

Region 3 ExCom

21 January 2013

Overview

- Develop plan for 2012-3 around helping Sections to Successfully Implement Member Engagement
 - Educational Content
 - Training
 - Tools
 - Metrics
- Operation Issues (as time permits)

MGA Mission & Vision

Vision: Ensure Quality Member Opportunities Through Continuous Engagement

Mission: **I**nspire, **E**nable, **E**mpower and **E**ngage 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

Region 3

Vision

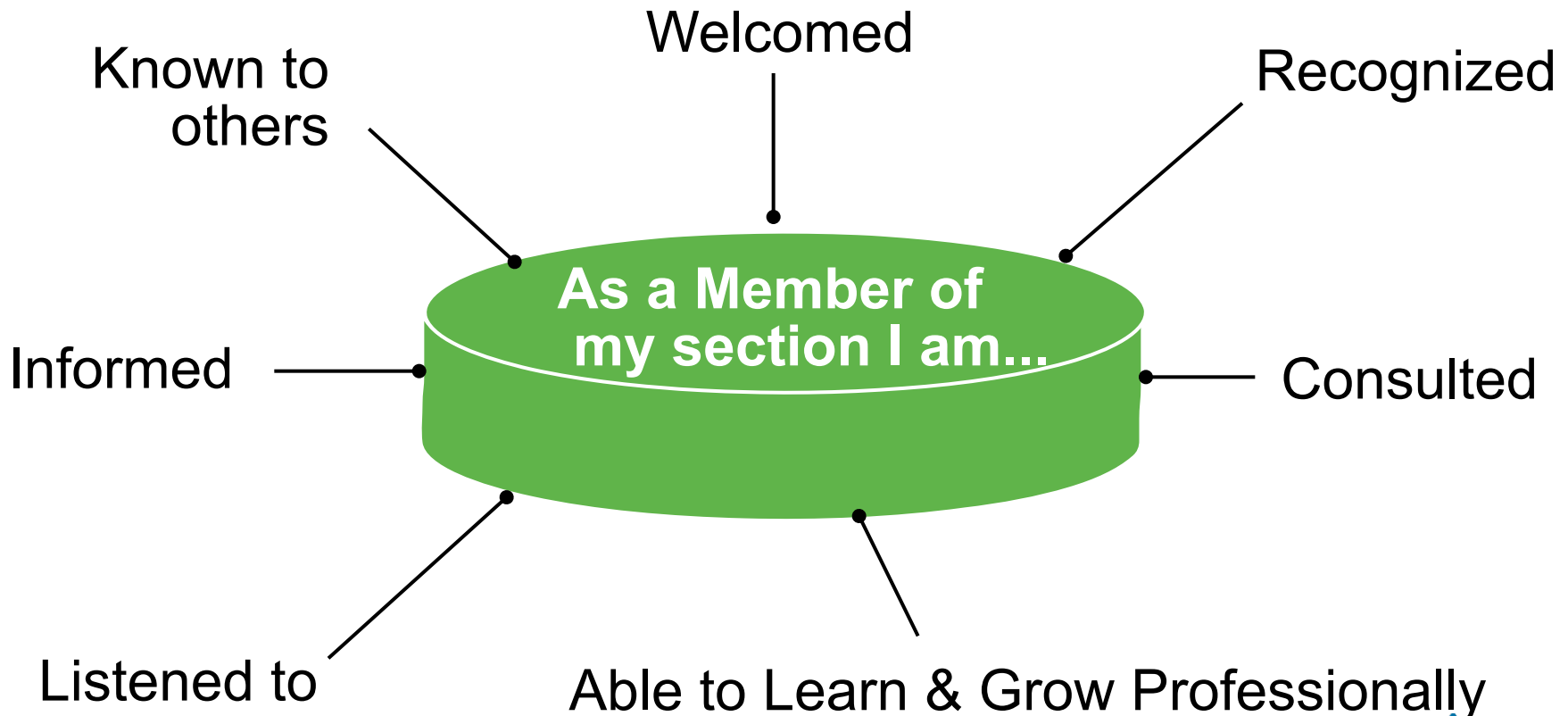
Focus on the growth and development of the member throughout the life cycle of the individual. Every member is an active participant, an informed and a satisfied member.

