



IEEE EMC Symposium 2013

Recharge Your Chapter!

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Peggy Lefkin

Supervisor, MGA Geographic Activities

Introduction

Peggy Lefkin, Supervisor, MGA Geographic Activities

- 18 years at IEEE
- Supported Standards, Research, Awards
- MGA Supervisor since 2006
- Oversight of administration processes for 6000+ geographic units
 - Officer reporting, meeting reporting, section rebates, student branch rebates
 - Governance and policy
- Geographic unit formations
- Support IEEE Center for Leadership Excellence Committee (CLE)
- IEEE Sections Congress 2014

Overview

- ✦ Promote Chapter Growth
- ✦ Strengthen Chapter Activities
- ✦ Publicize Chapter Activities
- ✦ Communications
- ✦ Membership and Volunteer Training
- ✦ Finance
- ✦ Summary

Promote Chapter Growth



► IEEE Membership Development – www.ieee.org/md

Home > About IEEE > Volunteers > Membership Development

Membership Development

This page supports IEEE volunteers who are engaged in membership development activities.

Membership Development Key Resources (IEEE Account Required)

- MD Webcast Archive Guide for 2013
- Order MD Kit - Includes brochures, posters, and flyers. Login is required to access form.
- IEEE Membership Development Training for New MD Officers (PPSX, 15 MB) - Presentation to help new officers learn about membership activities
- Membership Development Online Community - Login is required for access to the community/group.
- Monthly Progress Reports and Statistics August 2004 - Present
- Regional and Section Membership Statistics Dec 2005 - July 2007
- Guide to reading the IEEE Membership Statistics Reports

Membership Menu

- IEEE Membership
- Societies and Special Interest Groups
- myIEEE
- Member-Get-a-Member
- Student Resources

On this Page:

- Region/Section/Chapter communication templates for Membership Development
- The "elevator" pitch for membership
- Benefit promotion posters
- Committee and contacts

Region/Section/Chapter communication templates for Membership Development

The following membership development communication templates can be used by Region, Section, or Chapter Membership Development Officers in outreaches to members who have newly joined IEEE, are in arrears, or are past members and could be reinstated. Areas in each letter are highlighted for customization by the IEEE geographic or technical unit.

- View the [Section/Chapter welcome outreach to new members](#) (DOC, 23 KB)
- View the [Section communications to members in arrears and have lost services](#) (DOC, 24 KB)

Promote Chapter Growth



- ▶ IEEE Membership Development – www.ieee.org/md
 - Many resources available
 - Model some ideas to help grow Society membership
 - Society campaigns for former members
 - EMC outreach – new members, arrears members
 - New member orientation webinars
 - Conference member recruitment program (CMR)
 - Connect with Section MD Chair
- ▶ TA – similar program being developed for Societies

Strengthen Chapter Activities

- ▶ Partner with:
 - Section
 - Student Branch and/or Branch chapters
 - Competitions
 - Section Student Activities Chair
 - Young Professionals (GOLD)
 - Local industry
 - Joint Section or Joint Societies
- ▶ Distinguished Lecturers
- ▶ Training Sessions
 - IEEE Center for Leadership Excellence (CLE)
- ▶ Volunteer recognitions-MGA products



Publicize Chapter Activities

- Proven method within Section?
- vTools.Meeting
- IEEE eNotice (some conference/society restrictions)
- Publicize society and chapter activities on iee.org site – j.compton@iee.org
- IEEE Societies and Communities
 - [News Page](#)
 - [Blog](#)
- Local media - IEEE CLE resources:
 - Increasing Visibility of Local IEEE Activities (SC2011 pdf)



Communications

- ▶ vTools Toolkit - <http://sites.ieee.org/vtools/>
 - Web-in-a-Box
 - Meetings
 - Elections
 - Fluid Surveys
 - Web conferencing
 - Review Room
- ▶ Social media
- ▶ Newsletters



Membership and Volunteer Training

- ▶ IEEE CLE – www.ieee.org/go/cle
 - Volunteer position training
 - Job descriptions
 - Quick Start Guide
 - Professional Development
 - Career, Leadership, Management
- ▶ Technical Activities - Webinars, User Guides, and Tutorials
- ▶ IEEE *e-Learning* Library - <http://ieee-elearning.org/>
- ▶ *IEEE Sections Congress - www.ieee.org/sc



Finance



▶ Chapter Income

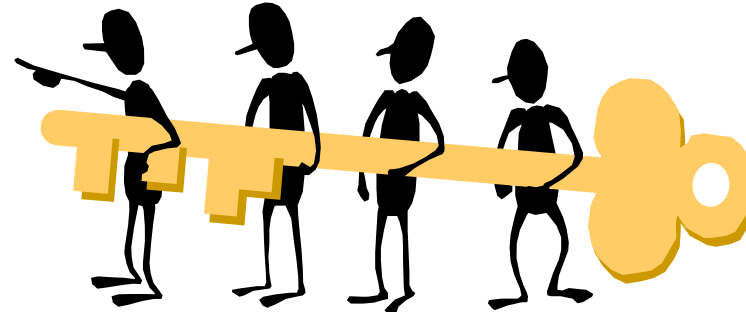
- IEEE Foundation Grants (*for innovative projects that further the scientific and educational purposes of IEEE*)
- Conference income
- Activity fees
- Society Angel funds (*joint Societies*)
- Section Rebate
 - US\$200 per chapter for two technical meetings
 - If timeliness reporting met, bonus of US\$75 for six or more technical meetings held/reported

▶ Chapter income/expense items reported through Section

▶ Chapter CB/Custody Accounts require approval of Section ExCom–IEEE Concentration Banking Program

Summary

Keys for Success....



- Beyond basics
- Engagement of all resources
- Region/Section/Society chapter coordinator
- IEEE Staff
- Scour IEEE CLE for additional ideas
- IEEE Sections Congress presentations

Questions



Contacts

- ▶ MGA Geographic Activities Team
 - ▶ Peggy Lefkin, p.a.lefkin@ieee.org
 - General inquiries – sec-chapt-support@ieee.org
 - Formation Petition Inquiries – petition@ieee.org
 - Officer reporting – scs-officer-report@ieee.org
 - Meeting reporting – l31-help@ieee.org
 - Rebate questions – sec-rebate@ieee.org
 - MGA News – Monthly newsletter - scoop@ieee.org
- ▶ Technical Activities Team
 - ▶ Liz Parascondola, e.parascondola@ieee.org
 - General inquiries
 - Chapter Briefs – Bi-monthly newsletter

Resource Links

Slide 6-MGA Products

http://www.ieee.org/societies_communities/geo_activities/products/product_photos.html

Slide 6-Student Competitions

http://www.ieee.org/membership_services/membership/students/index.html

Slide 7-Society/Chapter News_Blogs

http://www.ieee.org/membership_services/membership/societies/society_activities.html

<http://sites.ieee.org/societies/>

Slide 9-Webinars, User Guides, and Tutorials:

http://www.ieee.org/about/volunteers/tab/tab_training.html#sect2

Slide 10-IEEE Foundation Grants:

<https://www.ieee.org/organizations/foundation/grants.html>

Slide 10-IEEE Section Rebate Schedule:

http://www.ieee.org/societies_communities/geo_activities/required_reporting/rebate_schedule.html

Slide 10-IEEE Concentration Banking Program:

http://www.ieee.org/membership_services/services/financial/treasury/concentration.html

