

Communications & Networking 301: Engaging the Member Through Communications

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What do I do?

- **Region 3 Leadership Development and Regional Support Chair**
- **Region 3 Member Development and Life Cycle Management Chair**
- **Region 3 Archive Chair**
- **NC Council Educational Activities Chair**
- **Eastern NC Section PACE Chair**
- **Eastern NC Section Embedded Systems SIG Chair**
- **MGA vTools Project Committee**
- **MGA Training and Leadership Initiative**
- **President, Triangle Advanced Design and Automation, Inc**



Our Topics

- **Engagement**
- **Engagement and the Life Cycle**
- **360° View of the Member**
- **Basic Web and Email Tools**
- **Web 2.0**
- **Human Element 2.0**

Section Mission

- **Mission**

**Inspire, Enable, Empower and Engage
Members of IEEE at the local level.**

- **For the purpose of ...**
 - **Fulfilling the mission of IEEE**
 - **Enhancing the member's growth and development throughout their life cycle**
 - **Providing a professional home**



Section Goals

- **Increase member engagement**
- **Improve relationships with and among members**
- **Increase operational efficient and effectiveness, within the section and its interfaces**
- **Enhance collaboration**
 - **Local face of TAB, EAB, PSPB, IEEE-USA, IEEE-SA, Region/area to members and other non-IEEE societies**
 - **Local Face of IEEE to community**

Section Goals (continued)

- Increase membership
- Ensure the collection of appropriate information necessary to all the IEEE to become a data driven organization



- Result: A skilled engaged member who is capable of bringing technological innovation and excellence to directly benefit the profession and the common good of humanity and

Achieve the Vision and Mission of IEEE

My Professional Home

- **My Professional Home is a metaphor for the Member experience**
 - **Where I feel**
grounded - comfortable - appreciated - part of a prestigious team
 - **Touchstone for my professional ethics and values.**
 - **Where I can find a mentor.**
 - **Repository of my professional record.**
 - **Providing support in finding and changing jobs.**
 - **Providing opportunities to make a difference in the world.**
 - **Where I can seek constructive critique of my work.**
 - **Where my work can reach peers and the world.**
 - **Where I can find other professionals and they, me.**
 - **Providing key information that interests or benefits me.**
 - **Helping me do my day-to-day work.**

360° View of the Member

- **Open Loop vs Closed Loop**
- **We must be responsive**
- **One size does not fit all – what are your members’ “sizes”**
- **This process will become more formalized, but the time to start communicating is NOW**
- **Surveys – unless the respondent is motivated – usually don’t work**

Engagement

- **JFK: “Ask not what your country can do for you; ask what you can do for your country”**
- **“What can I do to help?”**
- **Engaged members renew without [much] pause**
- **Engaged members are involved**
 - **Volunteer base**
 - **Leader base – make things happen!**

Web Accounts

- **Universal way of authenticating who you are to IEEE**
- **Used for access to rosters, SAMIEEE, publications, other password protected databases and features on [ieee.org](http://www.ieee.org)**
- **<http://www.ieee.org/webaccounts>**

IEEE Alias

- **john.doe@ieee.org**
- **Consistent email address no matter where you go**
- **Automatic virus checking**
- **Works better with IEEE mail lists**
- **<http://eleccomm.ieee.org>**

Avoiding and Fighting Spam

- **Major sources of spam:**
 - **Giving address to vendors, surveys**
 - **“opt outs”**
 - **#1 – email “mailto:”s on web pages**
 - **Posting to usenet newsgroups (not private)**

Avoiding and Fighting Spam

- Get at least one address “to burn” (orangegorilla263@yahoo.com)
- “munge” emails on web pages: javascript method is working – for now
- <http://ewh.ieee.org/tools/encoder.html>

Mail Lists: SAMIEEE, e-Notice, spam

- <http://www.ieee.org/samieeee>
 - Now available most officers
 - Officers can now report updates for members
- <http://www.ieee.org/e-notice>
 - Staff takes care of mailings
 - Staff gets bounces, updates database
- Read SAMIEEE manual, follow rules for mail list usage (opt-outs, forbidden uses)

