

New Initiative: IEEE Globalization of Professional Activities

Prepared by IEEE Globalization of Professional Activities Committee

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Executive Summary

■ **New Initiative Description (Globalization of Professional Activities):**

The purpose of this new initiative is to (1) inventory and assess the current state of Professional Activities within IEEE; (2) compile data on member interests and preferences related to Professional Activities, their management and financing' and (3) develop a strategic plan to assist all regions in developing Professional Activities tailored to their specific needs and interests.

■ **Need:**

The work performed is a substantial step toward helping IEEE fulfill its Constitutional obligations to address the ***professional***, as well as scientific and educational, needs of all members, regardless of geographic location. A major recommendation of the 2008 Sections Congress was "There are a number of benefits that are relevant or accessible to Regions 1-6 members only. IEEE should implement similar benefits of local relevance across all regions."

Furthermore, the IEEE Research survey on member segmentation indicated that there was strong membership interest in professional activities in all Regions.

■ **Outcomes/Deliverables:**

- A written report summarizing IEEE's current professional activities and offerings, presenting the views of active IEEE volunteers on the nature of professional activities (What do professional activities include?), and the needs for such activities in particular geographic areas. This report will be developed, in part, using survey methods, drawing upon the combined expertise of IEEE research and the Committee.

- A strategic proposal to enable and empower IEEE, throughout its Regions, Sections, or new IEEE entities to better serve members' professional needs and interests.

■ **Planned Outcomes of the Initiative:**

The report and strategic plan will be presented to the IEEE Board of Directors for consideration in developing future IEEE strategic and operation plans and budgets. The Committee has concluded that IEEE should take steps to help establish additional Professional Activities and/or adjust the mechanisms for program delivery. This report presents a plan to the Board describing a specific strategy for achieving this goal.

■ **Actions Taken Under the Initiative:**

The Committee has had several teleconferences, two face-to-face meetings, and

continues to communicate electronically via email and online communities. The GPA Committee has:

- Complied survey data from the IEEE Research Team
- Compiled data and information from Representatives from Regions 1-10
- Analyzed and factored the data into their recommendations
- Made available, free of charge, four eBooks and several webinars developed by IEEE-USA to members in Regions 7-10 to increase awareness of the importance of Professional Activities.
- Been proactive -- immediately developed its own web presence to let IEEE members know that a new initiative on the globalization of professional activities was underway, and to provide them with products and services. The Website is located at: www.ieeeusa.org/careers/gpa. This website provided access to the four professional development IEEE-USA E-Books to all IEEE members for free. The site also links to archived IEEE-USA-produced professional development webinars. These archived webinars are open to all members.
- Developed recommendations about next steps.
- **Recommendations:**

After nearly a year of work, the GPA Committee recommends the following:

- Adopt the following definition for Professional Activities:

Professional Activities focus on maintaining and enhancing lifelong employability and career maintenance, while providing advice to and collaborating with public bodies, corporations, NGOs and non-profits to benefit the members, their fields of practice, and the general public, and continuing to promote ethical conduct.

- Establish an IEEE Member Geographic Activities (MGA) Professional Activities Committee with representatives from Regions 7-10 and a liaison from IEEE-USA for purposes of collaboration. The Committee will conduct committee business, hold meetings (teleconferences, webinars, face-to-face), and some limited travel to the various Regions to meet with and assist the Professional Activities Coordinators in the Regions and in local Sections. As part of this, the standing Committee will assist Regions and Sections to develop business plans to implement such modifications, and/or the development of new products.

- IEEE should provide all members with increased access to professional activities products, services and programs, including:
 - Establish Regional Professional Activities Committees and Coordinators, and Professional Activities Representatives in all Sections throughout Regions 7-10. To create a strong professional activities network for all IEEE members, GPA recommends a Professional Activities Coordinator for every IEEE Region.
 - Develop Handbook for Regional Professional Activities Coordinators. The handbook would include listings of products, services and programs that other Regions/Sections have utilized or conducted successfully. The handbook would include instructions for conducting professional activities, including workshops, webinars, and other such events.
 - Create Regional product and service owners' directory for contact information to facilitate creating local products. A list will be created to familiarize professional development/activities Region Representatives with various products and product owners.
 - Continue to expand the availability of web-based products and services to all IEEE members. This expansion may lead to the creation of new, locally-based resources within all IEEE Regions.
 - Provide Professional Activities social networking tools for Professional Activities Volunteer Leaders (e.g., online communities, LinkedIn, Facebook, etc.) to discuss delivery of professional activities to their local members.
 - Conduct Webinars on how to develop and conduct webinars. The GPA believes that the best and most economic way of reaching the largest number of culturally and geographically diverse groups of members is through webinars. GPA recommends looking into site licenses for webinar software that can be provided to Regions/Sections.
 - Provide all IEEE members with access to the Alliance of IEEE Consultants Networks' Database. Existing product is built to accommodate all IEEE members throughout the world. Further business details will need to be negotiated with IEEE-USA, but current infrastructure exists to meet the needs of all IEEE members. GPA would explore the potential for local user interface

to create a local look and feel for particular Sections within Regions 7-10.

