

Region 3 2012-2013 in Review

**SoutheastCon 2014
Lexington, KY
14 March 2014**

Overview

- Look back at 2012-3 to see where we have been
- Continue the strategic direction (where we think it still applies)
- Draw strength from our ability to make changes
- Understand that change takes time, energy, and continuity
- Companion article in R3 Newsletter

Our activities, when we are maximally successful, are team activities perhaps involving multiple levels of the organization and IEEE staff.

Region 3 Officers (2012-3)

1. * Director -- David Green
2. * Director Elect -- Mary Ellen Randall
3. * Secretary -- Gregg Vaughn, Ph.D., P.E.
4. * Treasurer -- Don Hill
5. * Past Director -- Lee Stogner

<http://ewh.ieee.org/reg/3/excom/meetings/2012-01/roster2012.html>

<http://ewh.ieee.org/reg/3/excom/meetings/2013-01/roster2013.html>

Region 3 Section Chairs and others

We reviewed MGA Mission and Vision, endorsed the Region 3 mission and vision.

Region 3 Membership, now declining slower, still is decreasing in higher grade, long term, full dues paying members.

- Region 3 was the **fifth** largest IEEE region. At the end of December 2013 the Region had 30,652 total members:
 - Region 3 represented **7.1%** of IEEE's total membership.
 - The Region had **24,366** Higher Grade Members, **2,557** Graduate Student Members and **3,729** Student Members.
 - Membership in the Region was down by 0.7% YoY, representing a loss of 216 members.
 - Higher grade membership was down by 1.7% YoY, representing a loss of 410 members.
 - Graduate Student Membership was down by 6.5% YoY, representing a loss of 177.
 - Student membership was up by 11% YoY, representing a gain of 371 members.

Current State – Member Research

Who is leaving, and why? (2008 Non-Renewing Members Study)

2011 Attrition by
Member Tenure (n=95,816)

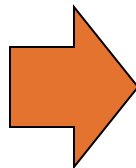


- In 2011, 72% of our attrition was made up of members with 2 years or less of IEEE Membership; a trend that has been consistent for many years
- Even after removing the volatile student members; 54% of the member attrition was members with 2 years of membership or less

■ 1 Year ■ 2 Years ■ 3 Years ■ 4 Years ■ 5 Years +

Top Reasons for Joining:

1. To obtain IEEE Publications (55%)
2. To remain technically current (52%)
3. To join IEEE Societies (42%)
4. Enhance my career opportunities (37%)
5. For continuing education (34%)
6. Enhancing my stature (29%)
7. Networking with other professionals (27%)



What they will miss (top reasons):

1. IEEE Spectrum(35%)
2. **Nothing (25%)**
3. Technical society membership (21%)
4. Discounts on conferences (15%)
5. Opportunities to stay technically current (13%)
6. Discounts on publications (12%)
7. IEEE Educational Products (11%)

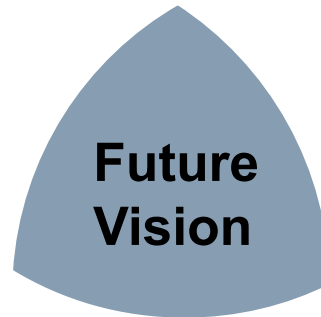
While non-renewing members join for the same reasons that renewing members join; when we ask them what they will miss, we are clearly not meeting their initial needs.

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

Jankowski/MGA (Nov 2011): Keeping the Long Term Goal Simple...

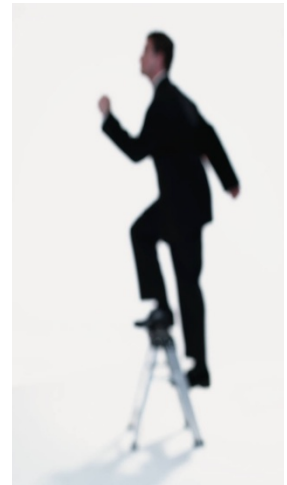
***65% Top Box Satisfaction*
or higher in the areas most
important to IEEE
members.***



* = 8, 9, or 10 on scale of 1-10

MGA: What will Success Look Like?

- **Improve member satisfaction** will result in increased membership market penetration
- Higher volunteer recruitment, training and satisfaction
- Measured successes in geographic, technical and affinity groups is rewarded
- Members regard IEEE membership as investment in their career
- Members can easily engage and communicate with one another in all the geographic, technical or affinity community with which they identify



Region 3

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

We need a good understandable and operational definition!



In the book, *Maximum Engagement*, author David Gammel defines engagement as “the result of a person investing time and/or money with the organization in exchange for value”.

What should we use?

R3 thoughts on value...