Mission

The Region shall fulfill the Member and Geographic Activities (MGA) strategic objectives at the local level by ensuring the enabling of the sections, chapters, and student branches to engage the member.

Geographic:

Section Vitality Focuses on a Positive Member Experience at the Local Level



Sections

- Sections (Chapters, Affinity Groups)
- Point of member contact
- Where engagement opportunities exist in GeoUnit aspect of IEEE
- 42 Sections in Region 3
(3 without web presence)

Proposed Region Focus

- Help Sections Be Successful (**Engaged Members**)

- 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)

Project: Valuable R3 Meeting (Green)

Goal

Have a valuable face-to-face meeting in Jacksonville, FL that serves to empower R3 volunteer leadership.

Member Experience Improvement

- Knowledgeable, connected local volunteers
- Stronger Region 3 volunteer base empowered to improve member engagement in Region 3 through effective local programs
- Increased number of local programs available to members

Project Success - Metrics

- Number of sections participating in training
- Section Chair satisfaction with training
- Increased activities in section

Progress

Milestone	Target Completion	% Complete
Obtain Space / Time in Program	Dec 12	100%
Announce Basic Schedule	early Jan 13	
Announce Program Details	Feb 13	
Complete Preparation of Program	1 Apr 13	
Execute Program	Apr 13	
Follow-up with attendees	May 13	
Complete analysis of results	Dec13	

Budget / Resources

- Participation by R3 ExCom
- Normal R3 Travel/Meeting Budget expanded for extra full day (Friday)
- R3 Chairs participation on Friday



Project: Illustrate Member Engagement

(Randall)

Goal

- Highlight member engagement examples throughout the year

Member Experience Improvement

- Use examples at excom and/or newsletter articles to stimulate new ways to engage

Project Success - Metrics

- Highlight 8 member engagement examples
- Provide a member engagement exercise at SECon Region 3 meeting

Progress

Milestone	Target Completion	% Complete
Highlight 1 example	1Q2013	
SECon ME Exercise	2Q2013	
Highlight 4 examples	2Q2013	
Highlight 8 examples	4Q2013	

Budget / Resources



Project: NetSuite Training (Hill)

Goal

Educate as many treasurers how to use NetSuite for their sections

Member Experience Improvement

Progress

Milestone	Target Completion	% Complete

Budget / Resources

abc

Project Success - Metrics

- add 10 more trained treasurers



Project: Revise R3 Conference Handbook (Haynes)

Goal

Finish the revision of the R3 Conference Handbook started in 2012

Member Experience Improvement

- Captures lessons learned from SoutheastCon over the past few years.
- Defines the roles of the Region and the conference host for SoutheastCon.
- Can be used as a template for Regional sponsorship of other conferences

Project Success - Metrics

- Completed Handbook

Progress

Milestone	Target Completion	% Complete
First Draft		100%
Identify volunteers to complete sections	Apr 2013	50%
Second Draft	Oct 2013	0%
Final Document	Dec 2013	

Budget / Resources

Volunteers to assist with sections of the document

Project: Establish Credit Card Process (Haynes)

Goal

Establish a region-level credit card process for SoutheastCon

Member Experience Improvement

- Current process has to be repeated each year
- Eliminates issues establishing credit card processing each year for SoutheastCon
- Ensures that methods that do not expose the Region or the Conference to liabilities

Project Success - Metrics

- System Established

Progress

Milestone	Target Completion	% Complete
Get instructions for Butch Shadwell on process used for SoutheastCon 2012	Apr 2013	0%
Work with Don Hill to setup a Region 3 SoutheastCon Holding/ Ledger Account	Jun 2013	0%
Get Merchant Account Lending from Conference Services	Jul 2013	0%
Setup Authorize.NET Account	Jul 2013	0%
Have system in place for SoutheastCon 2014 use.	Aug 2013	0%

