

Introduction to Member Engagement

Region 3
16 March 2012

Workshop Objectives

- Workable / Useable Definition of “Engagement”
- The “take home” provides the Section with a ...
 - List of possible initiatives
 - List of Contacts with similar interests
 - List of available resources
- Build the culture of engagement by engaging each other in this workshop.

Schedule

9:00	9:30		To Engage...Know your Member and Know your Focus	Randall / Ratcliff
9:30	9:45		Breakout Instructions	
9:45	10:00		Morning Break	
10:00	11:45		Breakouts	
			Technical Growth	Marshall
			Professional Growth	Hill
			Public Imperitive	Shadwell
13:00	13:40		Report of Breakout sessions	Breakout Facilitators
			List of Projects	
			Data Requirements	
13:40	13:45		Summary	Randall / Ratcliff

Engagement is...

- Personal...
 - Person to person...meeting of the minds
 - Action is a result
- I am engaged when...
 - Communication is two way
 - A bond / commitment is achieved
 - Action is a result
- You feel engaged when...???

Engagement is not achieved...

- Person to Organization
 - Committed to the Vision / Mission / Direction of the Organization
 - Cannot engage an Organization(Persons)
- Just establishing a Contact ...
 - Connect and forget
- No follow-up action occurs

Why engage at all?

- Need other people
- To Confirm direction and values
- Learn something
- Have an Impact
- Need other people
- Get recognized
- Make friends
- Right thing to do
- Need other people

Engagement Requires...

- A need (Activity, task... something to do)
- Commonality (Direction, Objective, Values...)
- Contact, Linkage
Bond / Commitment

Know your Direction

- Needs of the Members to advance careers
- Needs of the Profession to advance knowledge
- Needs of the Technology to advance functionality
- Needs of humanity to solve problems and improve ourselves

Know your Members

- Skills, capabilities, education
- Technical Interests
- Humanitarian Interests
- General demographics (position in life cycle)
- Industry involvement

Region 3 –Section Z (Total Members = 487)

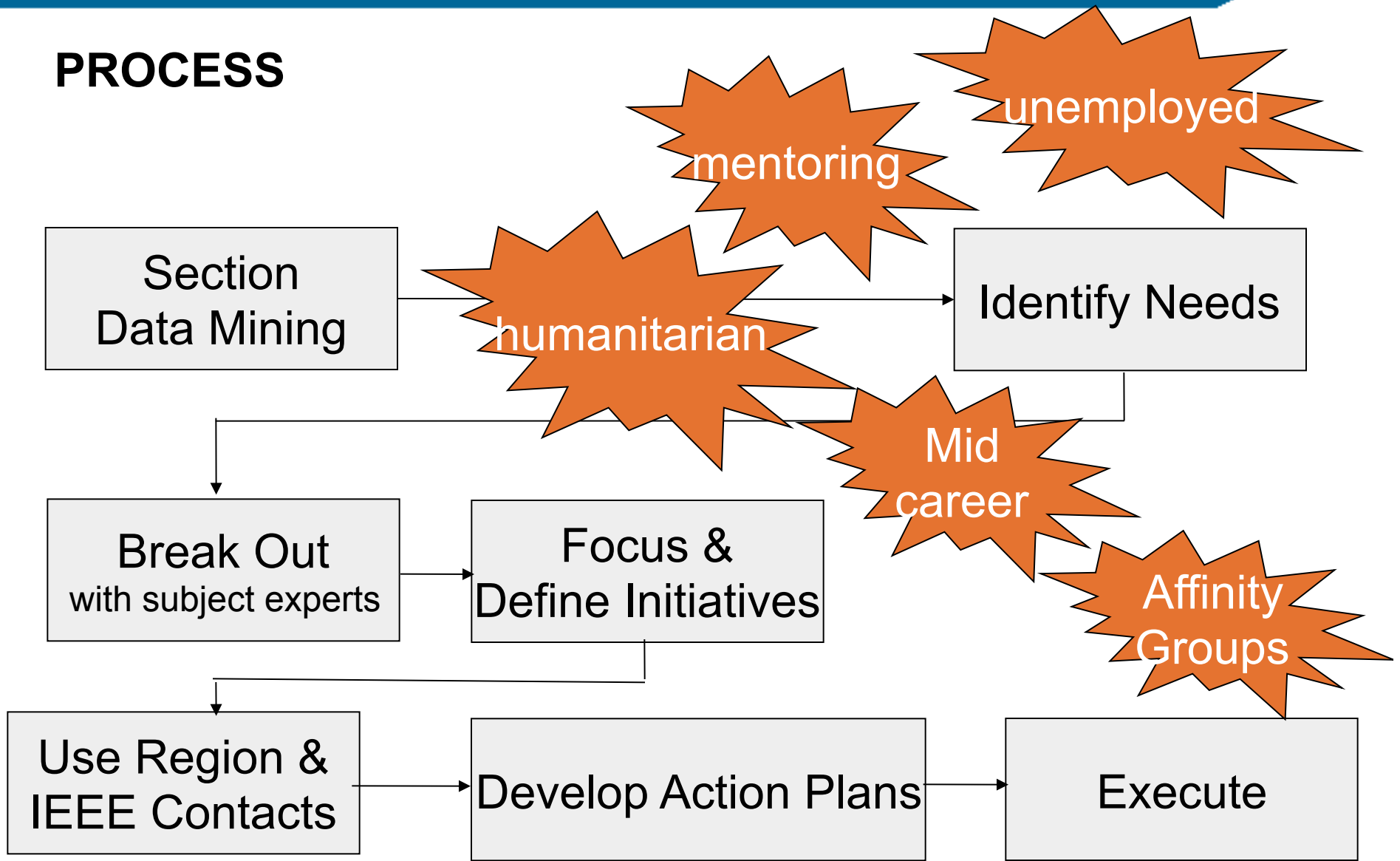
Number of Members in each Society

SP	BT	AP	CAS	NPS	VT	RL	CE	IM	AES	CIS	IT	IE
16	3	13	9	7	5	3	5	6	12	7	4	6

ED	C	MTT	EMB	COM	UFFC	CPMT	OE	CS	RA	E	PC	EMC
10	92	16	13	63	4	3	3	12	10	6	2	7

SMC	GRS	SIT	PE	DEI	MAG	IA	PEL	PHO	SSC	ITSS	PSE
5	4	3	77	4	3	26	10	6	8	1	1

PROCESS



Breakout Sessions

- Technical Growth – Azalea A
 - Facilitator: Bill Marshall
John Montague
- Professional Growth - Jasmine
 - Facilitator: Don Hill
Bill Tiedemann
- Public Imperative – Azalea B
 - Facilitator: Butch Shadwell
Ralph Russell

Sample Schedule

			Life Cycle Stages
			Professional Skill Required
			Public needs
10:15	10:45		Define Clusters of Possible Needs / Projects
10:45	11:00		Rank Projects based on need and clusters of interest
11:00	11:45		Flesh out 1-4 Projects
			Purpose and Scope
			Member Data Requirements
			Support Requirements

Breakout Rules of Engagement

- Standard Brainstorming Rules apply...
Do not criticize ideas.
- Everyone should participate (engage)
- The group owns the output product.
- All weapons checked at the door.
- Be mindful of the time constraints

Reporting Requirements

1-4 Projects

- Project Purpose
- Scope of Project
 - Characteristics of Participants
 - Characteristics of Recipients
 - Needs and Interests
- Resource Requirements
 - Data / Information
 - Other
- Coordination requirements