- Professional Home
- Doing something (as opposed to passive or consumer)
- Different activities for different members

Region Focus

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

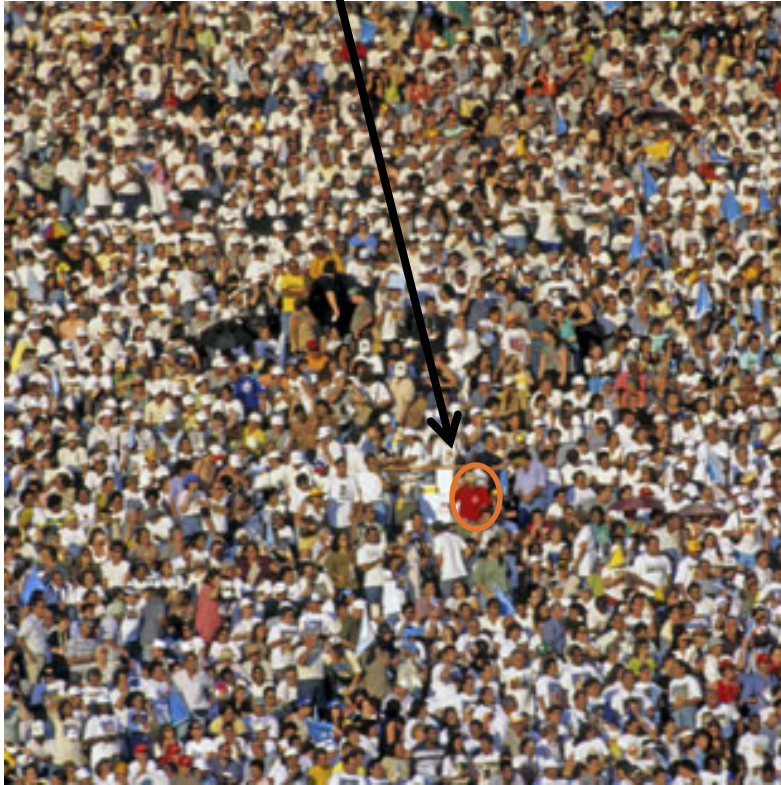
- **Area Chairs are part of this too!**



- Secondary: Continue to represent Sections (and associated members) to MGA, ...
 - We have done this part pretty well for a long time (at least relative to participation)

Core Concept: 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”

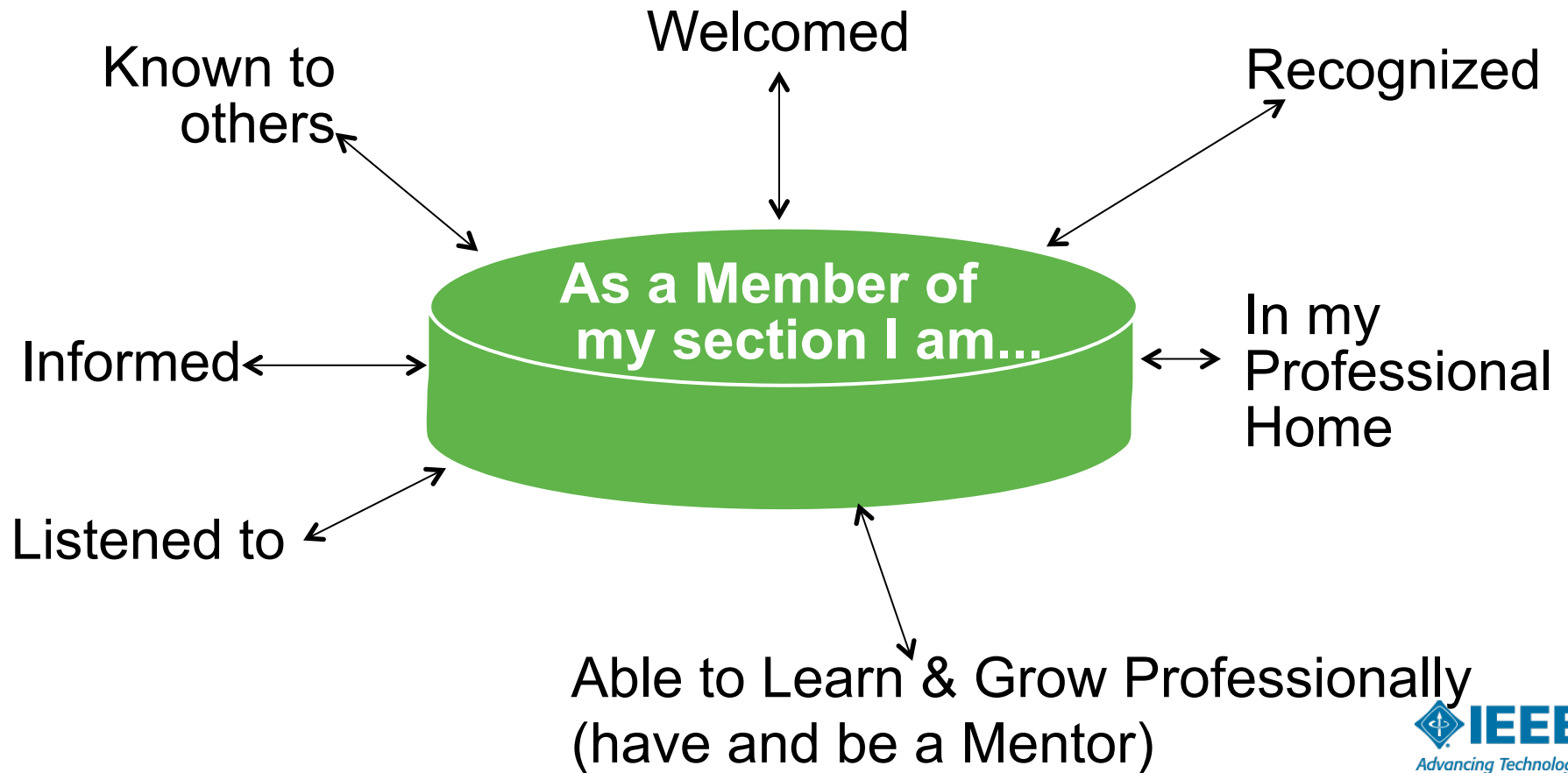
“I make a difference”