- Help to establish Consultants Networks. This activity is already underway. IEEE-USA volunteer leaders have provided talks and assistance to networks outside of Regions 7-10. Regions, Sections or local networks have paid speaker expenses, thereby not utilizing U.S. member dues for this assistance.
- Provide links and contacts to Entrepreneurial Activities/Village.
- Develop a training process to train the trainer. By training volunteer leaders to train others, we can expand our professional activities network and offerings exponentially.
- Assist local members in conducting webinars in local languages, and create index by language on websites.
- Increase awareness of the ability to interact with local, regional and national government bodies.
- Certification and Training Courses (e.g., Computer Society, ComSoc) made available to Regions for a special rate
- Provide links and contacts to support Social Responsibility Activities/Programs.
- Increase awareness of all IEEE new initiatives and Foundation projects that deal with professional activities. To this end, the GPA recommends that there be a GPA liaison to both the IEEE New Initiatives Committee and the IEEE Foundation (liaison could maintain corresponding member status).
- Provide updates of shared member needs across all regions.
- Provide guidance in customization and adaptation of current products and services for local needs.
- Marketing. The GPA recommends strong marketing of products, services and programs to all IEEE members. Without a strong marketing campaign, the lack of awareness will continue. [Note: IEEE surveys show that there is a high rate of satisfaction among members who use professional

activities products and services, however, the awareness rate is low.]

- External Publicity
- Product Development/Enhancement Research
- Section/Local-Level Marketing

■ **Metrics/Outcomes:**

GPA proposes to measure awareness and member satisfaction to ensure that highest quality benefits are being offered to IEEE members.

- Increased awareness of resources
- Member satisfaction
- Member retention and growth
- Increased number of Professional Activities events and participation
- Online Measurement (number of clicks, impressions, downloads) of Professional Activities online products and promotions
- Number of products and services adopted by new Regions

■ **Budget:**

To implement these recommendations, a budget of approximately \$100K will be needed for direct expenses associated with the GPA Steering Committee, full-time staff support, and limited product development.

The GPA Committee wishes to thank Dr. Gordon Day, President of IEEE-USA and Mr. Joe Lillie, Vice President of Member and Geographic Activities for the encouragement and support during the tenure of the committee.

Introduction & Background

Introduction:

The joint IEEE Member and Geographic Activities (MGA) and the IEEE-USA New Initiative grew out of increasing requests from IEEE members to receive professional activities benefits, and the recognition that IEEE has an obligation to serve all members' professional needs, as stated in the IEEE Constitution. The purpose of the initiative is threefold: (1) to inventory and assess the current state of Professional Activities within IEEE, (2) to compile data on member interests and preferences related to Professional Activities, their management and financing, and (3) to develop a strategic plan to assist all regions in developing Professional Activities tailored to their specific needs and interests.

The work proposed are substantial steps toward helping IEEE fulfill its Constitutional obligations to address not only the scientific and educational, but also the professional needs of all members, regardless of geographic location.

The ad hoc IEEE Committee on Globalization of Professional Activities was charged with producing two specific products:

- A written report summarizing IEEE's current professional activities and offerings, presenting the views of active IEEE volunteers on the nature of professional activities (What do professional activities include?), and the needs for such activities in particular geographic areas. The report is supported, in part, by using existing survey results and drawing upon the combined expertise of IEEE Research, other committees dealing with employment and career issues, and the GPA Committee.
- A strategic proposal to enable and empower IEEE, through its Regions, Sections, or new IEEE entities to better serve the professional needs and interests of all IEEE members. The plan will be based on the assessment, and will include sufficient detail to permit the IEEE BOD to evaluate the costs and benefits of the plan, and decide whether to move forward.

The committee was appointed jointly by the Vice President, Member and Geographic Activities and the IEEE-USA President, with representatives from all ten IEEE Regions. These committee members are volunteers who either have strong experience in Professional Activities, or Represent regions where there is a desire for increased Professional Activities.