ListServ

- **IEEE mail server for medium to small mail lists (excoms, committees, small sections)**
- **<http://eleccomm.ieee.org> to request**
- **Web interface for management**

Email 1.0

- **Keep in mind who (ALL!) you are sending this to**
- **Keep in mind who else this may be forwarded to (Everybody!!)**
- **If emailing to a group, remember you speak differently to a group than you do to an acquaintance**
- **Burn your “Reply to All” button**

Website

- **IEEE provides space, templates, support, tools (calendar, vTools.Meetings, etc)**
- **<http://ewh.ieee.org>**
- **Redirects (www.ieee.org/mysection)**
- **Who you are, what you are doing, contacts, feedback**
- **Keep simple, keep current**
- **No webmaster? No Problem!**
 - **vTools.Web (“Web in a Box”)**



vTools



Providing tools to the volunteers and staff who support our members

[Home](#)
[Training](#)
[Join Our Team](#)
[FAQ](#)
[Contact](#)

System Status

All systems are operational.
[Report a problem](#)

Announcements

[vTools presentation from Sections Congress 2008](#) is now available.

vTools are developed and made possible by IEEE volunteers. The toolbox simplifies administration by offering web based software, reduces time spent managing activities, and assists in member development.

vTools is sponsored by IEEE Membership and Geographic Activities (MGA). MGA serves the needs of IEEE members by supporting IEEE Sections, Chapters, and Branches and is responsible for IEEE membership, and member development.

vTools toolkit contains tools in various phases of development, from production, to pilots, to active development:

vTools.Meetings - tool for managing section and chapter meetings. Officers can create meeting announcements with no dependence on webmaster availability and show them on your website. Members and the public may see and register for the upcoming meetings. Tool is in production. [Visit project page](#) for more information.

vTools.WebInABox - wizard to assist officers generate simple section websites in an automated fashion with no dependence on webmaster availability. Beta version is available. [Visit project page](#) for more information.

vTools.Meeting - tool to allow members submit notices in their Section offices online (please note that this is different from the general IEEE election)

Newsletters

- Along with web page, main source of info to members
- Should be monthly (can take summer off)
- Paper if you can afford it
- Web edition
- If web / email, count on 60% coverage

Master Brand

- “Master Brand” (Logo in lower RH corner of this slide) is the only IEEE logo that may be used. Old “kite” alone, small letters, “networking the world” are all gone and not to be used.
- See rules at <http://www.ieee.org/masterbrand>
- Also rules for using IEEE-USA logo
- IEEE 125 logo is recommended for this year <http://www.ieee125.org/>



Stationery

- Put your section – and your officers' – best foot forward
- Letterheads, business cards can be made if they adhere to IEEE guidelines
- IEEE logo may not be used on your regular business cards
- http://www.ieee.org/portal/cms_docs/about/documentation/copyright/IDStandardsapp4volunteer.pdf
- To order IEEE Stationery from HQ
<http://www.ieee.org/organizations/rab/scs/products/supplyform.pdf>



Remote Meetings

- **Use of NetMeeting, PlaceWare for sharing a section meeting live with a remote section / subsection**
- **Video, Powerpoints, whiteboard via IP**
- **Voice over POTS, Skype or other VoIP**

- **Recording meetings (video+audio) for posting via YouTube, IEEEtV, for later viewing (get permissions from source!)**

Electronic Meetings

- **Region 3 Pilot Initiative 1999**
- **Bring together geographically diverse volunteers for administrative meetings**
- **IRC (chat) for “real-time” meetings on private server**
- **Wikis for asynchronous collaboration**
- **Online Communities integrated tool**
- **Placeware / NetMeeting / GoToMeeting, etc**
- **Conference calls, email still work, too**
 - **Use Voice over IP when possible**

Web 2.0 and Beyond

- **Blogging**
- **Micro-blogging (e.g. Twitter)**
- **Networks**
 - **LinkedIn**
 - **IEEE-USA and Official IEEE groups**
 - **Plaxo**

http://www.ieee-usa.blogspot.com/

 [SEARCH BLOG](#) [FLAG BLOG](#) [Next Blog»](#) [Create Blog](#) | [Sign In](#)



2009 Annual Meeting Salt Lake City, Utah

THURSDAY, FEBRUARY 26, 2009

Will Software Engineers Be Licensed in the Future?

