Workshop Agenda

8:30 – 8:45  INTRODUCTIONS  All Attendees

8:45 – 9:15  CHAPTERS DEPARTMENT OVERVIEW  K. Peterson
- Organization
- Strategic Plan
- Department Budget

10:45 – 11:30  COMMUNICATIONS COMMITTEE  E. Hesla
- Chapters Award Program
- Chapter Observations

10:00 – 10:15  BREAK

10:15 – 10:45  CHAPTERS DEVELOPMENT COMMITTEE  M. Harris
- Chapters Growth & Statistics
- Inactive Chapters
- Chapter Growth Potential
Workshop Agenda

10:45 – 11:30  MEMBERSHIP COMMITTEE  C. Reid
   - Membership Growth & Statistics
   - 2000 Action Plan

11:30 – 12:00  DL & RS COMMITTEE  M.A. Rahman
   - Distinguished Lecturers Program Overview
   - Regional Speakers Program Overview

12:00 – 2:00  AWARDS LUNCHEON

2:00 – 2:30  ELECTRONIC PUBLICATIONS COMMITTEE  W. Ghattas

2:30 – 3:15  CHAPTERS MANUAL COMMITTEE  D. Hucul
   - Overview of Status of Leadership Manual

3:15 – 3:30  CLOSING REMARKS & ADJOURN  K. Peterson

IEEE IAS Chapters & Membership Department Workshop
Department Organization

Department Chair
Kevin Peterson

Membership Committee
Clayton Reid

Chapters Communication Committee
Erling Hesla

Electronic Publications Committee
William Ghattas

Chapters Manual Committee
Darin Hucul

Chapters Development Committee
Mark Harris

DL & RS Program Committee
M.A. Rahman

Regional Area Chairs

Chapter Chairs

IEEE IAS Chapters & Membership Department Workshop
## Department Strategic Plan

<table>
<thead>
<tr>
<th>Chair</th>
<th>1999</th>
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<td>Establish Student Chapters Committee</td>
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<td>Publish Department Newsletter</td>
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| Membership                                |      |      |      |      |      |
|Membership Marketing Brochure              | X    |      |      |      |      |
|Membership Application Form                | X    | X    | X    | X    | X    |
|IAS Marketing Video (5 yr cycle)           | X    |      |      |      |      |
|World Wide Advertising                     |      | X    | X    | X    | X    |
|Membership Drive at Conferences            | X    | X    | X    | X    | X    |

| Development                               |      |      |      |      |      |
|Grow Chapters by 5%                        | X    | X    | X    | X    | X    |
|Chapter Officers Training Video (5 yr cycle) | X    |      |      |      |      |
|Rescue Inactive Chapters                   | X    | X    | X    | X    | X    |
|World Wide Advertising                     |      | X    | X    | X    | X    |
|Sections’ Congress                         | X    |      |      |      |      |

| Communication                              |      |      |      |      |      |
|Makeup Chapters Orientation Package         | X    | X    | X    | X    | X    |
|Chapters’ Ratings & Awards                  | X    | X    | X    | X    | X    |
|Conduct Chapters’ Survey                    | X    |      |      |      |      |
|Recruit, Training & Support of Area Chairs  | X    | X    | X    | X    | X    |

| DL & RS Program                            |      |      |      |      |      |
|Nominations of D. L. & R. Speakers          | X    | X    | X    | X    | X    |
|Revise D. L. & R. Speakers Program Brochure | X    |      |      |      |      |
|Improve & strengthen the RS Program         | X    |      |      |      |      |

| Electronic Publications                     |      |      |      |      |      |
|Update Department WWW Homepage              | X    | X    | X    | X    | X    |
|Update Department CD-ROM                     | X    | X    | X    | X    | X    |
|Develop ”virtual chapter” concept           | X    |      |      |      |      |
|Implement ”virtual chapter” concept         |      |      |      |      |      |

| Chapters Manual                            |      |      |      |      |      |
|Revise Chapters Leadership Manual           | X    | X    | X    | X    | X    |
|Revise Area Chair Manual                    |      | X    |      |      |      |

| Area Chairs                                |      |      |      |      |      |
|Distribute Chapters Orientation Package     | X    | X    | X    | X    | X    |
|Submit Chapters Semi Annual Reports         | X    | X    | X    | X    | X    |
### 2000 Proposed Budget