The intent of this initiative is to provide enhance long-term, Institute-wide coordination and support for professional activities to all members -- providing a valuable service that sustains membership, eliminates perceived inequities, and strengthens the profession.

The new initiative tracks with IEEE's strategic plan goals:

Goal C — Public: Global Advocacy

IEEE will increasingly be valued by the global community as a catalyst for a balanced dialogue on technology-related issues.

Goal D — Public: Image of IEEE and the Profession

The public will increasingly value the role of IEEE and technical professionals in enhancing the quality of life and the environment; IEEE will fulfill its requirement to serve the public good.

Goal E — Organization: Members and Volunteers

IEEE members will increasingly find value and enjoyment through their involvement in the organization.

Goal F — Organization: IEEE the Association

IEEE will operate as a model global association, with aligned purpose, energy and infrastructure that facilitates the development and execution of coordinated strategy.

Background:

The IEEE Constitution is clear in specifying two purposes for the Institute: “scientific and educational” and “professional.” Sections 2 and 3 of the IEEE Constitution read as follows (emphasis added):

Sec. 2. Its (IEEE's) purposes are: **(a) scientific and educational**, directed toward the advancement of the theory and practice of electrical, electronics, communications and computer engineering, as well as computer science, the allied branches of engineering and the related arts and sciences; means to these ends include, but are not limited to, the holding of meetings for the presentation and discussion of professional papers, the publication and circulation of works of literature, science and art pertaining thereto and any other activities necessary, suitable and proper for the fulfillment of these objectives; **(b) professional, directed toward the advancement of the standing of the members of the professions it serves; means to this end include, but are not limited to, the conduct and publication of surveys and reports on matters of professional concern to the members of such professions, collaboration with public bodies and with other societies for the benefit of the engineering professions as a whole and the general public, and the promotion of ethical conduct.** The IEEE shall not engage in collective bargaining on such matters as salaries, wages, benefits, and working conditions, customarily dealt with by labor unions.

The IEEE shall strive to **enhance the quality of life for all people throughout the world** through the constructive application of technology in its fields of competence. It shall endeavor to promote understanding of

the influence of such technology on the public welfare.

Sec. 3. The character of **its scope is transnational** and the territory in which its operations are to be conducted is the entire world. **In addition to its world-wide operations, the IEEE may engage in activities directed to the interests and needs of members residing in a particular country or area of the world.** The procedure for undertaking such activities shall be specified in the Bylaws.

Most IEEE members would probably agree that, while many IEEE activities have a truly global scope and reach, IEEE Professional Activities do not. Through IEEE MGA and IEEE-USA, IEEE's U.S. members have access to very strong programs "...directed toward the advancement of the standing of the members of the professions (IEEE) serves..." However, at this time members in Regions 7 -10 have far fewer opportunities and programs available to them.

The purpose of this initiative is to begin to address that disparity.

Strategy:

At the onset of this initiative, it could not be assumed that despite the disparity in professional activities offerings between Regions 1-6 and 7-10, that all members wanted these services. Therefore, it was determined that the issue needed examination by volunteers from all IEEE Regions.

The first step was to establish an ad hoc Globalization of Professional Activities Committee, consisting of senior volunteers and co-chaired by the 2008 IEEE-USA President and a former Region 9 Director. The co-chairs appointed five other senior volunteers to the committee; these members include some volunteers who are experienced with professional activities, and others who are not.

The first task of the Committee was to conduct an inventory and assessment of current Professional Activities throughout the world. The Committee guided this task, and it was primarily conducted by IEEE-USA and MGA staffs. The second task, conducted in parallel with the first, was to work with IEEE Research to develop and conduct a survey of members in Regions 7 to 10, asking their views on the nature and scope of their needs for Professional Activities. The Committee was to analyze these results, along with any other information it deemed useful.

The Committee's third task was to develop a strategic plan to enable and empower members in Regions 7 to 10 to be more effective in Professional Activities. This plan will be presented to the IEEE BOD in preliminary form in November 2009, and in final form in January 2010.

To minimize costs, the Committee dealt with most of its work via teleconference, an online community, and two face-to-face meetings. One meeting was held during the

February 2009 Operating Unit (OU) series to reduce costs even further, since a number of committee members were already attending the OU series.

