

# Welcome to Spring 2012 IEEE Region 3 Meeting

David Green  
17 March 2012  
Orlando, FL



# The Terrific Trio

- SoutheastCon 2012 – Horizontal technical conference
- Region 3 Student Conference
  - Training
  - Governance
  - Contests
- Region 3 Meeting - Governance and Workshops

 **IEEE** **IEEE SoutheastCon 2012**  
*Innovating for a Better Tomorrow*



March 15 – 18, 2012

Wyndham Orlando Resort Hotel, Orlando, Florida



# 2012 Region 3 Focus

- Helping Sections/Chapters/Student Branches Successfully Implement Member Engagement
  - Training
  - Tools
  - Educational Content
  - Collaboration Opportunities
  - Metrics



# Hi! (in 30 secs or less)



■ Name **David Green**

■ Your official capacity for this meeting  
**Region 3 Director**

■ Day job

**professor and IT consultant  
at UAB – University of  
Alabama at Birmingham**

# Hi! (in 30 secs or less)



- Name
- Your official capacity for this meeting
- Day job

# Agenda (Saturday)

8:00a - noon	Region 3 Meeting and Workshops	Jasmine
	- Breakout: Technical Growth	Azalea A
	- Breakout: Professional Growth	Jasmine
	- Breakout: Public Imperative	Azalea B
noon - 1:00p	Lunch, IEEE-USA Presidential Candidates	Palma Salon E
1:00p - 5:30p	Region 3 Meeting and Workshops	Jasmine
5:30p - 6:00p	Women in Engineering Meet and Greet	Azalea A-B
6:00p - 9:00p	Awards Banquet, Hardware Contest Finals	Palms Salon E-H

# Agenda (Sunday) R3 Mtg

- 7:00 am Breakfast
- 8:15 am Start (promptly)
- Officer Reports
- Action Items
- Discussion Items
- Special Presentations
- Close (by noon)

# Special Presentations



- MGA Goals and Activities
- IEEE-USA
- Member and Geographic Unit Financial Issues
- K-12 STEM
- Consultant's Network
- Member Recruitment and Recovery
- IBP Changeover

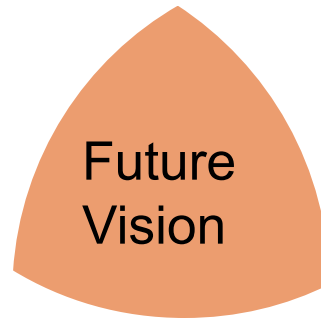


# MGA VP Michel: Together We Can Create the Future

Improved Member satisfaction  
which will result in increased  
membership

Higher volunteer recruitment,  
training and satisfaction

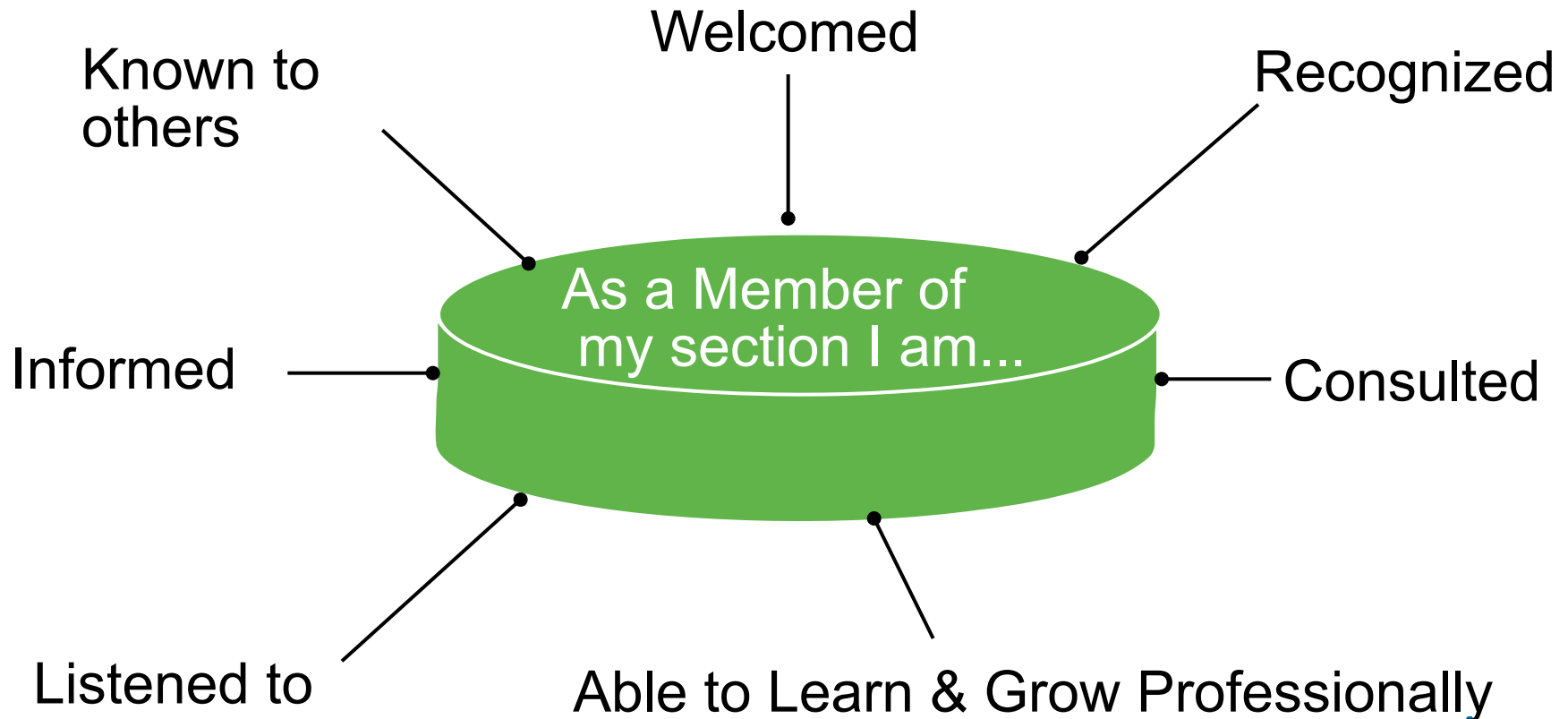
Measured successes in  
regions, sections,  
chapters, and affinity  
groups are rewarded



