

Atlanta WIE Member Engagement

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Define Member Engagement:

Member engagement is the result of a member investing time and/or money with the association in exchange for value. The more of these precious resources they invest, the more engaged they are.

- from David Gammel

<http://highcontext.com/2009/12/28/definition-of-member-engagement-for-associations/>

Atlanta WIE Mission:

The mission of IEEE WIE is to facilitate the recruitment and retention of women in technical disciplines globally.



History/Accomplishments of Atlanta WIE

- Founded 2010 by Anastasia Davis
- Initial group chose to focus on STEM outreach to middle school girls
- In 2011, group visited Ivy Prep with a variety of presentations by members and exhibited at Atlanta Girl Scout STEM expo
- Named Subunit of Year for Atlanta Section 2011
- In 2012, group visited Ivy Prep with engineering activities in science classes, attended TAG STEM event as award finalist, and hosted reception for women in engineering and technology.
- Monthly meetings attended by 5-10 people, with volunteer base of >30 people for STEM events

Photos from Past Events



Advice for Recruiting Volunteers*

Make sure you answer their question “WIFM”
WHAT'S IN IT FOR ME?

Be prepared, work hard and play hard, match skills and interests with activities.

Questionnaire to see what volunteers want to do.

Engage volunteers and make sure they have a meaningful experience.

* From panel at TAG STEM event 2012 led by Mike Robertson, Executive Director of TAG Education Collaborative

Conclusion

Member Engagement happens when

- we provide a volunteer opportunity for our members at an event where they can get the satisfaction of making a difference
- We organize and provide the materials and our volunteers show up and have a good time doing good work