Defining Professional Activities

The IEEE Constitution expressly states that the professional activities component of IEEE's offerings are, **"...directed toward the advancement of the standing of the members of the professions it serves; means to this end include, but are not limited to, the conduct and publication of surveys and reports on matters of professional concern to the members of such professions, collaboration with public bodies and with other societies for the benefit of the engineering professions as a whole and the general public, and the promotion of ethical conduct."**

From the time the IEEE Constitution was first drafted, professional activities has gone beyond surveys and reports, and has provided members with useful employment and career maintenance tools for lifelong employability. Likewise, IEEE's collaboration with public bodies has now become a robust and important program. The ad hoc committee has reviewed and inventoried the vast array of professional activities offerings and has concluded that the new definition of Professional Activities should reflect these changes and is recommending the following:

Professional Activities focus on maintaining and enhancing lifelong employability and career maintenance, while providing advice to and collaboration with public bodies, corporations, NGOs and non-profits to benefit the members, their fields of practice, and the general public, while continuing to promote ethical conduct.

Is there a Demand for Professional Activities?

The ad hoc committee's first step was to ascertain whether there was truly a demand for professional activities throughout all ten regions of IEEE. We not only received input from each of the Regional Representatives to the ad hoc committee, but also received very valuable research data from IEEE Corporate Research, which follows:

IEEE Research had conducted a member segmentation study. As part of their research, the following question was asked of IEEE members throughout all 10 regions:

If cost was no object, and you could receive/support as many of these [product and service listings] as you wanted, which would you choose?

[Twenty-one products and services related to professional activities (both current and proposed)]

Related to Professional Activities (1 of 2)

discounts on continuing education courses and tutorials produced by universities and corporations	38%
IEEE Job Site	37%
Salary Survey	35%
discounts on IEEE-developed courses and educational programs	34%
discounts on insurance products	31%
promoting the engineering profession to pre-university students	31%
local meetings (Chapter, Section)	27%
Consultants Network/Database	27%
awards, scholarships, recognitions	27%
promoting public understanding of technology and increasing the public awareness and appreciation of the role of technology professionals in society	27%

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Related to Professional Activities (2 of 2)

discounts on professional certification	25%
informing and educating policymakers and other government officials on technology-related policy issues and the social implications of technology	22%
professional activities	20%
training pre-university teachers on science and engineering	20%
discounts on financial products	19%
advocating public policy positions on technology and career-related issues of concern to the profession	19%
informing and educating members on public policy issues	19%
participating in the accreditation of university-level engineering programs	18%
IEEE-USA's <i>Today's Engineer</i> (online)	17%
Women in Engineering	8%
GOLD	7%

Importance and Satisfaction:

(All items rated on a 10-point scale, with 1 being not important/highly dissatisfied and 10 being very important/highly satisfied)

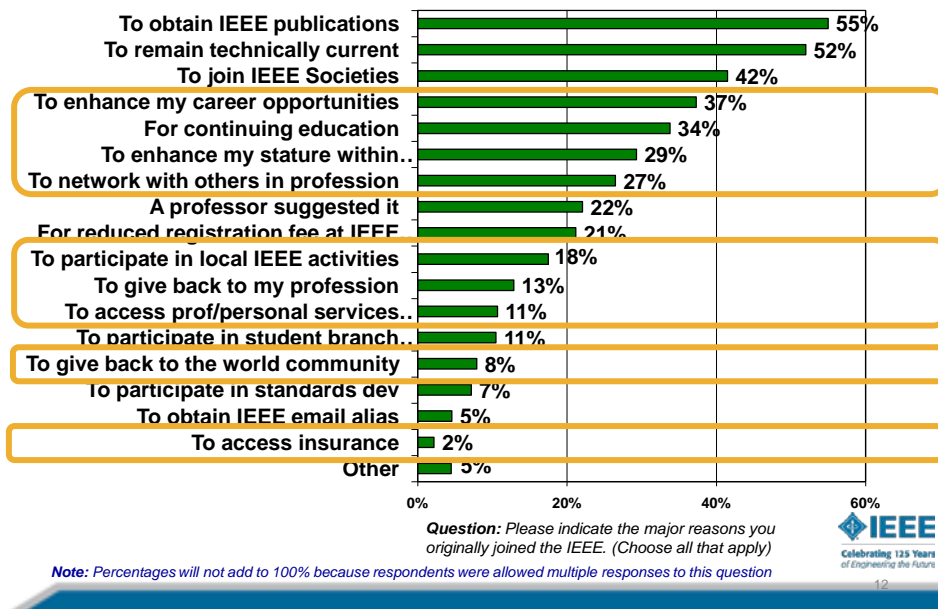
Question	Mean Importance	Mean Satisfaction	Gap
Online access to transactions, journals and magazines	8.51	7.53	1.0
Online access to conference proceedings	7.92	7.28	0.6
Online access to standards	7.81	6.89	0.9
Discounts on professional products and services (e.g., conferences, books, & related items)	7.80	6.63	1.2
Conferences	7.56	7.55	0.0
Continuing education opportunities	7.40	6.52	0.9
Promoting the profession to the general public	7.35	6.61	0.7
Networking	7.32	6.57	0.8
Online career resources	7.27	6.40	0.9
Opportunities for leadership roles	6.52	6.35	0.2
Contributing to the general public through humanitarian efforts	6.47	6.45	0.0
Student Branch meetings **	6.37	6.59	-0.2

