Region 2 Director Report

Wolfram Bettermann
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www.bettermann.us

Region 2 Annual Meeting
Hershey, PA, May 3-5 2019
WELCOME TO OUR REGION 2 ANNUAL MEETING!

- I am your Region 2 Director
  Wolfram Bettermann
- Please **introduce yourself** stating
- your NAME
- your AFFILIATION with IEEE (position/title)
- What you do for living
  (academic/industry/retired/I am rich)
My Role and Responsibilities

- Jan 1 2019: Transition to Region 2 Director Position!
- Streamlined operation (communication to committee)
- Analyzed and restructured Finances (EOY18 deficit)
- New appointments for R2 committee!
- Region Delegate/Directors represent the membership of their Region in the
  - IEEE Assembly (voting delegate)
  - MGA Board (Member and Geographic Board)
  - IEEE-USA Board (Region 1-6)
  - IEEE Board of Directors (highest governing body)
- Implementing my goals for 2 years as R2 Director.
My Role and Responsibilities

- Continuing exposure to corporate IEEE
  - 2018: Lake Buena Vista, FL (February 14-19)
  - 2018: New Brunswick NJ (June 20-25)
  - 2018: Vancouver, BC, Canada (Nov 14-19)
  - 2019: BoD Retreat: Cascais, Portugal (Jan 19-21)
  - 2019: Tampa FL (Feb 14-19) N/A

- Maintain communication with Section chairs; addresses Section requests, addresses problems faced by the sections, and encourages Section participation in the region meetings;

- Coordinate activities by IEEE organizational units in his/her Region as needed;

- Develop an appropriate leadership development program and encourages Region and Section Officers to participate
Candidates for IEEE-USA- President-Elect 2020

During Lunch...

• Katherine Duncan

• Brendan Godfrey

Good luck!!!
Candidates for President-Elect 2020

During Dinner..

♦ Kathy Land

♦ Dejan Milojicic

Petition Candidates (by May 10 19)
V. Prasad Kodali
Jozef W. Modelski
S.K. Ramesh

Good luck!!!
Volunteer Training TODAY

• OU Analytics (Vera Sharoff, IEEE Information Management Director)

• Conferences Training (Charles Rubenstein R1 Conf. Coordinator, for Murty Polavarapu, R2 Conf. Coordinator)

• Center for Leadership Excellence
  self-paced, FREE (online)
  https://ieee-elearning.org/CLE/
  Program details (see next slides)

• R2 South Area Leadership Training 2019
  (Baltimore/NOVA/Washington) (online)
  https://drive.google.com/open?id=1scA7gZRSE9eXdss9M4OYIdnmcsCfuUDV
WELCOME TO THE IEEE CENTER FOR LEADERSHIP EXCELLENCE

The Center for Leadership Excellence (CLE) offers a ‘one stop’ training solution designed to serve the multiple and diverse range of IEEE user communities. From volunteers, non-volunteers to students, members, and conference organizers, the site offers a simpler and effective learning experience.

VOLUNTEER

Volunteers can access job descriptions and training in this area. Action Plans are available for those interested in or holding an officer role and additional recommended content based on position is available.

VOLT PROGRAM
<table>
<thead>
<tr>
<th>Volunteer Position</th>
<th>Program Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Section Chair</strong></td>
<td>As <strong>Section Chair</strong> you are the leader and the individual responsible for influencing and motivating your members toward the success of your Section. Whether you are new to the role or if you have been Section Chair for a while, we encourage you to review the Action Plan for this role and recommended training. They provide information designed to help you manage and lead your <strong>Section</strong> effectively.</td>
</tr>
<tr>
<td><strong>Section Vice Chair</strong></td>
<td>The position of Section Vice Chair is important. In many Sections the Vice Chair is elected to succeed the Section Chair. The Vice Chair is also called on to lead the Section when the Chair is absent. As the Vice Chair, you assist the Section Chair in managing the operations of the Section in the best interest of the local members, and provide leadership and guidance to Section volunteers. Whether you are new to the role or if you have been Section Vice Chair for a while, we encourage you to review the Action Plan for this role and the recommended content. The information will help you be an effective contributor to your <strong>Section</strong>.</td>
</tr>
<tr>
<td><strong>Student Branch Chair</strong></td>
<td>The position of Student Branch Chair is a good opportunity for you to learn key leadership skills and is also a very rewarding job. As the Chairperson of the Student Branch, you are the leader responsible for setting the tone of the Branch. You are the public face to your Student Branch members. To quickly learn your position, we encourage you to review the Action Plan for this role along with the recommended training. The information should help you through your journey as a successful <strong>Student Branch Chair</strong>.</td>
</tr>
<tr>
<td><strong>Section Treasurer</strong></td>
<td>The <strong>Section Treasurer</strong> role is much more than distributing checks and paying the bills. The Treasurer is the Chief Financial Officer of the Section. As such, you are expected to proactively manage the financial health of the Section. The Treasurer is an integral part of the Section administration and a key member of the Section Executive Committee. We encourage you to review the Action Plan for this role and the recommended materials. The information will help you manage your position effectively.</td>
</tr>
<tr>
<td><strong>Section Secretary</strong></td>
<td>The <strong>Section Secretary</strong> is a steward of the Section’s history and future, managing information to enable ExCom decision making. The Secretary role brings members’ needs to the Executive Committee and involves having accountability, maintenance and ownership of Section records and correspondence. We encourage you to review the Action Plan for this role and recommended content to help you carry out your work as Secretary.</td>
</tr>
</tbody>
</table>
Leadership Training (R2 Meeting 2018)