**Chapters Communications Committee**
- Travel in Support of Membership & Development (R9 & R10) $10,000
- Phone, fax, postage, duplication & office supplies $1,000

$11,000 $3,850 $7,150

**Chapter Development Committee**
- Start Up Grants & Seed Money $2,000
- Chapter Promotional Support for R8 $4,000
- Promotional Material $500
- Phone, fax, postage & office supplies $500

$7,000 $7,000

**Chapters Manual Committee**
- Phone, fax, postage & office supplies $500

$4,000 $3,000 $1,000

**Distinguished Lecturers & Regional Speakers Committee**
- Distinguished Lecturers $10,000
- Regional Speakers $4,500
- Phone, fax, mail $1,500

$16,000 $16,000

**Electronic Publications Committee**
- Web Site Update (virtual chapter) $1,500
- Software $500
- Phone, fax, mail $1,800

$3,800 $7,500 (3,700)

**Membership Committee**
- Society Membership Drives at IAS Sponsored Conferences $4,500
- Society Marketing & Membership Brochures $3,100
- Advertising: IAS Magazine & IEEE Potentials (Students) $2,500
- Postage for CD ROM, Videos & Leadership Manuals $2,500
- New Member Welcome Letter Postage $1,800
- Phone, fax, postage $300

$14,700 $13,400 $1,300

**Area Chairs**
- Development Support, phone, fax, mail - Regions 1-6 $8,000
- Development Support, phone, fax, mail - Regions 7-10 $7,000

$15,000 $10,000 $5,000

**Department Technical Video Library**
- IEEE Technical Videos - purchases & mailings $1,000

$1,000

**Professional & Technical Tutorials**
- Program Support & Development $1,000

$1,000

**Department Annual Workshop**
- Complementary Registration for Chapter & Area Chairs $11,000
- Equipment, coffee, juice $500

$11,500 $8,930 $2,570

**Department Tools, Accessories & Supplies**
- Awards Certificates & Plaques $300
- IAS Lapel Pins for Incoming Chapter Chairs $320
- Stationery, diskettes, etc. $500
- Phone, fax, postage $1,000

$2,120

**TOTAL DEPARTMENT BUDGET** $87,120 $74,800 116%

---

**IEEE IAS Chapters & Membership Department Workshop**
# IEEE IAS Chapters & Membership Department Workshop

## 1999 Budget vs. Expenses

<table>
<thead>
<tr>
<th>Committee/Membership Department</th>
<th>Budget</th>
<th>Incurred</th>
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<tbody>
<tr>
<td><strong>Chapters Communications Committee</strong></td>
<td>Travel in Support of Development &amp; Membership</td>
<td>$3,000</td>
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<tr>
<td></td>
<td>Awards</td>
<td>$150</td>
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<td>Phone, fax, postage, duplication &amp; office supplies</td>
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<tr>
<td><strong>Chapter Development Committee</strong></td>
<td>Start Up Grants &amp; Seed Money</td>
<td>$2,000</td>
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<td>Chapter Promotional Support for R8, R9 &amp; R10</td>
<td>$4,000</td>
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<td>Chapter Officer Video (budgeted 1998)</td>
<td>$ -</td>
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<tr>
<td></td>
<td>Promotional Material</td>
<td>$500</td>
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<td>Phone, fax, postage &amp; office supplies</td>
<td>$500</td>
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<tr>
<td><strong>Chapters Manual Committee</strong></td>
<td>Printing of Chapter Leadership Manual '99 Edition</td>
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<td>Phone, fax, postage &amp; office supplies</td>
<td>$300</td>
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<td>Update Chapters Dept Publications CD</td>
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<td><strong>Area Chairs</strong></td>
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<td>Development Support, phone, fax, mail - Regions 7-10</td>
<td>$4,000</td>
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<tr>
<td><strong>Department Technical Video Library</strong></td>
<td>IEEE Technical Videos - purchases &amp; mailings</td>
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<td>Professional &amp; Technical Tutorials</td>
<td>$285</td>
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<td><strong>Department Annual Workshop</strong></td>
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<td></td>
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<tr>
<td></td>
<td>Phone, fax, postage</td>
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</table>