Importance and Satisfaction

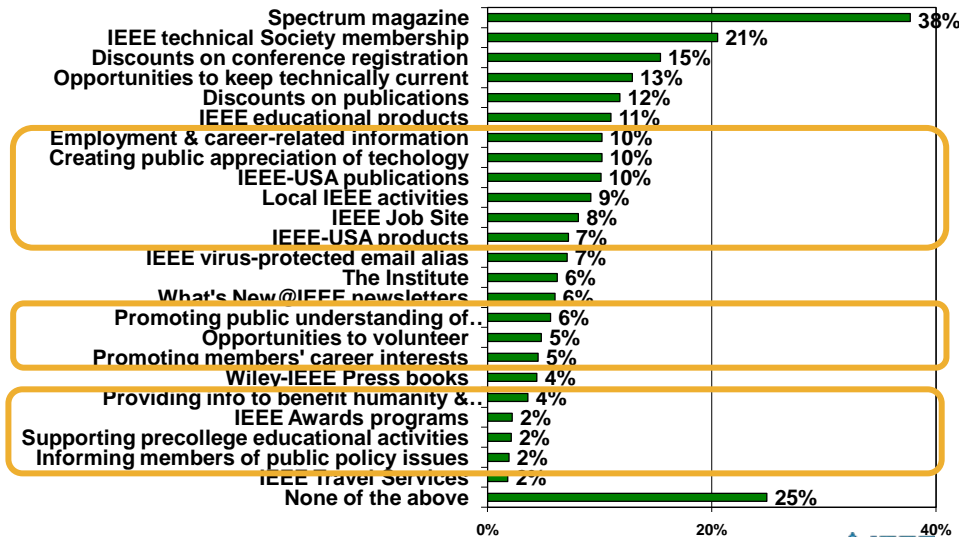
Question	Mean Importance	Mean Satisfaction	Gap
IEEE Online Communities	6.26	6.71	-0.5
Providing e-mail alias with virus protection	6.21	7.77	-1.6
Forums, newsgroups, and other online collaboration tools	6.17	6.52	-0.4
Local meetings with other professionals	6.04	6.64	-0.6
Ability to participate in standards dev	5.99	6.32	-0.3
Online meetings/webinars	5.85	6.51	-0.7
Internet video programming of conf highlights, author interviews, etc.	5.84	6.50	-0.7
Printed copies of standards	5.78	6.75	-1.0
Printed copies of conference proceedings	5.57	6.87	-1.3
Printed career resources	5.48	6.10	-0.6
Insurance and other financial products and services	5.32	6.35	-1.0
Social networking (such as Facebook, 2nd life, MySpace)	4.80	5.90	-1.1

FINDINGS: While no benefit had universal appeal, each benefit had appeal to some members

Reasons for Joining IEEE



What Will They Miss?



Which of the following IEEE services and products will you miss most now that you are no longer an IEEE member? **Notes:** Percentages will not add to 100% because respondents were allowed multiple responses to this question. "IEEE-USA publications" and "IEEE-USA products" calculated on base of US respondents.



Why are Geographical Distinctions so Hard to Determine?

- A typical survey has approximately 400 respondents who were randomly selected and are a representative sample (+- 5% Margin-of-error)
- Members are from over 160 countries
- Regions 8-10 have diverse countries in each Region
- Each country (or Region) would need 300-500 respondents for us to have confidence in the results



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The Committee determined that there was no need for an additional survey. The data that was needed for this new initiative had already been captured by the IEEE Research team when they had conducted the Member Segmentation Study.

