MGA position statement and focus for 2018

Martin Bastiaans

IEEE VP, Member and Geographic Activities
Overview

- A few things about myself
  - About my professional life
  - (About my IEEE history)

- My position statement for MGA

- My focus for 2018 and MGA Board retreat topics
  - Communicating our values
  - Sections Congress recommendations

- MGA Strategic Planning Committee
  - Committee focus for 2018
About my professional life

- Eindhoven University of Technology, EE Department
  - MSc Electrical Engineering 1969; PhD Technical Sciences 1983
  - Assistant Professor 1969-1985; Associate Professor 1985-2012
  - International Educational Activities Coordinator 2001-11
  - Board of Examiners 2005-11
- >180 journal papers, conference papers, book chapters
- Fellow Optical Society of America 1994
- Fellow IEEE 2010
- Retired, but still a guest researcher at Eindhoven Univ.
  - almost 100% of my time available for IEEE
Some activities (lectures, courses) outside my own university

- Lectures and seminars at **Georgia Tech**, Atlanta (R3)
- Lectures and seminars at **Texas Tech**, Lubbock (R5)
- Winter College at The Abdus Salam **International Centre for Theoretical Physics**, Trieste, Italy (R8)
- **Colaborador Honorífico** at Facultad de Ciencias Física, **Universidad Complutense de Madrid** (R8)
- Photonics summer course in **Oaxtepec**, Mexico (R9)
- Sabbatical at Instituto de Ciencias Físicas, **Universidad Nacional Autónoma de México**, Cuernavaca (R9)
- Lectures and seminars at **National University of Singapore** and **University of Sydney** (R10)
- Several summer courses at **IIT Madras**, Chennai (R10)

Allowed me to see the culture in many IEEE Regions and Sections
About my IEEE history

- S’69-M’69-SM’85-F’10-LF’13
- Eindhoven Student Branch Counselor 1996-2007
- Region 8
  - SAC team: Student Paper Contest Coordinator 1999-2009
  - Student Activities Chair 2007-08
  - Director-Elect 2011-12, Director 2013-14, Past Director 2015-16
  - N&A Subcommittee Member 2011-14, Chair 2015-16
  - A&R Subcommittee Member 2011-12, 2015-16
  - Strategic Planning Subcommittee Member 2015-16
- Benelux Section Executive Committee member 2004-12
  - Vice Chair 2005-06, Chair 2007-08, Past Chair 2009-10
  - Awards & Member Grade Elevation Coordinator 2011-12
Member and Geographic Activities

- **Student Activities Committee 2007-11**
  - Member 2007-11; Vice Chair 2009; Chair 2010 (Member Engagement and Life Cycle Committee, Potentials Editorial Board); Past Chair 2011

- **Geographic Unit Operations Support Committee**
  - Member 2011-12; Chair 2015-16

- **GOLD Committee**, Member 2012

- **Sections Congress Committee**, Member 2012-2016
  - 2012-14 (Region 8 Host); 2015-16 (VC, GeoUnit Operations)

- **Operations Committee**, Member 2013-18
  - 2013-14 (R8 Director); 2015-16 (VC, GeoUnit Operations)
About my IEEE history

Membership in IEEE Committees outside MGA
- Ad Hoc Committee on Activities in Europe 2012-13
- Ad Hoc Committee on Strategic Planning 2014
- Awards Board Presentation and Publicity Committee 2014-2016
- Ad Hoc Committee on Engagement in Europe 2015-17
- European Public Policy Committee 2018
- Governance Committee 2016
- History Committee 2016-2018

Awards
- Outstanding Student Branch Counselor Award 1999
- Larry K. Wilson Transnational Award 2009
  for significant contributions to the IEEE volunteer experience
  and member engagement throughout the world
Cherish our **members**: the heart and soul of our IEEE; having members distinguishes us from our competitors

**Support the geographic units** at the grass-root level; this is where our members need MGA and where IEEE can make a difference to their professional life.

**Active geographic units** result in **happy members**.

**Build on the good things from the past**; think global, act local, be aware of cultural differences.

Involve **other IEEE entities** and cooperate with them if additional benefits to our members can be expected.

Keep the (two-way!) **communication** open to our members and their leaders at the grass-root level.
Communicating our values

How to communicate our values

a. to our members (our customized offerings)?
b. to our volunteers (our tools and assistance)?
c. to the world (our innovation and service)?

where I would like to concentrate on items a and especially b: communicate to the leaders of our organizational units:

  – Sections
  – Chapters and Affinity Groups
  – Student Branches
Sections Congress top recommendation #2

Develop (or expand existing) training programs and/or create partnerships with external organizations to allow members to provide STEM activities to pre-college students.

Provide 'canned' or 'in a box' style demonstrations and presentations that local Sections can deliver to pre-college students. Re-evaluate a 'Junior IEEE' membership program targeted at pre-college students.
Sections Congress top recommendation #3

Strengthen and recognize Industry/Academia/Government Collaboration/Partnerships.

- Create a Section Award for Industry/Academia/Volunteer collaboration.
- Organize multidisciplinary Industry/Academia/Government events focused on 'hot' issues.
- Develop a public communications platform to develop projects and share results.
- Create a 'dating' platform to communicate industry issues searching for solutions and possible 'applications' of research results.
Communicating our values to the leaders of our geo-units and our members

SC 2017 top recommendation #3: **Strengthen industry and academia collaboration at Section level**

– Introduction by Eddie Čustović, Chair of the IEEE Industry Engagement Committee

SC 2017 top recommendation #2: **STEM activities to pre-college students at Section level**

– Introduction by Jamie Moesch, Managing Director of IEEE Educational Activities
MGA Board retreat topics

- Past VP – **MGA Strategic Planning Committee**
  - Mary Ellen Randall
- VC Geographic Unit Operations - **Geographic Unit Operations Support Committee**
  - Ron Jensen
- VC Member Development - **Member Engagement and Life Cycle Committee**
  - Murty Polavarapu
- VC Information Management - **IT Coordination and Oversight Committee**
  - Michael Lamoureux
Committee focus for 2018

- An engagement-first model for members
- Organizational structure of the MGA BOD
- Alternatives for realignment of the Regions
  - IEEE Board of Directors 2018 Strategic Agenda contains the item Regional Structure
- Senior Member and/or Fellow Process(es)
Question posed at the MGA Board meeting:

What **factors** should be considered as the **basis** for restructuring the regions?

Remarks from the MGA Board were collected and will be discussed in the Strategic Planning Committee; further remarks are most welcome.
Martin Bastiaans, IEEE VP, MGA

Inspire with

Energy

Enthusiasm and

Experience

Thank you!