**Total Department Budget** | $74,800 |

IEEE IAS Chapters & Membership Department Workshop
Area Chair Responsibilities

- Communications
  - Semi-Annual Reports
    - New Officers Data
    - Chapter Activity Rating Sheets
  - Inputs for Department Quarterly Report to the Executive Board
  - Encourage Chapters to Submit Articles for Chapter News in IAS Magazine
Area Chair Responsibilities

- Chapter Development
  - Request Funds by August 15th for Development Initiatives
  - Work Closely with the Chapter Development Committee to Promote New Chapters & Revive Inactive Chapters in Your Region
Chapter Mission

An IAS chapter is a geographic IEEE entity whose purpose is...
- To tune into the particular needs of members and companies in their areas as it relates to industry applications
- To organize a custom blend of professional development and support programs related to industry applications
Meeting Members’ Needs

Chapters can utilize programs available from the Chapters & Membership Department...

- Technical Video Library
- Technical Tutorial Support
- Distinguished Lecturers Program
- Regional Speakers Program
- Committee / Area Chair Support
Department Newsletter

- First publication planned for Dec 99
- Semi-annual publication, 4 to 6 pages
- Information on chapter programs, planned DL engagements, chapter news, and department initiatives
- Distribution by email using PDF format
  - Post on CMD web site
  - Mail to chairs without email
IAS Chapters & Membership Department

1999 Chapter Communications Report

Erling Hesla
Chapter Communications Committee Chair
What Works for Awards?

- Good Service to Members
- Good Records and Reports
- Tutorials & Seminars
- Attendance at Annual Chapters Workshop
Who Excelled This Year?

- Small Chapter Award
  Rock River Valley Chapter
  Chair: Jim Buerosse

- Small Joint Chapter Award
  Rochester Chapter
  Chair: Gualtiero Faustoferri
Who Excelled This Year?

- Large Chapter Award
  San Francisco Chapter
  Chair: Susanna Van Leuven

- Large Joint Chapter Award
  Florida West Chapter
  Chair: Mary Ellen Thacker
Who Excelled This Year?

- Special Recognition
  Houston Chapter
  Chair: Sunita Kulkarni

For outstanding development of a continuing education program
Chapter Observations

What Works in Chapters?

Whatever the Members Want

IEEE IAS Chapters & Membership Department Workshop
Chapter Observations

- What Do Members Want?
  - Technical Information
  - Engineering Contacts
  - Personal Participation
  - Continuing Education

- Who Does the Work?
  - Members
  - Mentors
  - Initiates
Chapter Observations

- Who Pays?
  - Employers
  - Individual Members
  - IEEE / IAS

- Who Gains?
  - Individual Members
  - Employers
Conclusions

- Participate for Your Own Good
- For Employer’s Good
- Encourage Others for Their Good

**IAS Chapters Are a Resounding Success, Regardless of Size or Degree of Activity!**
Chapters Workshop

15 Minute Break
1999 Chapter Development Report

Mark Harris
Chapter Development Committee Chair
Development Agenda

- New Chapters
- Inactive Chapters
- Potential Chapters
- Chapter Development Tools
- 1999–2000 Plan
Chapter Growth

Four New Chapters Formed in 1999

- Benelux (Region 8) – 47 members
- Bombay (Region 10) – 34 members
- Peru (Region 9) – 55 members
- Egypt (Region 8) – 46 members
Dissolved Chapters

The 1998 IEEE Annual Report indicates that no IAS chapters were dissolved in 1998
Chapters Not Reporting

