEEE-Eastern-North-Carolina-Section/213961013798", completed 23 of 24 items

Voting



Section Election Test 1 - Microsoft Internet Explorer provided by IEEE

File Edit View Favorites Tools Help

Address https://voting.vtools.ieee.org/tego_ballot/vote/84 Go

Instructions

Welcome to the Section Elections! I want to take this opportunity to personally express my sincere appreciation for you being IEEE member!

Our duty and responsibility is to ensure that your voting rights are protected and that you are confident that your vote is accurately cast and tabulated. This year we will utilize vTools.Voting system for our elections.

Please select one candidate for each position or specify a write-in candidate.

Please don't hesitate to contact me if you have a question, comment, or complaint regarding your voter registration or voting experience.

Thank you for voting - your vote counts!

Chair

Know your candidates: [[Samuel Langhorne Clemens](#)] [[Alexandre Dumas](#)]

Choose a candidate:

Samuel Langhorne Clemens

Alexandre Dumas

Specify a write-in candidate:

Done Trusted sites

AskR3



- Provide members and volunteers a place to go to ask questions and get answers about IEEE.
- Under development.
- Kudos to Bill Marshall of Atlanta Section and Bill Clayton, R3 Communications Chair