“I am the IEEE”

“I am a part of something great”

Truly satisfied members renew; truly satisfied members refer others to IEEE

Sections Asked to Focus on a Positive Member Experience at the Local Level



Barriers to Section Engagement Activities (from R3 Meeting)

- Succession planning
- Knowing the members
- Information overload ... focused e-mail
- Relationships with employers

2012 Portfolio focus on activities related to...

- Helping Sections Be Successful at Member Engagement
- Supporting Geographic Activity
- Measuring Our Progress

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 | 100% |
| SECon ME Exercise | 2Q2013 | 100% |
| Highlight 4 examples | 2Q2013 | 100% |
| Highlight 8 examples | 4Q2013 | 100% |
| | | |

Budget / Resources

R3 continues to explore and use tools to improve collaboration and hopefully results.

- WebEx with recordings posted
- Online Communities
- R3 Web Site Since 1998, the Region 3 ExCom meeting announcements, agendas, supporting materials and minutes have been posted to the web under the structure <http://ewh.ieee.org/reg/3/excom/meetings>
- xMind, Dropbox
- Google Docs
- Professional Productivity and Collaborations tools (coming real soon)

Telling ain't training – Treat training as an engagement opportunity as well as development.

- Running a professional activities program
- Succession planning, N&A Process
- Writing award nominations
- Engagement Advocacy
- vTools: meetings, surveys, voting, reporting
- Other tools: Doodle, ~~Skype~~ WebEx, ~~IEEE Online Community~~, new SAMIEEE, Netsuite, xMind (mindmap)

We made some temporary and permanent changes to our staffing.

- Did not staff MELC but move Role to ExCom (R3 Vice Chair tasked to ensure focus)
- Expanded SPC to contain other senior volunteers than just past IEEE Directors
- Expanded N&A to include the ~~GOLD~~ Young Professional Coordinator
- Expanded Mentor team beyond SPC members
- Declared that all Section XYZ committee chairs are a member of the Region XYZ committee (and expect them to meet to share problems and solutions)

Increased our investment in our student members through a ongoing commitment to fund a Fall training effort.

- The “student team” of RSAC, RSR, and SPAC coordinator visit 5-10 sites and in conjunction with some local support conducted a one day training activity for new student leaders.

Region 3 Conferences



IEEE SoutheastCon 2012

Innovating for a Better Tomorrow



March 15 – 18, 2012

Wyndham Orlando Resort Hotel, Orlando, Florida

- SoutheastCon
- Other conferences
 - Partnering with others
 - Section/Council Conferences

SoutheastCon 2013

April 4 – 8, 2013

Hyatt Regency
Jacksonville, Florida

<http://www.southeastcon2013.org>

We have (and continue) to take a hard look at our conference activities.

- Provide a valuable community activity for participants.
- Brand opportunities and risks
- Major source of revenue and risk
- At times, it seems we make the same mistakes rather than new ones
- Major focus at the Institute level

4 previous Directors passed away in 2012-3

Grover Dausmann, 1972-73

Sully Sullivan, 1974-75

Jim Beall, 1996-97

George McClure, 2006-7

Two of these directors were still serving the region.

George F. McClure
PAO, SoutheastCon Chair

**IEEE-USA Board of Directors
approved renaming one of its
major awards as the George F.
McClure Citation of Honor**



Jim Beall
Mentor Conferences Committee

**Region 3 has created the “Jim
Beall SoutheastCon Recognition”
to be presented to the General
Chair of each SoutheastCon at the
Awards Ceremony.**



Charles Hickman is ensuring the recording of our history.

- Maintains the history of Region 3



- Oral Histories on IEEE GHN



Bob Duggan

Dave Conner



Other IEEE Activities

1. **Open Access**
2. **Young Professionals**
3. **Hurricane Sandy**
4. **Section Vitality Dashboard**
5. **Careers – Resume Lab**
6. **Prof. Productivity & Collaboration Tools**

Open access is the term for a broad issue impacting authors, publishers, research sponsors, and readers across all disciplines.