Chapters not reporting meetings in 1997 (no L–31 form submitted through the Section):

- Nashville
- St. Louis
- Wichita
- Central & South Italy
- North Italy
- South Africa
- Turkey
Potential IAS Chapters

- Section and membership statistics in the 1998 Annual Report to the Secretary can be analyzed to determine the potential for new IAS chapters.
- The membership database SAMIEEE can be used to obtain more detailed current member & contact information.
Potential IAS Chapters

A summary by region is compiled showing:
- IAS membership numbers by region
- Number of sections with IAS chapters
- Number of sections w/o IAS chapters but with
  • IAS membership greater than 12 (minimum)
  • IAS membership greater than 40
## Chapter Opportunities

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<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
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<td>IAS Members in Region</td>
<td>1027</td>
<td>1391</td>
<td>1435</td>
<td>1332</td>
<td>1354</td>
<td>1555</td>
<td>831</td>
<td>1503</td>
<td>911</td>
<td>1444</td>
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### Present Number of Sections and Chapters in Region

| Sections | 22 | 22 | 43 | 24 | 24 | 36 | 20 | 39 | 29 | 43 |
| IAS Chapters | 9 | 9 | 9 | 6 | 8 | 16 | 7 | 9 | 9 | 17 |

### Number of Sections with IAS Chapter Potential in Region

| Sections with 12 IAS Members or more | 5 | 8 | 23 | 13 | 11 | 7 | 10 | 19 | 11 | 17 |
| Sections with 40 IAS Members or more | 2 | 4 | 3 | 5 | 3 | 2 | 2 | 6 | 2 | 6 |

IEEE IAS Chapters & Membership Department Workshop
Development Committee

Provide support and tools for:

- Chapter Startup
- Chapter Rejuvenation
- Chapter Maintenance & Development
- Regional / Global Chapter Development
Development Tools

- Membership Information (SAMIEEE database updated every month)
  - Section membership statistics
  - Member address / contact lists
  - Geographic / industry breakdowns

- Orientation Package
  - CD ROM, Leadership Manual, etc.
Development Tools

- Videos
  - IAS Promotional Video
  - Chapter Officer Orientation Video

- Startup Assistance
  - $500 grant to assist in the development of chapter programs
Development Tools

- Maintenance & Development
  - Special Funding
  - Membership Information
- Chapter Activity
  - Speaker Programs
  - Video Library
IEEE Resources

- IEEE Regional Activities (RAB)
  - Regional Roster list with entities and leaders by region
- Annual Report of the Secretary
  - Membership / chapter statistics by region and by society
IEEE Resources

- IEEE Technical Activities (TAB)
  - Staff dedicated to technical society chapter support
  - Provides information for all societies (useful for joint chapter initiatives)
  - IEEE Chapter Home Page
    http://www.ieee.org/organization/tab/ciaindex.html
TAB Chapter Promotion

- Technical Activities Initiative for Chapter Growth in Region 8
  - Letters direct to sections and chapters from Mike Adler, VP for Technical Activities, encouraging establishment of technical society chapters
  - Included table showing sections with more than 25 society members that do not have existing chapters
1999-2000 Strategic Plan

- Grow Chapters by 5%
- Inactive Chapters – Rejuvenation
- Regional and Global Promotion
- Sections Congress Minneapolis
Grow Chapters by 5%

- Potential exists in all regions
- Need individuals in the section motivated to undertake the petition process
- CMD will assist with forms and procedures
Inactive Chapters

Provide assistance to local organization in the form of:

- Information – addresses, email lists, etc.
- Facilitate access to Chapters & Membership Department resources
- What do you need?
Promotions

Regional and Global Initiatives
- Distinguished Lecturer Tours
- Articles / items in regional publications
- Articles / items in IAS Magazine
- Meetings
Sections Congress

Will take place in Minneapolis
- Opportunity to interact with regional, section and chapter leaders
- Plan active participation in 2002 by supporting workshops for more visibility
Summary

