Region 2 RVC Report

Seeking Regional Greatness Requires Change
A Case for Ethos, Alignment, Engagement, and Innovation

Dr. Rhonda Farrell

Region 2 Annual Meeting
Hershey, PA, May 3-5 2019
Typical Region 2 Vitality Stats

Membership Levels & Activities
15% down since Feb 2019
26284  22325

“VITALITY IS SO MUCH MORE THAN Membership Levels and L31s”
WHAT CAN WE LEARN BY LOOKING GLOBALLY?

R2 2018 is in #7th spot -- Total membership @ 5.9%; down from 6th in 2016 TM @ 6.4% versus R10 2018 holding fast in #1 spot, up to 30.9% TM from 29.5% in 2016

IEEE Total Membership WOMEN in 2018 is 12.9% R2 2018 Women in 2018 is 8.1%
WHAT CAN WE LEARN BY LOOKING GLOBALLY?

Total IEEE STUDENT membership is 18.4%; R2 Student membership is...
IMPORTANT QUESTIONS

WHY IS R2 LOSING MEMBERS?

WHAT CAN WE DO TO STEM THE TIDE?

HOW MUCH IS R2 WILLING TO CHANGE, STRETCH, INNOVATE, AND GROW?

WHO IS WILLING TO HELP US WITHIN THE GLOBAL COMMUNITY TO TURN THINGS AROUND?
Let's Change the R2 Conversation to **WE Can!**

- Feedback from MGA / GUOS / RVC HQ Team on 2018 Vitality Snapshot (due late February)
- Short Survey of Region 2 Officers and Leaders Conducted
- Current IEEE HQ Strategy (Board Series Alignment)
- Analysis of OU Analytics, Leadership Information, Technological Infrastructure
- Calls with Committee Program Personnel and Area Directors
- Vitality Calls to Build Community
- Bolstered by Social Media, Newsletters, and Programmatics
- Region 2 Vitality Assessments
What’s Working

**GREAT**: Budget & Planning Process; Section Website Updates; Continuing Education; Student Focus

**GOOD**: Regional Integration; Governance (Bylaws, SOPs); vTools Usage; Awards & Recognition; Activities with Industry; Pre-University Activities; Volunteer Recruitment

Priority Areas

- Student engagement, activities, and awards
- Industry collaboration
- Senior Member Workshops
- Plant Tours
- STEM Awards
- PACE utilization

Improvement Opportunities

- Officer Training
- Social Media Usage
- Career Program Integration
- Proactive Renewal Requests
- Humanitarian / Community Engagement

R2 MGA GUOS RVC Survey

- KUDOS on response rate of 85% 17 / 20 Sections (at least one officer responded)

Innovations

- SW Application for scoring & managing Robot competition
- Sponsoring students for conferences
- Maker X Relationship
- Wonders of Electricity Training (JH&HS)
- Science Centers & plant visits
- Math competitions
What Works BEST

- Regional and Section Leader Engagement
- Ongoing and consistent communication
- Data Driven conversations and analysis
- PACE (prior instantiations)

Vitality Actualized

- Positive and engaging Section experiences
- Leadership growth and elevation occurring
- Data Driven dashboard
- Rising membership rates
- Young leader engagement

Improvement Opportunities

- OU Utilization
- Regional / Section welcome kits
- Inter-Region Engagement
- PACE Program Support
- Intra Area events
- Humanitarian / Societal / Social events for Youth
- Diversity and Inclusion
- Section revival and Mem Dev assistance
- Industry & Youth Conferences

Innovation Requests

- Regional level WIE and YP Calendars
- Heightened Leadership Development training / activities
- Be a Service Provider to the Areas and Sections
- Geo-footprint analysis and visualization for event planning & placement
Alignment of Mission, Vision, Goals to HQ’s (-)
Alignment at all levels – Strategic, Tactual, Operational (-)
Communication (Plan and Action) (-)
Region Leadership Engagement (+)
Area Leadership Engagement (mixed score)
Section Leadership Engagement (-)
Section Cohesiveness (-)
Chapter & Society & Affinity Group Health (mixed score)
Industry and Other External Partner Involvement (mixed score)
Technology Utilization & Freshness of Information (-)
Performance Management (-)
Membership Counts (+)
Membership Engagement Levels (-)
Continued Growth, Development, and Continuity Planning (-)
Synergies with IEEE-USA (+)
2016 Member Engagement Survey
Higher Grade Without Graduate Students Segment Distribution

**Segment 1**
Older members whose disengagement stems mainly from a lack of time and lack of interest. They are not inclined to give back to the organization and prefer others to lead it. The IEEE vision is less relevant, but many are using IEEE for insurance benefits.