- Disruption of the Internet
- Research sponsors who feel paying for the research and the authorship should allow them not to pay for the readers
- For profit publishers and not for profit publishers (like IEEE) derive significant revenue and provide significant services.

Information may wish to be free but everything else needs resources

- ▣ Peer review
- ▣ Production
- ▣ Brand → Trust, Confidence
- ▣ Packaging
- ▣ Dependable archival

Who pays?
“Reader”
“Author”

How much?

For what?

- ▣ Potential for other value-add services

IEEE Open Access

- ▶ Authors gain maximum exposure for their research and application-oriented articles with open access publications, freely available to readers.

Hybrid Journals

Subscription-based
and Open Access

Mega Journal

Multidisciplinary
Open Access

Fully Open Access Journals

Devoted to One
Technology Topic

IEEE is Engaged in Public Policy Debate Over Mandated OA

- Assn of American Publishers/Professional & Scholarly Publishers Div. studied usage half-life of journal articles
 - 2,812 journals from 13 publishers included in the survey
 - IEEE contributed its data to this survey
- Study confirmed IEEE's position that there is significant variation and that engineering and computer science have half lives of 36 to 48 months
- IEEE now participating in AAP/PSP effort to influence US policy makers who propose that articles be free just 12 months after publication – *even if published in a traditional subscription-supported journal*
 - No OA Article Processing Charges paid by author or research sponsor

IEEE Supports Industry Initiative to Offer Alternative for OA Mandates

- ▶ **ClearingHouse for Open Research of the US (CHORUS)**
 - IEEE was one of 21 publishers to provide seed money and professional staff support for start up of industry trade group
 - Fran Zappulla of Pubs Dept. serves on Board, Gerry Grenier of Publishing Technology Dept. on technical steering committee
- ▶ CHORUS now has operational pilot and is on track to start full production in July 2014
- ▶ Industry still waiting to see reaction from US agencies that submitted plans in August 2013 to US Office of Science & Technology Policy
 - US Department of Energy has submitted plans to integrate CHORUS with its PAGES program

Introducing IEEE youngprofessionals

- ▶ **What:** Transition from GOLD to IEEE Young Professionals
- ▶ **Why:** Improve member awareness and recognition
- ▶ Other changes coming for 2015 : (August 2014)
 - Young Professionals will become a “Membership”
 - Members within 15 years of first degree will be included by default