Chapter Development exists to:
- Promote chapter growth and activity
- Provide resources and assistance to regional and local groups to establish, maintain and rejuvenate chapters
1999 Membership Report

Clayton Reid
Membership Committee Chair
Membership Goal

- 3% Growth Each Year
- Year 2000: 13,430 Members

FACT

- It Takes Approximately 1,400 New Members a Year to Maintain Zero Growth
IAS New Membership

Members

Jan-Feb 411
Mar 170
Apr 102
May 100
Jun 97
Jul 40
Aug 127

1999

IEEE IAS Chapters & Membership Department Workshop
Membership Statistics

Members 11,395 11,199 11,143 12,122 12,514 12,937 12,793 12,141

IEEE IAS Chapters & Membership Department Workshop
### Society Comparison

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<th>Active Members</th>
<th>Arrears Members</th>
<th>Act/Arr Members</th>
<th>% Arrears</th>
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<td>SSC037</td>
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<td>12,014</td>
<td>2,441</td>
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<td>2,892</td>
<td>13,707</td>
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*IEEE IAS Chapters & Membership Department Workshop*
## IAS Membership Statistics

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<th>Year</th>
<th>Active Members</th>
<th>Arrears Members</th>
<th>Act/Arr Arrears</th>
<th>%</th>
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<td>12,514</td>
<td>1,852</td>
<td>14,366</td>
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<tr>
<td>1997</td>
<td>12,937</td>
<td>1,840</td>
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<tr>
<td>1998</td>
<td>12,640</td>
<td>1,909</td>
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<tr>
<td>1999</td>
<td>12,014</td>
<td>2,441</td>
<td>14,455</td>
<td>16.9%</td>
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# Membership Strategic Plan

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<td>IAS Marketing Video</td>
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</table>
Membership Development

The 4 R’s of Membership Development...

- Recruitment
- Retention
- Recovery
- Recognition
1999 Membership Drives

- Membership Drives Were Held at the Following Conferences...
  - March – APEC 99 – Dallas, TX
  - April – IEEE Cement – Roanoke, VA
  - May – Industrial and Commercial Power Systems – Sparks, NV
  - May – International Appliance – Lafayette, IN
1999 Membership Drives

- Membership Drives (continued)...
  - May – Textile Film And Fiber – Atlanta, GA
  - June – IEEE Pulp & Paper – Seattle, WA
  - July – PEDS 99 – Hong Kong
  - Sept – Petroleum And Chemical – San Diego, CA
  - October – IAS Annual Meeting – Phoenix, AZ
1999 Annual Meeting Drive

- IAS Membership Booth
- IAS Membership Support
  - Bob and Lee Myers Of Myers/ Smith
  - Mailings
  - New Member Welcome Letters
  - Conferences
Membership Development

Channels for New Members...
- Conferences
- Chapters
- IAS Magazine
- IEEE Membership
- IAS Membership Society Brochure
- IAS Video
- Free IAS Membership Letter
Retaining Members

- Quality Products and Services
- New Member Welcome Letter
- Membership Directory
- Work with Local Chapters
- Conferences
- WWW Site
- IAS Magazine / Transactions
Recovering Members

What IAS is Doing...
- Arrears Telemarketing and E-Mail
- Maintain List of Members in Arrears on Computer
- Arrears Mailings – As Requested

Are We Doing Enough to Recover Members?
2000 Action Plan

- Global Focus
- Color IAS Society Membership Brochure
- Conference Membership Drives
- Society Video
- Advertising
- IAS Magazine
Membership Objective

Pursue Plan and Implement Effective Programs to Achieve Growth in Membership
IAS Chapters & Membership Department

1999 Distinguished Lecturers & Regional Speakers Program Report

M.A. Rahman
DL & RS Program Committee Chair
Distinguished Lecturers

Overview
- Program has been successfully established and implemented
- Working smoothly over the past 9 years
- Positive feedback from IAS members & officers and from other IEEE societies

Purpose
- Provide access to best IAS Lecturers for IAS chapter technical meetings
Distinguished Lecturers