The following is the result of a survey that Region 8 Professional Activities Chair, Emine Aydal Phillips distributed during the Region 8 Meeting in Lisbon. She received responses from 43 Section Chairs (out of 56 in Region 8). The Region 8 Professional Activities Chair believes this is a good representation of the expectations of the majority of the section representatives:

Product/Services	Necessary to Have	Nice to Have	Neutral	Not Essential	Total
TryEngineering.org	22	19	2	0	43
Ventures (S-PAVs)	16	19	7	1	43
Professional Awareness Conferences	12	26	3	2	43
IEEE Job Site	22	16	4	1	43
Education Partners Program	14	19	8	2	43
Expert Now	19	17	6	1	43
Consultants Network Environment	15	17	11	0	43

Following are some comments by Region 8 section chairs:

- Some "Expert Now" course CD's were evaluated by the King Fahd University Faculty and it was suggested that the contents were not of high professional standards expected from the IEEE and need improvement.
- Make available courses and seminars which will include IEEE Certificates to attendees.
- The professional activities are the most important activities of IEEE. Our region needs to initiate these activities and improve the cooperation between its sections in this regard.
- web self study courses, rather than standard lectures.
- SAMIEEE Training online. Make packages of all things needed for new officers (i.e treasurer A-Z).
- Regarding pre-university activities I suggest to connect with local entities and localize as much as as possible.

Professional Activities: Products, Services and Models that Already Exist

IEEE Comprehensive List of Products and Services (collected by Committee Members)

IEEE-USA (Regions 1-6)

Region 7

Region 8

Region 9

Region 10

Recognition

Awards (Professionalism Awards, Technical Achievement Awards, Literary Awards) - (IEEE-USA)

Student Services

- Student Video Competition (IEEE-USA)
- Mass Media Fellows Program (IEEE-USA)
- SPACs (IEEE-USA)
- **TISP** -- Teacher in service has been promoted in some Countries of R9. The Teacher In-Service Program features IEEE Section engineers developing and presenting technologically-oriented subjects that matter to local pre-college students. This program has been coordinated for students and committees, and has been successful where it has been presented. **(A Region 9 Service)**
- Various competitions for students: Student Branch Website Design Competition and Telus Innovation Design Competition, Student Paper Competition **(A Region 7 Service)**
- Student Leader Congress once a year for section and student branch executives **(A Region 7 Service)**
- **WISE Program (IEEE-USA):** Washington Internship for Students of Engineering Program provides the opportunity to juniors and seniors in University to spend time in Washington, D.C., writing a technology policy paper and meeting with Government officials.

Public Policy Services

- *Eye on Washington* (IEEE-USA): High readership among members from Regions 7-10.
- Public Policy Awareness (Press Releases) (IEEE-USA)
- Government Fellowships (IEEE-USA)
- Federal, State, and Local Advocacy (IEEE-USA)

- Grassroots Advocacy Program (IEEE-USA)

Publications/Communications/One Stop Shopping Websites

- *Today's Engineer* – Online and print (IEEE-USA): High readership among Regions 7-10.
- IEEE-USA Website (IEEE-USA)
- IEEE Website (IEEE-USA)
- IEEE-USA E-Books (IEEE-USA): High interest among Regions 7-10.
- [Free IEEE PA books](#): (See Appendix A)
- The IEEE Latin America Transactions – An IEEE electronic periodical published in Spanish and Portuguese by IEEE Region 9. It includes original papers written in Spanish and Portuguese covering several areas of electrical engineering. Students as well as experienced engineers should benefit from the publication. The homepage for the publication is: <http://www.ewh.ieee.org/reg/9/etrans/> **(A Region 9 Service)**
- Coordinate PA activities in sections through local PA leaders Report on a regular basis **(A Region 8 Service)**
- Digital Library <http://www.ieee.ca/diglib/index.html> **(A Region 7 Service)**
- Two annual publications: IEEE Canadian Review and Canadian Journal **(A Region 7 Service)**

Career Maintenance

- Career Navigator (IEEE-USA): www.ieeeusa.org/careers. One-stop shopping website that links to products and services.
- Career Checkup (IEEE-USA)
- Salary Service - Member Version (IEEE-USA)
- IEEE Career Lifecycle Web Page www.ieee.org/careers (IEEE-wide)
- Career Website: <http://www.engineeringcareers.ca/> in association with EIC