Members can  
easily engage and  
communicate with  
one another

Members regard IEEE membership as an investment  
in their career

# Geography Unit: Section Vitality Focuses on a Positive Member Experience at the Local Level



# Region Focus

- Help Sections Be Successful at **Member Engagement**
  - Area/Councils should too!
- Secondary: Represents Sections (and associated members) to MGA, ...
  - We have done this part pretty well for a long time (at least relative to participation)



# Engagement



- IEEE as the Professional Home
- Doing something (as opposed to passive or consumer)
- Bond / commitment between persons to do something
- When person make a psychological investment in IEEE to further its mission for joint benefit

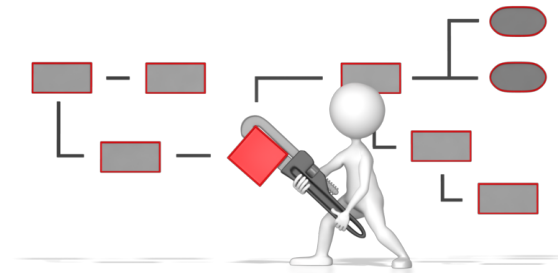
What should we use?

# Metrics

- Member doing something %
- IEEE has helped me? %
- Section/Chapter/Student Branch feels Region has helped them increase M.E.
- Member Index of Known Engagements (MIKE)



# ExCom Tweaks...



- Not staff MELC but move that Role to ExCom
  - Perhaps with Region Vice Chair (Director-Elect) responsible for ensuring it gets attention by the ExCom
- Declaring that all Section XYZ committee chairs are a member of the Region XYZ committee (and expect them to meet to share problems and solutions)
- Train and mentor our ExCom Committee chairs

# Training (telling ain' t training)

- Treat training as an engagement opportunity
- Ensure we include tool training
  - Doodle, Skype, IEEE Online Community, new SAMIEEE, Personalized Email Tool, Office Tasks, Engagement Advocacy
- Leverage IEEE CLE
  - Attendees who supply me a written critique of a CLE course they have taken will get an R3 memento (while supplies last)

# Project: Bring Member Engagement function to R3 sections

## Goal

Focus Region on helping Sections improve member engagement.

## Member Experience Improvement

- Section leaders will have an understanding of the concepts of member engagement, a collection of tools, techniques, and project ideas to use for member engagement
- Section members will have an increased number (in quantity and type) of engagement opportunities

## Project Success - Metrics

- # sections participating in committees
- # members participating in section (npm)
- Volunteer satisfaction
- MIKE score
- Volunteers satisfaction with Region

## Progress

Milestone	Target Completion	% Complete
Vision, Move MELC to ExCom	1/1/2012	100%
ExCom members agree to expectations during appointment	1/15/2012	100%
Vision Presentation to ExCom	1/23/2012	100%
Section/Council Training	12/31/2012	5%
Define data (and first data drops for chairs)	4/1/2012	25%
Engagement Workshop	3/17/2012	5%
Initial function meetings with Chairs	4/15/2012	
Function committees task lists	5/15/2012	
Status report	9/10/2012	
Final Report, Plans for 2013	11/10/2012	
Decision to change ByLaws	4/1/2013	

## Budget

Project expected to be done using regular R3 Budget and reallocating time, expenses, and effort.





# Workshops



- (Thanks to)  
Bill Ratcliff and Mary Ellen Randall
  
- Participate!
  - You'll get out some multiplier times what you put in!



*Advancing Technology  
for Humanity*