Software engineers may be able to obtain a professional engineering license in the future to practice, IEEE-USA Licensure and Registration Committee members revealed at one of this year's Annual Meeting Cracker-Barrel sessions.

According to Mitch Thornton, chair of the IEEE-USA Licensure and Registration Committee, a Software Engineering Licensure Consortium was developed in 2007 with the purpose of developing a statement and strategy for achieving a software engineering licensure path. The Consortium includes representatives from IEEE, the National Council of Examiners for Engineering and Surveying (NCEES), the National Society of Professional Engineers (NSPE).

HOW WOULD YOU RATE THIS CONFERENCE SO FAR?

Excellent	<input type="radio"/> (0%)
Good	<input type="radio"/> (0%)
Poor	<input type="radio"/> (0%)
Needs Improve...	<input type="radio"/> (0%)

Votes so far: 0
Poll closed

ANNUAL MEETING PROGRAM

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[Program Schedule](#)




WordPress

- **Most popular blogging tool**
- **Available on many web providers**
- **Can use without your own website**
- **Can thread (categorize) postings**
- **Others can comment**
- **Can subscribe to discussions**

Twitter

The screenshot shows a Twitter profile for Charles J. Lord. The profile includes a profile picture, the name 'charleslord', and a bio: 'Electronic / embedded design engineering consultant and trainer'. The statistics show 6 following, 4 followers, and 6 updates. The main content area contains two tweets: one about preparing for the IEEE-USA annual meeting and another about a Freescale Technology Forum Design Challenge. The bottom of the browser window shows the taskbar with 'Internet' and '100%' zoom.

twitter Home Profile Find People Settings Help Sign out

 **charleslord**

Name Charles J. Lord
Location Cary, NC, USA
Web <http://www.tadatr...>
Bio Electronic / embedded design engineering consultant and trainer

6 following | 4 followers | 6 updates

Updates

Favorites

Following

Preparing to address the IEEE-USA annual meeting in Salt Lake City on career and leadership skills
8:29 AM Feb 23rd from web

Working on my Freescale Technology Forum Design Challenge Top 10 finalist contest entry - making existing houses green!!
10:07 AM Feb 17th from web

Back to developing my TCP/IP and RTOS classes as well as

Internet 100%

LinkedIn

- **Networking Tool**
 - **Free for most users (functionality)**
- **One of the most powerful career tools today**
- **Post full resume, interests**
- **Job postings, company news**
- **Discussion forums, interest groups**

Web 2.0 Advanced (Networking 401)

- **RSS – Really Simple Syndication**
 - Allows feed from web data and resources to a common reader (home page, etc)
 - Built into many new IEEE tools (vTools, myIEEE)
- Use of Digg, other tools to promote news, blogs and other IEEE info

Web 2.0 Advanced (Networking 401)

- **SEO (Search Engine Optimization) – help people find you**
 - if you have a website, searching for IEEE and your section name will get a high placement on the first page
 - BUT – do people know your section name?
 - If you want to reach non-members, have terms that will reach them
 - Web Analytics is a new Webmaster / MD skill – we have some training coming!

Caveats

- **Before you email, blog, tweet, comment, etc – remember the WEB IS PERMANENT**
- **Not everyone is on the web**
- **Not everyone uses email**
- **Not everyone wants to receive your email**
- **Not everyone reads your newsletter**

H_u 2.0

- **The #1 way to communicate with a person is face to face**
- **The telephone is a wonderful invention and has been around for over 100 years – don't be afraid to use it**
- **The Human Element is our forté as local PACE leaders**
- **Learn public speaking (Toastmasters Works!)**

What We Want You to Do This Weekend

- Focus on the Member
- As a PACE Chair -
 - How can you improve the IEEE Member Experience in your Section?
 - Help the member grow and develop.
 - Bring IEEE-USA resources to your members
 - **COMMUNICATE**
- As local leadership -
 - How can you make a difference?
 - How can you inspire others to do the same?