Lecturers
- Six DLs are elected for a two-year term (current DL’s available through 1999)
- Minimum qualification is IEEE Fellow status
- Where to find DLs & topics...
  - Appendix has copy of 98–99 DL Booklet
  - Chapters & Membership Department Web Site
Distinguished Lecturers

- How the Program Works
  - Supports up to $500 US for each lecture
  - Chapter usually covers local expenses

- Committee Budget
  - 2000 budget request is $10,000
  - This provides support for approximately 20 lectures at IAS chapter meetings worldwide
Regional Speakers

- **Overview**
  - Program established 7 years ago
  - Separate financial allocation in 1997
  - Program requires regional support from the Area Chairs

- **Purpose**
  - Provide quality presentations by knowledgeable regional speakers for IAS chapter technical meetings
Regional Speakers

- Speaker Selection
  - Initial selection left to the Chapter Area Chairs
  - Requests can be made directly from IAS chapter
  - Region 10W published booklet in 1998

- Refer to Appendix for Regional Speaker Program Guidelines
Regional Speakers

- How the Program Works
  - Supports up to $300 US for travel expenses each lecture
  - Speakers should reside within the Region’s boundary
  - Requires prior approval

- Committee Budget
  - 1999 budget request is $4,500
Chapters Workshop

Break for
Awards
Luncheon
IAS Chapters & Membership Department

1999 Electronic Publications Report

William Ghattas
Electronic Publications Committee Chair
Committee Members: Phong Do, Randy Denton
Objective

*Provide and maintain various electronic media as a versatile link between IAS members, the Chapters & Membership Department and IEEE societies and services*
Department Web Site

- Annual Workshop
- Department Roster
- Department Roster
- Area Chairs
- Technical Video Library
- Distinguished Lecturers
- Strategic Plan
- Chapter Database
- Chapter Maps
- Forms for downloading
- Links to IAS Conferences, TAB & Chapters

What Are We Working On?

Additional Web Site Improvements
- On-line access to planned Department Newsletter
- On-line access to the Chapters Database
- On-line access to the IAS Promotional Video and IAS Officers Video
What Are We Working On?

Update to Department CD-ROM
- Include all forms and applications in MS Word format
- Include both the IAS Promotional Video and IAS Officers Video
- Include links on CD to Department Homepage
Virtual Chapters

- Refine Virtual Chapter Concept
- Implement First Virtual Chapter in 2000

IEEE IAS Chapters & Membership Department Workshop
Virtual Chapters

- Purpose / Benefit
- Format
- Frequency of virtual meetings
Virtual Chapters

Ideas for Implementation

IEEE IAS Chapters & Membership Department Workshop
IAS Chapters & Membership Department

1999 Chapters Manual Report

Darin Hucul
Chapters Manual Committee Chair
Vision Statement

To publish an IAS Chapter Leadership Manual that will help chapter executives around the world build, maintain and grow strong and healthy chapters that deliver timely, informative and professional programs to IAS members.
Goal

For all chapter leaders to have a current, accurate and easy-to-use reference manual
Objectives

- Revise the 1995 IAS Leadership Manual
- Develop a Millennium Manual with the help of today’s chapter leaders
- Compile comments from the IAS Annual Meeting – November 1999
- Compile current IEEE forms – November 1999
Objectives

- Deliver manual to 80+ chapters around the world in February 2000
Today’s Situation

- MS Word document
- Document includes 1996 comments from Mr. Tony Furfari and Mr. Caio Ferreira
- Estimate for publishing: $3,500
- IEEE to publish (Ann Burgmeyer)
History of Manual

- 350 copies were printed
- Updated information was compiled in 1996 by Mr. Michael Garretson
- Update dormant for last two years
Ideas Required

- Include relevant information and ideas from successful chapter leaders
- New, flashier cover
- Complete listing of forms
- Relevant links to information on the internet
Working Session

Working session and presentation – four groups
- Cover design ideas
- Proofread four pages
- All IEEE forms included?
- Additional ideas
Questions or Comments

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