How do you define Leadership?
The ability to influence individuals or groups in a manner that encourages cooperation, collaboration, and action towards positive results.

• Barry Shoop
2016 IEEE President

VIDEO: Barry Shoop @ FLF (2016)
My Goals as R2 Director (2019-2020)

1. R2 Meeting at Sections Congress 2020 in Ottawa, Canada – including all committee members. R2 set aside $20K per year starting in 2019 -> $40k in 2020 plus $45K from Investment fund. Total projected funds $85K (SC2020 Presentation tomorrow morning)

2. Improve R2 financial situation
   - Initiate new revenue streams
   - recommend SAC/WIE/YP run as IEEE conferences for expected surplus (training)
   - Support WIE, YP with sizable budget
## The Region 2 Membership Challenge

<table>
<thead>
<tr>
<th>Date (all Dec 31)</th>
<th>Total R2 Members</th>
<th>% Change R2</th>
<th>% R1-10</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>25,632</td>
<td>-2.8</td>
<td>+0.9</td>
</tr>
<tr>
<td>2017</td>
<td>26,087</td>
<td>-4.3</td>
<td>-1.2</td>
</tr>
<tr>
<td>2016</td>
<td>27,017</td>
<td>-4.1</td>
<td>+0.5</td>
</tr>
<tr>
<td>2015</td>
<td>28,182</td>
<td>-3.9</td>
<td>-1.2</td>
</tr>
<tr>
<td>2014</td>
<td>29,331</td>
<td>-2.3</td>
<td>-1.1</td>
</tr>
<tr>
<td>2013</td>
<td>30,032</td>
<td>-3.9</td>
<td>+0.5</td>
</tr>
<tr>
<td>2012</td>
<td>31,238</td>
<td>-1.7</td>
<td>+3.1</td>
</tr>
<tr>
<td>2011</td>
<td>31,773</td>
<td>-1.7</td>
<td>+2.1</td>
</tr>
<tr>
<td>2010</td>
<td>32,312</td>
<td>-1.8</td>
<td>+2.7</td>
</tr>
<tr>
<td>2009</td>
<td>32,901</td>
<td>+2.4</td>
<td>+3.8</td>
</tr>
<tr>
<td>2008</td>
<td>32,137</td>
<td>-0.7</td>
<td>+1.6</td>
</tr>
</tbody>
</table>
The Region 2 Membership Challenge

2003: 34,470

R2 Membership (all data EOY)

2003: 34,470

LOSS OF -27.1%!

In 15 years = loss of 9,340 members!

2018: 25,130 (Dec 2018)
Membership: Impact on Region 2

- Reduced Region Allocation (~$60k 2019)
- Reduced Region Assessment (~$30k 2019)

RESULT: Fewer projects/events/activities for R2 to sponsor due to smaller overall “MGA rebate”

QUESTION: Are we going to do anything about this or just wait and see?
Improve R2 Membership (1)

- **A new Region 2 Vitality Program (Rhonda Farrell)**
  - Quarterly teleconferences as done in 2017
  - **Participants (2019):** RD/RD-E, Treasurer/Secretary w/ Area Directors/Section Leaders, various committee leaders (WIE/YP/Membership Dev, Awards and Recognition, Regional Education Activities Coordinator)