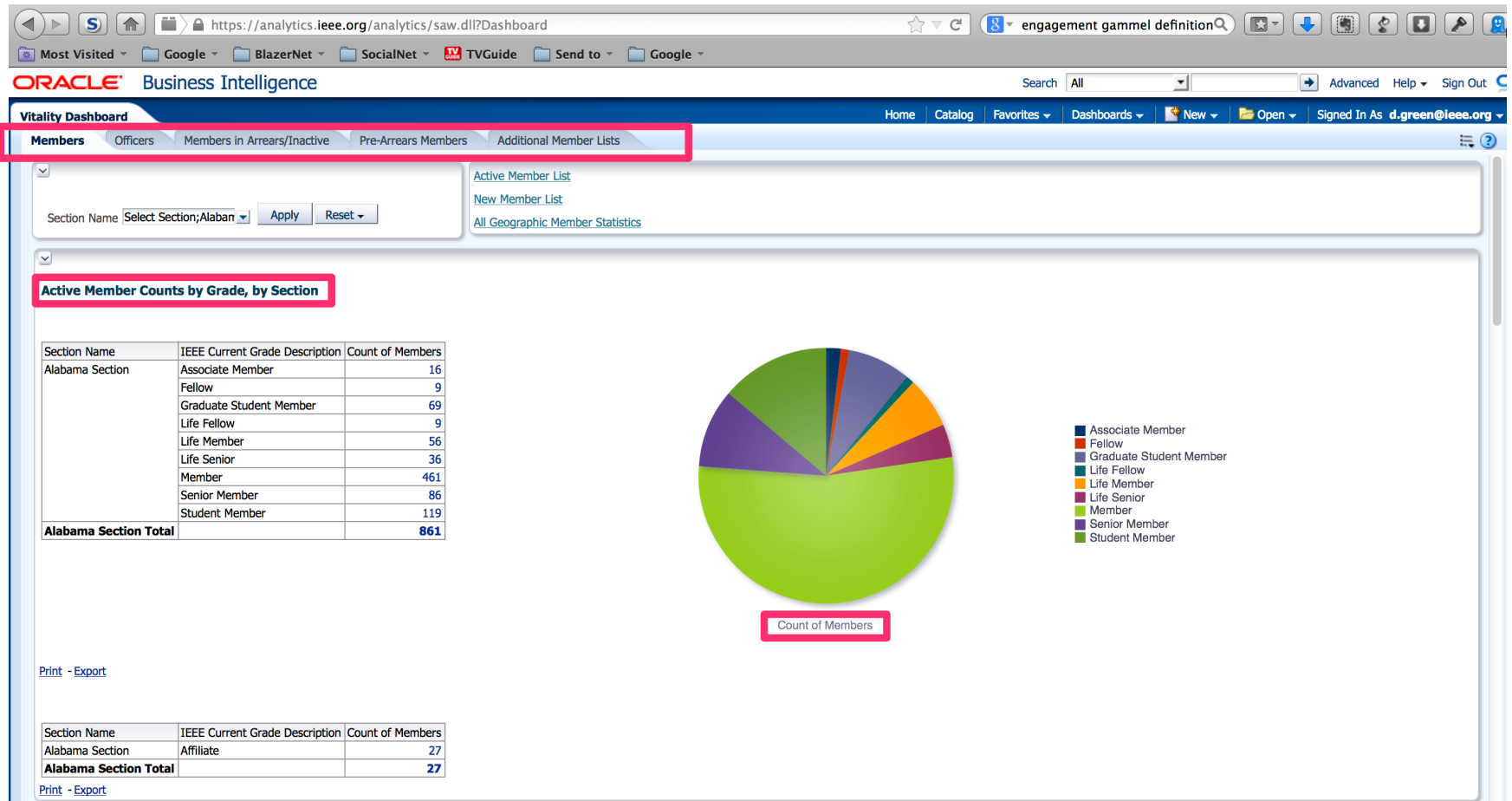
► To: Region 3

Super Storm Sandy caused quite a bit of damage along the east coast. Many IEEE staff members were personally affected. Additionally, the IEEE Operations Center went dark essentially running out of gas. As reported earlier, the cloud services were not impacted, IEEE XPlore and Spectrum Online were recovered to another facility as was the email alias system although it did not work well. The IEEE Board Series was shortened...

... I know that many Region 3 OUs were impacted by the non-availability of vTools and other IEEE services.

Many of the operational problems have since been addressed and others are in progress.

Vitality Dashboard



Vitality Dashboard

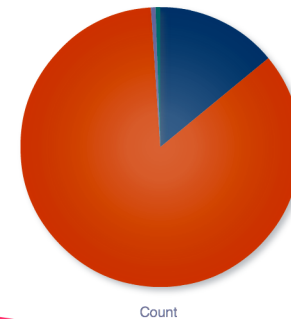
Active Student and Graduate Student Member Counts by School

| Section Name | School Name | Count |
|-----------------|-------------------------------------|-------|
| Alabama Section | Alabama A&M Univ | 1 |
| | Auburn Univ | 58 |
| | DeVry University Online | 1 |
| | Gadsden State Community College | 1 |
| | Georgia Institute of Technology | 1 |
| | Mississippi State Univ | 5 |
| | School Unknown | 1 |
| | Troy State Univ | 4 |
| | Troy University | 1 |
| | Tuskegee Univ | 8 |
| | Univ Of South Alabama | 1 |
| | Univ of Alabama-Birmingham | 42 |
| | Univ of Alabama-Huntsville | 1 |
| | Univ of Alabama-Tuscaloosa | 56 |
| | University of Alabama at Birmingham | 1 |
| | Unspecified | 3 |

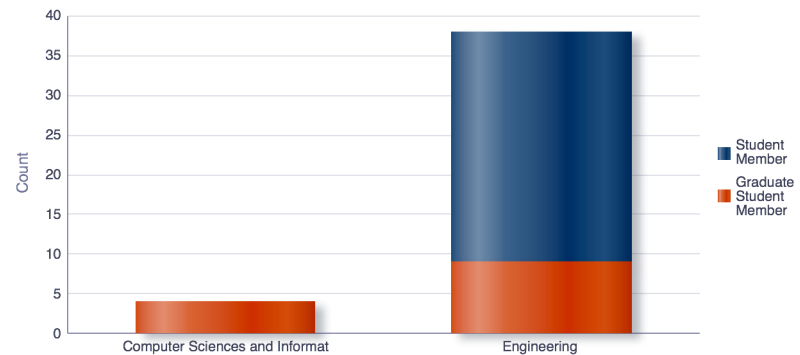
Note: This view may include any Student or Graduate Student Member that attends a school within your Section regardless of what Section their preferred address assigns them to.