Budget / Resources

Information from Butch Shadwell.
 Assistance from Don Hill to setup CBA or Ledger Account



Project: SoutheastCon 2015 (Haynes)

Goal

Work with Jamaica Section to complete details for SoutheastCon 2015

Member Experience Improvement

- SoutheastCon 2015 in Jamaica

Progress

Milestone	Target Completion	% Complete
Finalize Budget	Apr 2013	5%
Identify Steering Committee	Apr 2013	75%
Finalize Hotel Contract	Aug 2013	0%

Budget / Resources

\$1500

Project Success - Metrics

- SoutheastCon 2015 Approved by EXCOM



Project: SoutheastCon 2016 (Haynes)

Goal

Identify host section for SoutheastCon 2016

Member Experience Improvement

- SoutheastCon 2016

Project Success - Metrics

- SoutheastCon 2016 Approved by EXCOM

Progress

Milestone	Target Completion	% Complete
Accept Proposals	Jun 2013	0%
Review Proposals	Aug 2013	0%
Forward for EXCOM Approval	Nov 2013	0%

Budget / Resources

\$1500



Project: Regional Conference Services

(Haynes)

Goal

Develop Regional Conference Services Pamphlet

Member Experience Improvement

- Connect volunteers with local conference committees
- Local members attend conferences
- Connect members with local companies

Project Success - Metrics

- Pamphlet/Flyer Completed

Progress

Milestone	Target Completion	% Complete
Complete pamphlet	Jul 2013	15%

Budget / Resources

None.



Project: Prof. Activities Webinar (Montague)

Goal

Hold training webinar for R3 Section PACE Chairs and Officers, 1Q2013

Member Experience Improvement

- Expand the perception of appropriate topics for Professional Development Activities
- Clarify meeting types:
 - Professional vs Technical
- Enumerate available resources
- Expound on several high priority activities:
 - Employment Assistance (& Network)
 - Government Activities
 - Student Activities

Project Success - Metrics

Target audience participation & feedback

Progress

Milestone	Target Completion	% Complete
Recruit presenters	10/2012	100%
Establish dates	1/7/2013	100%
Gather presentations	1/21/2013	100%
Hold Presenter's WebEx familiarization session	1/23/2013	
Publish Webinar to Section PACE Chairs and Officers	1/22/2013	50%
Hold Webinar (record for later viewing)	1/30/2013	

Budget / Resources

WebEx sessions



Employment Assistance (Kirchner)

Goals

1. Represent Region 3 on the IEEE-USA Employment and Career Services committee
2. Assist R3 Sections in bringing Career Assistance information and tools to members, most importantly those at-risk

Member Experience Improvement

- Tangible help in finding employment opportunities
- Better prepared to find/keep employment
- More knowledgeable about IEEE and IEEE-USA career management tools
- Better connected to the IEEE network, including Section Employment Networks established using the IEEE-USA model

Project Success - Metrics

- Fewer unemployed members
- Increase in Sections with Employment Networks
- Number of PACE webinars/meetings supported

Progress

Milestone	Target Completion	% Complete
PACE webinar support	30 Jan 13	33%
Assess R3 Section specific employment needs/concerns	28 Feb	0%
Support 2013 ECS meetings	First - 16 March	0%
Support R3 Section Employment Networks	31 Dec	0%
Support R3 PACE activities	31 Dec	0%

Budget / Resources

Will use IEEE-USA resources for all actions, unless a special R3 project (e.g. travel to a Section to support establishing an Employment Network) is required



Project: Strategic Assessment 2013 (Ratcliff)