Career Development/Employment

- Career Asset Manager (IEEE-USA): Inventory your career and employment history
- *The Beyond Job Satisfaction Fieldbook* (IEEE-USA): A workbook to analyze and create a plan to be satisfied in one's job
- Employment Navigator (IEEE-USA): Utilizes spidering technology to search for hard to find jobs (currently U.S. only)
- Innovation Styles Profile (IEEE-USA): Online tool to analyze your innovation style
- Consultants Services Web site (IEEE-USA)
- **Region 9 Job Site** -- It was launched in 1994. Region 9's target is to make the best qualified individuals in the Electrical areas available to companies, and at the same time facilitate IEEE R9 members the best job opportunities in the Region. The Job Site is a free service in its first "post" for companies, and this service of job opportunities is only available to active members of the IEEE. **(A Region 9 Service)**

Training

- Careers Webinars (IEEE-USA)
- Annual Meetings (IEEE-USA)
- Career Development Courses (IEEE-USA)
- P.E. Exam Review Courses (IEEE-USA)
- Webinars (IEEE-USA)(**Region 10 wants more**)
- Continuing Professional Development courses (**IEEE-USA**)
- **DLT** -- Distinguished Lecture Tours: Technical Chapters are encouraged to take advantage of this benefit that the Societies' offer. Several DLTs take place during the year in Region 9 Countries. (**A Region 9 Service**)
- **Region 9 Technical workshops, seminars and expositions** -- They are organized on a yearly basis, except for Andescon (every two years). These events are of greater importance in their technical areas, because they are an excellent opportunity to update knowledge, to establish professional relations, to close business deals, to promote the networking among attendees and the great exhibition areas, where manufacturers and distributors in the electrical, electronic and computer fields can be in direct contact with the attendees.
 - **Andescon**. (Andean technical conferences and exposition) takes place in Colombia, Venezuela, Ecuador, Peru and Bolivia.
<http://www.andescon2008.com/>
 - **Concapan** (Central America & Panama technical conferences and exposition. Belongs to Central America <http://concapan2009.org/>
 - **RVP** (Power summer meeting) Acapulco, Mexico. www.ieee.org.mx (**A Region 9 Service**)
- Organize lectures and workshops in Sections (**A Region 8 Service**)
- Facilitate use of Webinars and Online seminars (**A Region 8 Service**)
- Webinars <http://www.ieee.ca/diglib/webinars.htm> (**A Region 7 Service**)
- Distinguished Lectures (R7 used to have IEEE Canada Lecturers, but not widely publicized or used) (**A Region 7 Service**)
- Collaboration with other professional organizations, such as PMI, APEO, OSPE in offering courses (**A Region 7 Service**)
- Two annual conferences within R7: IEEE Canadian Conference on Electrical and Computer Engineering (since 1998) and IEEE Canada Electrical Power and Energy Conference (since 2004) (**A Region 7 Service**)
- Support for Mini-Conference & Mini-Symposium (International Conference for Upcoming Engineering (ICUE); Symposium on Alternate Energy and Global Synergy; Toronto International Conference – Science and Technology for Humanity (TIC-STH) (**A Region 7 Service**)
- Project Management and Leadership Training courses offered twice, along with BoD Meetings (**A Region 7 Service**)
- Webcasts: (**A Region 7 Service**)
- Professional Development Units for IEEE-organized seminars in Alberta (**A Region 7 Service**)
- Workshops to assist Provincial Certification in Ontario and Alberta (**A Region 7 Service**)

Networking

- Entrepreneurs Village (IEEE-USA)
- IEEE-USA TechMatch – online matching of IEEE Entrepreneurs and funders (angels, VCs and other sources)
- Employment & Career Strategies Communities (IEEE-USA)
- IEEE-USA LinkedIn
- IEEE-USA Facebook
- IEEE-USA Twitter

Employer/Independent Employment Services

- Consultants Database (IEEE-USA)
- Innovation Institute (IEEE-USA)
- Salary Calculator and Reports (IEEE-USA)
- Consultants Network (**Exists in all regions AICN run by IEEE-USA**)

Auxiliary Services

- Develop strategic alliances with companies. Industry may have interesting series of programs and resources like free developer kits, conferences, workshops, sponsorships for students, teachers and engineers that can also benefit IEEE members. (**A Region 9 Want**)
- IEEE Canada Insurance Program: (**A Region 7 Service**)
- Discounts to IEEE members in UBC Continuing Education courses, APEO courses (**A Region 7 Service**)
- IEEE Canadian Foundation support to McNaughton Centers in Universities and Colleges and funds special grants
<http://www.ieeecanadianfoundation.org/EN/index.htm> (**A Region 7 Service**)

How are Other IEEE OUs Addressing Professional Activities?