■ Computer Sciences and Informat
■ Engineering
■ Mathematics

■ Technical Communications, Educ



Section Name
 School Name



Vitality Dashboard

Membership Count by Section, by Grade (with subtotals)



| Membership or Pub Name | Membership or Pub Code | Count of Members | | | | | | | | | | Count of Total |
|--|------------------------|------------------|------------------|--------|-------------------------|-------------|-------------|-------------|--------|---------------|----------------|----------------|
| | | Affiliate | Associate Member | Fellow | Graduate Student Member | Life Fellow | Life Member | Life Senior | Member | Senior Member | Student Member | |
| EEE Aerospace and Electronic Systems Society Membership | MEMAES010 | | | 1 | | | | 1 | 3 | | 1 | |
| EEE Antennas and Propagation Society Membership | MEMAP003 | | | | | | 1 | 1 | 4 | | | |
| EEE Circuits and Systems Society Membership | MEMCAS004 | | | | | | | | 1 | 1 | 1 | |
| EEE Communications Society Membership | MEMCOM019 | | 1 | 1 | | 2 | 2 | 5 | 34 | 4 | 5 | |
| EEE Components, Packaging, and Manufacturing Technology Society Membership | MEMCPMT021 | | | 1 | | 1 | | | 3 | 1 | | |
| EEE Computational Intelligence Society Membership | MEMCIS011 | | | | | 2 | 1 | | 2 | 2 | 1 | |
| EEE Computer Society Membership | MEMC016 | 23 | 4 | 1 | | 9 | 4 | 5 | 2 | 39 | 14 | 10 |
| EEE Consumer Electronics Society Membership | MEMCE008 | | | | | | | | 2 | | | |
| EEE Control Systems Society Membership | MEMCS023 | | | | | 1 | | | 13 | 1 | 1 | |
| EEE Dielectrics and Electrical Insulation Society Membership | MEMDEI032 | | | | | 1 | | | 2 | 1 | | |
| EEE Education Society Membership | MEME025 | | | | | | 2 | | 1 | 4 | | |
| EEE Electromagnetic Compatibility Society Membership | MEMEMC027 | | | 1 | | | | | 1 | | | |
| EEE Electron Devices Society Membership | MEMED015 | | | | | 1 | 2 | | 1 | 5 | | |
| EEE Engineering in Medicine and Biology Society Membership | MEMEMB018 | | | 1 | | | | 1 | 5 | 3 | | |
| EEE Industrial Electronics Society Membership | MEMIE013 | | | 5 | | 1 | 2 | 1 | 2 | 5 | | |
| EEE Industry Applications Society Membership | MEMIA034 | | | 2 | | | 1 | 3 | 5 | 26 | 13 | 1 |
| EEE Information Theory Society Membership | MEMIT012 | | | 1 | | | | | 2 | | | |
| EEE Instrumentation and Measurement Society Membership | MEMIM009 | | | | | | | | 3 | 2 | | |
| EEE Intelligent Transportation Systems Society Membership | MEMITSS038 | | | | | 1 | | | | | | |
| EEE Magnetics Society Membership | MEMMAG033 | 1 | | 1 | | 1 | | | 6 | 3 | | |
| EEE Microwave Theory and Techniques Society Membership | MEMMTT017 | | | | | | | | | 1 | | |
| EEE Nuclear and Plasma Sciences Society Membership | MEMNPS005 | | | | | 1 | | 1 | | 1 | | |
| EEE Oceanic Engineering Society Membership | MEMOE022 | | | | | | | 2 | | | | |
| EEE Photonics Society Membership | MEMPHO036 | | | | | 2 | | | 1 | 2 | | |
| EEE Power & Energy Society Membership | MEMPE031 | 2 | | 4 | 2 | | 2 | 7 | 5 | 123 | 25 | 2 |

Rows 1 - 25

Print - Export

Vitality Dashboard

ORACLE Business Intelligence

Search All Advanced Help Sign Out

Vitality Dashboard

Home Catalog Favorites Dashboards New Open Signed In As d.green@ieee.org

Members **Officers** Members in Arrears/Inactive Pre-Arrears Members Additional Member Lists