- **Purpose:** Enhanced collaboration, communication and cooperation

- **Outcome:** Promising, leader’s participation was higher than in 2017
Improve R2 Membership (2)

- Improve engagement, participation and involvement of Members, especially from industry
  - Make full use of progress in technical networking and communication (online courses?)
  - TEAMWORK: Need to work with Area/Section/Chapter/Affinity Group leaders, to know what works, and what does not, and share this information with RVC

- Increase the **effectiveness** (metrics) of our R2 committee activities (not just a “fun” trip)

- **Target** activities/events/sponsorship of add-ons on existing conferences (‘membership tables’, meet-ups) which allows exposure for our programs/activities w/ low-costs
Improve R2 Membership (3)

• Attract (and keep) more students, especially graduate students, into IEEE

• Channel the efforts of our Young Professionals members in keeping our newly graduated engineers engaged in the IEEE and keep them stay (high cancellation rate after 1st year membership graduation)

• More WIE/YP member activities (conferences)

• Committee Leaders shall design activities with measurable outcomes for R2 membership

• Create additional R2 revenue stream from conferences like SAC/WIE/YP/Industry Relations?

• Involve Life Members in your activities
Closing Thoughts

• Membership in R2 is still decreasing rapidly!
• Identify *our strengths* and build strategies to increase R2 membership
  - Create Revenue Stream Through YP/WIE Conferences
  - Committee chairs needs to work together for a common goal: Engage and retain members
  - Offer value for industry members (PDH)
  - We need to work as a team: Ads, MD, RVC, ExCom, Committee, Section & Chapter & Affinity leaders

• My wish for all of us: We are Region 2!
I was elected by you to serve YOU!

ANY QUESTIONS?

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www.bettermann.us
APPENDIX
## Membership as of December 31, 2018

| REGION | Higher-Grade w/o GSM | | Graduate Students | | Undergraduate Students | | TOTAL MEMBERS |
|--------|----------------------|---|------------------|---|------------------------|---|
|        | #        | %    | #          | %        | #    | %      | #      | %      | #      | %      | #    | %    |
| 1      | 25,611   | 26,350 | (739) | -2.8% | 1,737 | 1,756 | (19) | -1.1% | 2,217 | 2,101 | 116 | 5.5% | 29,565 | 30,207 | (642) | -2.1% |
| 2      | 22,084   | 22,804 | (720) | -3.2% | 1,554 | 1,501 | 53 | 3.5% | 1,492 | 1,503 | (11) | -0.7% | 25,130 | 25,808 | (678) | -2.6% |
| 3      | 22,540   | 22,867 | (327) | -1.4% | 2,333 | 2,210 | 123 | 5.6% | 2,675 | 2,510 | 165 | 6.6% | 27,548 | 27,587 | (39) | -0.1% |
| 4      | 16,207   | 16,459 | (252) | -1.5% | 1,752 | 1,729 | 23 | 1.3% | 1,942 | 1,719 | 223 | 13.0% | 19,901 | 19,907 | (6) | 0.0% |
| 5      | 21,485   | 21,706 | (221) | -1.4% | 1,715 | 1,765 | (50) | -2.8% | 2,282 | 2,162 | 120 | 5.6% | 25,482 | 25,633 | (151) | -0.6% |
| 6      | 44,165   | 44,967 | (802) | -1.8% | 2,817 | 2,714 | 103 | 3.8% | 4,329 | 4,129 | 200 | 4.8% | 51,311 | 51,810 | (499) | -1.0% |
| R 1-6  | 152,092  | 155,153 | (3,061) | -2.0% | 11,908 | 11,675 | 233 | 2.0% | 14,937 | 14,124 | 813 | 5.8% | 178,937 | 180,952 | (2,015) | -1.1% |
| 7      | 13,038   | 12,630 | 408 | 3.2% | 2,235 | 1,930 | 305 | 15.8% | 1,980 | 1,651 | 329 | 19.9% | 17,253 | 16,211 | 1,042 | 6.4% |
| 8      | 53,866   | 53,395 | 471 | 0.9% | 10,768 | 10,350 | 418 | 4.0% | 12,885 | 12,423 | 462 | 3.7% | 77,519 | 76,168 | 1,351 | 1.8% |
| 9      | 9,649    | 9,486 | 163 | 1.7% | 1,467 | 1,480 | (13) | -0.9% | 7,108 | 7,425 | (317) | -4.3% | 18,224 | 18,391 | (167) | -0.9% |
| 10     | 70,307   | 66,670 | 3,637 | 5.5% | 19,168 | 17,256 | 1,912 | 11.1% | 41,052 | 41,781 | (729) | -1.7% | 130,527 | 125,707 | 4,820 | 3.8% |
| R 7-10 | 146,860  | 142,181 | 4,679 | 3.3% | 33,638 | 31,016 | 2,622 | 8.5% | 63,025 | 63,280 | (255) | -0.4% | 243,523 | 236,477 | 7,046 | 3.0% |
| TOTAL  | 298,952  | 297,334 | 1,618 | 0.5% | 45,546 | 42,691 | 2,855 | 6.7% | 77,962 | 77,404 | 558 | 0.7% | 422,460 | 417,429 | 5,031 | 1.2% |
Membership as of January 31, 2019