Challenges

1. *Financial Challenges*
 - *Benchmarking other organizations*
 - *Identify Region 3 Experts*
 - *Revenue Streams Region 3 Assessment, MGA, SECon*
 - *Conferences*
 - *What can Region 3 offer?*
 - *Develop a list of capabilities*
2. *Challenges of member engagement*
 - *Enhance Recruiting and Retention*
 - *Enhance Participation in Section / Chapter and overall IEEE Projects and Activities*
3. *Communications from Region 3*
 - *Expand communications beyond just the Section Chair, Section ExCom, etc.*
 - *Examine content, frequency and mechanisms*

Progress

Milestone	Target Completion	% Complete
Establish Goals and Projects	1 March 2013	15



Project: SAC SoutheastCon

Goal

- Have many SB compete in 6 competitions

Member Experience Improvement

- Networking Student Branches
- Improved Picture of IEEE
- Students have a hands-on experience

Project Success - Metrics

- 60-65 SB of R3 present at SoutheastCon
- 100% more Students be connected on facebook

Progress

Milestone	Target Completion	% Complete
Announce Schedule	Early February	
Preparation of Program	February/March	5%
Practice Hall and Networking	Friday April 5, 2013	
Execute Program	Saturday April , 2013	
Collect Feedback	End of April	
Complete Analysis of Feedback/ Success Metrics	Dec 2013	

Budget / Resources

- SoutheastCon Room
- Student Budget for SoutheastCon



Project: SAC SoutheastCon Leadership Training

Goal

- Train SB officers
- Give SBs possibility to network
- Inform on upcoming events

Member Experience Improvement

- Stronger SB
- Motivated Leaders
- Leaders who know answers
- Leaders who are convinced IEEE is their home

Project Success - Metrics

- 50-60 SB of R3 present at training
- 100% more Students be connected on facebook
- Students who want to attend Fall Leadership Training
- 10% more Students who participate in XTreme

Progress

Milestone	Target Completion	% Complete
Announce Schedule	Early February	
Preparation of Program	February/March	5%
Invite outside presenters	February	
Execute Program	Friday April 5, 2013	
Collect Feedback	End of April	
Complete Analysis of Feedback/ Success Metrics	Dec 2013	

Budget / Resources

- SoutheastCon Room
- Student Budget for SoutheastCon



Project: SAC SoutheastCon Fall Leadership Training

Goal

- Train Student Branches locally
- Interact more closely with individual branches
- Make sure branch officers know where to get help

Member Experience Improvement

- Networking Student Branches
- Improved Picture of IEEE
- Students have a hands-on experience
- Involved Leaders
- Trained Leaders at the beginning of the school year

Project Success - Metrics

- 25-30 SB of R3 present at the leadership training sessions
- 100% more Students be connected on facebook
- 10% more participation in Xtreme
- 10 more nominations for awards

Progress

Milestone	Target Completion	% Complete
Solicitation of locations	End of January	
Announce Schedule	SoutheastCon	
Preparation of Program	July/August	
Training Sessions	August-October	
Collect Feedback	End of 2 weeks after each session	
Complete Analysis of Feedback/ Success Metrics	Dec 2013	

Budget / Resources

- SoutheastCon Room
- Student Budget for SoutheastCon



Project: Expanding S-PACs through Regional Student Leadership Training

Goal

By participating in Student Leadership Training both in Regional Meetings and at SoutheastCon, provide one on one help in planning S-PACs.

Member Experience Improvement

- Demonstrates to student branches that S-PACs are not that difficult to plan
- Get the student branches to engage their local sections.

Project Success - Metrics

- Schools that have not previously hosted S-PACs have them
- Have more the 9 S-PACs

Progress

Milestone	Target Completion	% Complete
SoutheastCon SLT	4/5/13	
1st Regional SLT	Fall 2013	
2nd Regional SLT	Fall 2013	
3rd Regional SLT	Fall 2013	

Budget / Resources

- Budget is included in SAC budget with additional funds to help w/S-PACs in S-PAC budget
- Resources SAC committee, S-PAC Support Coordinators, Sections help.