Counselor 1/1/2010

Print - Export

Volunteer History for Active Members

| Section Name | Member Number | Last Name | First Name | Middle Initial | Email Address | Home Phone | Work Phone | Organizational Unit Name | Organizational Type | Position Description | Position Start Date | Position End Date |
|-----------------|---------------|-----------|------------|----------------|---------------|------------|------------|--|---------------------|-------------------------|---------------------|-------------------|
| Alabama Section | | Adams | Robert | L | | | | Alabama Section Chapter, IA34 | Chapter | Chapter Chair | 01/01/1999 | 12/31/2001 |
| | | Adkison | John | P | | | | Montgomery Subsection | Sub-section | Chair | 06/01/1987 | 06/30/1988 |
| | | | | | | | | | | Professional Activities | 01/01/1988 | 06/30/1988 |
| | | | | | | | | | | Secretary/Treasurer | 06/01/1985 | 06/30/1988 |
| | | | | | | | | | | Vice Chair | 06/01/1986 | 06/30/1987 |
| | | Agrawal | Vishwani | D | | | | Comp-Board Of Governors | Board | Non Voting Member | 01/01/1987 | 12/31/1990 |
| | | | | | | | | Comp-Fellows Committee | Committee | Chair | 01/01/1994 | 12/31/1994 |
| | | | | | | | | | | Member | 01/01/1993 | 12/31/1993 |
| | | | | | | | | Comp-Transactions On Vlsi Editorial Board | Board | Member | 01/01/2005 | 12/31/2005 |
| | | | Prathima | | | | | Comp-Transactions On Mobile Computing Editorial Bo | Board | Member | 01/01/2003 | 12/31/2003 |
| | | | | | | | | | | | 01/01/2004 | 12/31/2004 |
| | | | | | | | | | | | 01/01/2005 | 12/31/2005 |
| | | | | | | | | Daniel E Noble Award Committee | Committee | Member | 05/01/2011 | 04/30/2014 |
| | | | | | | | | IEEE Fellow Committee | Committee | Member | 01/01/1992 | 12/31/1994 |
| | | Appleby | Thomas | C | | | | Alabama Section | Section | Membership Development | 06/01/1983 | 06/30/1984 |
| | | Appling | Walter | L | | | | Alabama Section Chapter, COM19 | Chapter | Chapter Chair | 06/01/1982 | 07/31/1983 |
| | | Austin | Thomas | F | | | | Alabama Section Chapter, PE31 | Chapter | Chapter Chair | 06/01/1984 | 06/30/1985 |
| | | Barnett | David | A | | | | Alabama Section Chapter, PE31 | Chapter | Chapter Chair | 01/01/2007 | 12/31/2008 |
| | | Bates | F | E | | | | Gadsden State Community College Sb | Student Branch | Counselor | 07/02/1996 | |
| | | Black | Steven | B | | | | Alabama Section | Section | Educational Activities | 06/01/1984 | 06/30/1985 |
| | | Bradshaw | Michael W | K | | | | Alabama Section Chapter, PE31 | Chapter | Chapter Vice Chair | 01/01/2011 | |
| | | Brockman | Eric | O | | | | Montgomery Subsection | Sub-section | Chair | 07/01/1992 | 09/30/1992 |
| | | | | | | | | Alabama Section | Section | Chair | 01/01/2014 | |
| | | | | | | | | | | Member-At-Large | 01/01/2010 | 12/31/2013 |
| | | | | | | | | Alabama Section Chapter, COM19 | Chapter | Chapter Chair | 01/01/2002 | 12/31/2002 |

ROWS 1 - 25

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IEEE ResumeLab

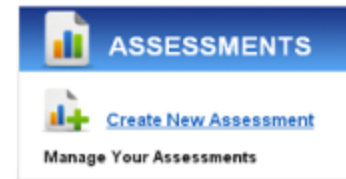
ieee.org/resumelab

Launched
31 January

- New member benefit
- Create resumes and cover letters using customized templates
 - Built-in training & tool tips
- Build video resumes, work portfolios
- Take mock interviews with 900+ practice interview questions
- All publishable to sharable website



IEEE ResumeLab



Contact: Rory McCorkle : r.mccorkle@ieee.org

IEEE Professional Productivity and Collaboration Tools

Ralph Ford, David Green, Fred Mintzer, Gianluca Setti

Fall Board Series, New Brunswick, November 2013



Ver. 5.0

PPCT Project Objective

Target professional needs of authors, researchers, and current/potential IEEE members by developing tools to:

- remotely collaborate in a seamless way
- access and manage the information they need in their profession in a very efficient way
- strengthen connections with the global community of technology professionals
- accelerate research and publication with improved tools
- facilitate professional development and networking

To reflect this, the project name is

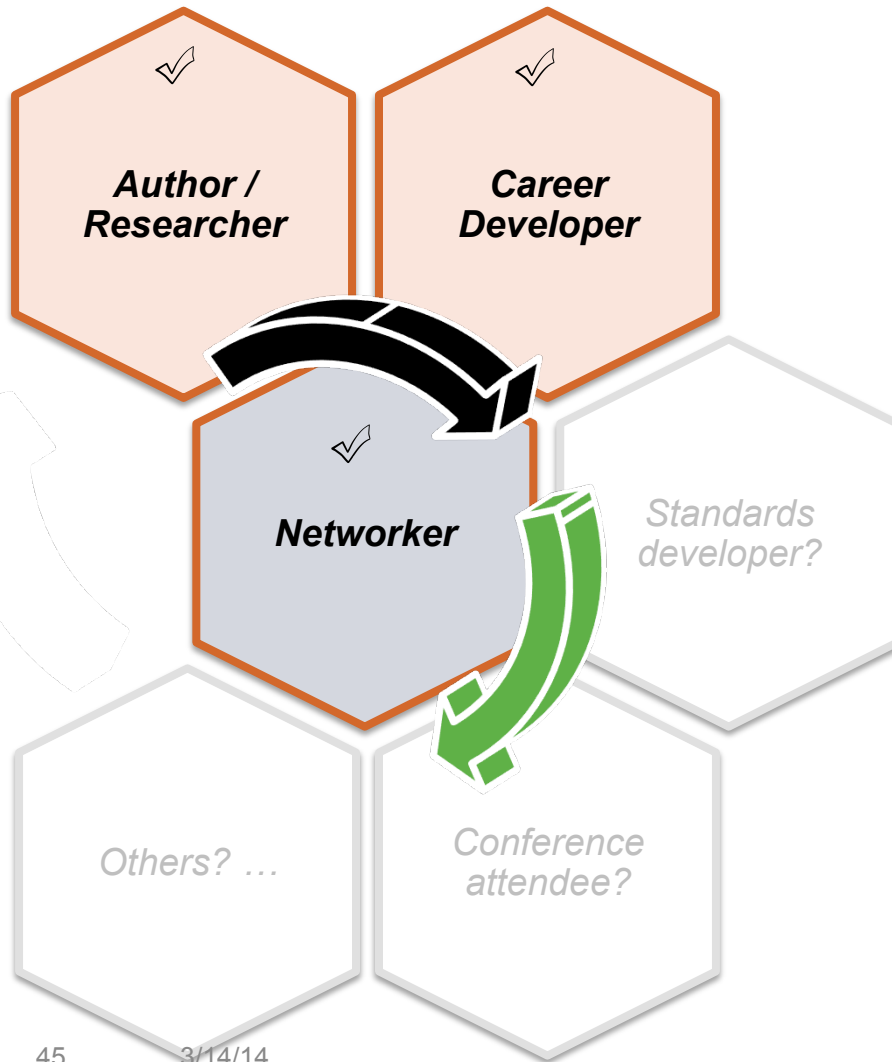
Professional Productivity and Collaboration Tools
(PPCT)