### Geographic IEEE Membership Summary - January 2019

<table>
<thead>
<tr>
<th>REGION</th>
<th>Higher-Grade w/o GSM</th>
<th>Graduate Students</th>
<th>Undergraduate Students</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2019</td>
<td>2018</td>
<td>Change</td>
<td>#</td>
</tr>
<tr>
<td>1</td>
<td>25,697</td>
<td>26,456</td>
<td>(759)</td>
<td>-2.9%</td>
</tr>
<tr>
<td>2</td>
<td>22,132</td>
<td>22,894</td>
<td>(762)</td>
<td>-3.3%</td>
</tr>
<tr>
<td>3</td>
<td>22,620</td>
<td>22,958</td>
<td>(338)</td>
<td>-1.5%</td>
</tr>
<tr>
<td>4</td>
<td>16,245</td>
<td>16,531</td>
<td>(286)</td>
<td>-1.7%</td>
</tr>
<tr>
<td>5</td>
<td>21,596</td>
<td>21,825</td>
<td>(229)</td>
<td>-1.0%</td>
</tr>
<tr>
<td>6</td>
<td>44,611</td>
<td>45,346</td>
<td>(735)</td>
<td>-1.6%</td>
</tr>
<tr>
<td>R 1-6</td>
<td>152,901</td>
<td>158,010</td>
<td>(3,109)</td>
<td>-2.0%</td>
</tr>
<tr>
<td>7</td>
<td>13,077</td>
<td>12,705</td>
<td>372</td>
<td>2.9%</td>
</tr>
<tr>
<td>8</td>
<td>54,068</td>
<td>53,734</td>
<td>334</td>
<td>0.6%</td>
</tr>
<tr>
<td>9</td>
<td>9,683</td>
<td>9,511</td>
<td>172</td>
<td>1.8%</td>
</tr>
<tr>
<td>10</td>
<td>70,895</td>
<td>67,264</td>
<td>3,631</td>
<td>5.4%</td>
</tr>
<tr>
<td>R 7-10</td>
<td>147,723</td>
<td>143,214</td>
<td>4,509</td>
<td>3.1%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>300,624</td>
<td>299,224</td>
<td>1,400</td>
<td>0.5%</td>
</tr>
</tbody>
</table>
Important Section Resources

All the information you need to run your Section

• IEEE Brand Experience
  - Templates, Tools, and Resources
  - IEEE Brand Videos

• Resources to Strengthen Membership
  - Membership Development Kit Online Portal – MD order your kit here
  - Membership Resources page – access a number of presentations, tips etc.
  - IEEE Experience Channel on IEEE.tv
  - Member Experience Social Channels – Instagram, Facebook and Twitter
IEEE Membership: The Elevator Pitch

The 1-line response:
IEEE is the world's largest professional association advancing technology for the benefit of humanity.

The 15-second response:
IEEE is the world's largest professional association advancing technology for the benefit of humanity. It publishes technical journals, sponsors conferences, develops technology standards, and supports the professional interests of more than 400,000 members.

The 30-second response:
IEEE is the world's largest professional association advancing technology for the benefit of humanity. It publishes technical journals, sponsors conferences, develops technology standards, and supports the professional interests of more than 400,000 members. IEEE creates an environment where members collaborate on world-changing technologies—from computing and sustainable energy systems to aerospace, communications, robotics, and healthcare—to engineer a better tomorrow.

https://mga.ieee.org/resources-operations/geographic-unit/vitality/membership-pitch