Project: Sections Congress 2014 (Hardy)

Goal

Clearly and explicitly express ideas about how IEEE can better serve its members, both now and going forward via Sections Congress 2014

Member Experience Improvement

- Budgeting and funding
- Travel
- On-site experience
 - Meeting participation and education
 - Preparation and voting on issues
 - Food and lodging
- Reporting back to Section and Region

Project Success - Metrics

- Increase number of sections participating
- Improve Section rep satisfaction
- Increase activities in section

Progress

Milestone	Target Completion	% Complete
Budget Planning 1/2	Dec 2013	
Budget Planning 2/2	July 2014	
Sections Cong. 2014	Aug 2014	
Reporting to Region 3	Sep 2014	
Reporting to Section	Dec 2014	

Budget / Resources

- MGA
- Region 3
- Section
- Member



Project: Promote Engineering Education (Ogan)

Goal

Promote and Support Engineering Education in AL & MS with initiatives for improved and awareness

Member Experience Improvement

- Improve IEEE and engineering awareness in AL & MS
- Be active in Teacher-in-Service, Women-In-Engineering, MathCounts, and High School presentations and robotic projects.
- Work with these Universities to promote IEEE and education initiatives:
- MSU, JSU, USM, UAH and USA (Mobile)

Project Success - Metrics

- Target to improve engineering enrollment by 5% in AL & MS

Progress

Milestone	Target Completion	% Complete
Set up meetings in AL & MS IEEE Sections with High Schools and key engineering companies to promote education	Dec 2013	

Budget / Resources

Use IEEE Section budgets and corporate donations



Project: Promote Economic Development (Ogan)

Goal

Engineering Employment and Economic Development

Member Experience Improvement

- Use IEEE clout to provide focus and get results to improve engineering employment in Electric Power Generation and Electric Vehicles working with the MSU Center for Advanced Vehicle Systems, Toyota, Blue Springs, MS and Nissan, Canton, MS
- Also, work with the aerospace companies Stark Aeronautics, Eurocopter, Aurora Aeronautics, Columbus, MS to engage in IEEE projects to increase employment

Project Success - Metrics

- Hold meetings in Vicksburg, Jackson and Starkville, MS to grow membership by 5%

Progress

Milestone	Target Completion	% Complete
Work with Governor Phil Bryant's MS Economic Development Council to form strategy.	Dec 2013	
Work with the MSU Center for Advanced Vehicle Systems	Dec 2013	
Hold one or more meetings in Columbus/ Starkville, MS area	Dec 2013	

Budget / Resources

Mississippi Section has entered a budget into Netsuite. Proposals for \$5,000 projects to be sent to R3 and IEEE-USA by May 2013



Project: Area 8 Communication (Parr)

Goal

Communicate with each section chair prior to each Excom meeting.

Member Experience Improvement

- Unknown

Project Success - Metrics

- Actually do it

Progress

Milestone	Target Completion	% Complete
Each Excom meeting	Prior to each meeting	0%

Budget / Resources

Area 8 Chair and Section Chairs time and effort.



Project: Area 8 Meeting (Parr)

Goal

Have a face-to-face meeting in Jacksonville, FL for Area 8 volunteer leadership.

Member Experience Improvement

- Knowledgeable, connected local volunteers
- Stronger Area 8 volunteer base empowered to improve member engagement in Area 8 through effective local programs

Project Success - Metrics

- Number of sections participating in training
- Section Chair satisfaction with training
- Increased activities in section

Progress

Milestone	Target Completion	% Complete
Arrange for an Area 8 meeting at SECON 2013	Jan 31	
Contact Section Chairs re SECON meeting.	Feb 15	
Develop Agenda Items for meeting.	Mar 15	
Complete Preparation for meeting	Mar 29	
Hold meeting	Apr 5	
Follow-up with attendees	May 6	

Budget / Resources

- Participation by Area 8 Section Chairs or Representatives
- Normal R3 Travel/Meeting Budget