**Segment 2**
Young members who are connected to IEEE’s vision and want to be more involved. Career services, networking, education, and social media/online tools are very important to them.

**Segment 3**
Older members, concentrated in educational institutions, that are satisfied with IEEE and are interested in sharing with others. They are actively involved with both networking and volunteering.

**Segment 4**
Members who want to be more involved and hold leadership positions in the future, but do not know how and have not been invited to do so. They feel products and services are difficult to use. Because of this, satisfaction is low and they are the least inclined to renew their membership.

**Segment 5**
Highly educated members whose values do not align well with IEEE and feel little connection. They tend to have language issues and are concentrated in Asia/Pacific, leading to a geographical barrier.

Source: 2016 Member Segmentation Survey
YOU are Key to the Vitality Program

IEEE CORE VALUES: TRUST • GLOBAL COMMUNITY BUILDING • PARTNERSHIP • SERVICE TO HUMANITY • INTEGRITY IN ACTION • GROWTH & NURTURING

Regional ETHOS

Technology

The Power of COMMUNITY

Analytics

Strategic & Mission Alignment

E – C² – I² Approach

• Engagement
• Collaboration
• Communication
• Innovation
• Inclusion
**vitality:** the state of being strong and active; energy-filled

<table>
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<tr>
<th>Leader Engagement</th>
<th>Strategic Investments</th>
<th>Innovative Programs</th>
<th>Increased Member Value</th>
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<tbody>
<tr>
<td>• Leaders are Key to Region’s Success</td>
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<td>• Vitality is Embedded in All Roles</td>
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<td>• We Need Your Energy, Time, and Support</td>
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<td>• Your Ideas Matter</td>
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<td>• Trust &amp; Respect</td>
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<td>• PACE Investment</td>
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<td>• Innovation Focused</td>
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<td>• Portfolio of Offerings</td>
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<td>• Focus on how to Best Inspire, Engage, and Ignite</td>
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<td>• Visionary</td>
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<td>• Tied to Strategy</td>
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<td>• Service – Minded</td>
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<td>• Collaborative</td>
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<td>• Utilizes Technology to increase reach</td>
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<td>• Unique Events</td>
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<td>• Knowledge Extraction from Members</td>
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<td>• Pre-event Resources</td>
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<td>• Open to Prospective Members &amp; Guests</td>
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Strategic Goal Decomposition, Mission Alignment, Action-Orientation
“GREATNESS” REQUIRES A MINDSET OF CONSTANT INQUIRY & INNOVATION

“A Journey We ALL Take Together”

7 States and the District of Columbia; 4 Areas: Central, East, South, and West; 20 Sections

RETHINKING IEEE R2
IS OUR STRUCTURE STILL SERVING US?
WHAT ADDITIONAL VALUE CAN WE PROVIDE (THINK CENTRALIZED SERVICES)?
WHAT STRATEGIC & MISSION ALIGNMENT & TECHNOLOGICAL ENHANCEMENTS ARE NEEDED?
WHAT ENGAGEMENT METHODOLOGIES CAN WE UTILIZE?
WHAT ADDITIONAL REGION EXPERTISE & CAPABILITIES DO WE NEED?

“The best way to predict the future is to create it.” – Alan Kay
R2 IN THE COMMUNITY!
GREATNESS REQUIRES COLLABORATION & BUZZ

Network, collaborate, and create with technology experts

Leveraging Collabratec, Conferences, Industry, LM, Social Media, Societies, Student Branches, WIE, YP
• **Innovation Pilots**
• **Engagement Quick Wins**
• **Organizational Assessment**
• **Industry, Students, and Affinity Group Integration**
• **Structural Changes**
• OU Analytics (new SAMIEE)
• Center for Leadership Excellence Training
• Region 2 South Area Training
• Membership 2019 Recruiting and Retainment Goals
• Electronic Section Vitality Checklists
• Regional SOP (in progress)