This isn't just another social network

IEEE does not want to create "yet another" general purpose social networking platform (e.g. Facebook, LinkedIn, Google+)

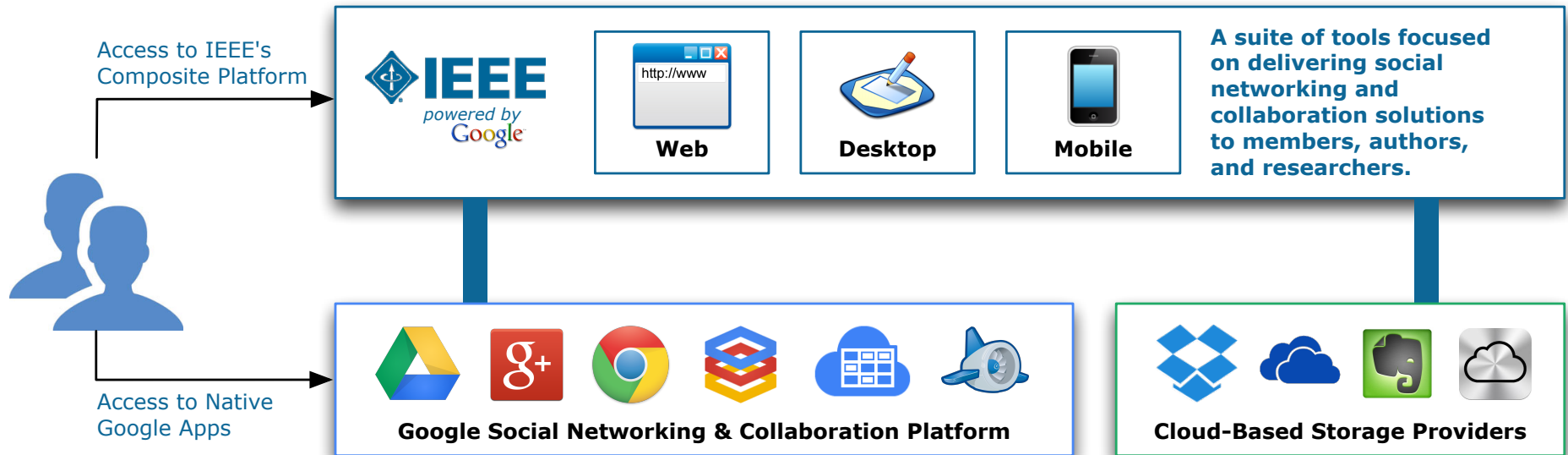
but to create a specialized service with a scope and depth of expertise in engineering and technology not found in general social networks.

Business Approach



- User engagement based on functional roles (audience segments or “personas”)
- Initial plan addresses 3 audiences, with the networker experience being foundational to all
- IEEE and Society membership are a type of relationship, transcending audiences
- Opportunities for additional audiences will be examined in the future (e.g. standards developers or conference attendees)

Delivered by IEEE, Initially Powered by Google



R3 Projects 2013

Five R3 Projects were established by R3 committee SoutheastCon 2013



360 Degree View of Member



SoutheastCon Structure



Leadership Development / Training



Remote Conferencing/Meetings



STEM

Photos from LinkedIn

Wrapping up and moving forward into 2014-15's activities to : **I**nspire, **E**nable, **E**mpower and **E**ngage Members of **IEEE**.

- We have looked back at 2012-3 to see where we have been
- Continue the strategic direction (where we think it still applies)
- Draw strength from our ability to make changes
- Understand that change takes time, energy, and continuity