IEEE-USA Employment & Career Services (ECS):

In 1998, both the IEEE-USA Employment Assistance Committee and the Career Maintenance & Development Committee merged to form the ECS. Both of the previous committees had existed since the mid-1970s. Currently, the ECS mission is to assist members with employment (resume writing, networking, jobs searches and interviewing skills) and career maintenance (job and career satisfaction, understanding and forecasting future engineering skill needs, work/life balance, and managing soft skills). To this end, ECS produces products and services for members. ECS produces a mix of direct member benefits that are free of charge or have a modest price point. They also produce a salary product that is both a member benefit and a product for sale to employers of IEEE members. The ECS makes every attempt to reduce the cost of products and services to members — especially those who are at-risk, and unemployed members. The ECS conducts professional activities workshops throughout the United States, and has a **Rapid Response Team** of speakers who will speak to groups of members who have experienced mass layoffs. This committee currently provides publications, resource websites, webinars and workshops that provide career advice. They also run and moderate an extremely active online community, with more than 3,100 IEEE members, to provide career and employment strategy advice (<https://www.ieeecommunities.org/ecs>). The group has also recently launched two social networking groups on LinkedIn and Facebook.

IEEE-USA Board Ad Hoc Career Services Committee:

In 2009, IEEE-USA President Gordon Day established an Ad Hoc Committee consisting of IEEE-USA's four vice presidents, and asked them for a coordinated response to assist at-risk and unemployed members. This group is working with the following IEEE-USA Committees: 1) Employment and Career Services Committee, 2) Career Workforce Policy Committee, 3) Alliance of IEEE Consultants Networks Coordinating Committee, and 4) Entrepreneurs Activities Committee. These groups have been working together to determine members' current and immediate needs, due to the downturn in the economy. At the end of February, this ad hoc committee commissioned a survey of the IEEE-USA Annual Meeting registrants and held a face-to-face session with Section Chairs and PACE leaders to talk about the current employment and economic conditions in their local sections. They were asked how IEEE can best assist them -- as members and as Section officers.

IEEE Career Services Committee:

The IEEE Career Services Committee consists of representatives of PSPB, IEEE-USA and MGA. This committee was formed through a Memorandum of Understanding (MOU) among MGA, PSPB and IEEE-USA. The Committee is staffed by John Day (MGA), Mike Buryk (PSPB), and Scott Grayson (IEEE-USA). There are representatives on this committee from EAB and Standards as well. The Committee was originally established to determine the breadth of IEEE employment and career products and services, and determine the gaps. This committee is currently entering its fourth year. It was previously chaired by Gus Gaynor, and will be chaired this year by Jean Eason. At the end of last year, this committee developed a career life cycle web page, with filters to better serve members' career life cycle needs. The webpage provides "one-stop" shopping for all IEEE members for career and employment needs:

<http://www.ieee.org/web/careers/home/index.html>. **(See List of Products & Services that appear on the website: Appendix B)**

IEEE Financial Advantage

Individual Benefits & Services Committee

The Individual Benefits & Services Committee (IB&SC) is a committee of the MGA Board, which is chartered to review and approve non-technical member benefits, including the member group insurance program, residing under the broader umbrella of the Financial Advantage Program (FAP). Typically, the types of benefits consist of third-party products and services that IEEE may sponsor, and for which IEEE may derive non-dues revenue. The objective of sponsoring such products is to derive a price or feature advantage that members could not reasonably obtain without belonging to the IEEE. Today, FAP engages more than 80,000 IEEE member account relationships, and delivers approximately \$4.7 million in royalty revenue, with a projected margin of about 87% in 2009.

The most long-standing, highly utilized and profitable products and services in FAP exist in Regions 1-6, and to a lesser extent, in Region 7 and Puerto Rico. Members in each of these geographic areas may access a full range of insurance and credit card products.

IB&SC developed the approach outlined in the Toolkit for Developing Benefits in Regions 7-10, in which we suggest there be a local champion or benefits volunteer position. Areas with larger numbers of members have the best chance of influencing a vendor to provide a marketing agreement. Local information and cultural clues will help IB&SC and Staff to identify and pursue desirable contracts.

IB&SC also purports that not all career benefits need be provided through contracts; sometimes IEEE can be a conduit for information and valuable resources, with the value-added being the research and vetting we can provide. One example is insurance coverage for technical services, such as professional liability, or small business exposures. IB&SC is looking at ways to duplicate the successful model of professional

liability insurance, and the risk management training course that exists in the United States, and in other parts of the world. Whether the resulting benefit becomes one of information, access to hard-to-get coverage, or insurance price advantages, we feel that IB&SC's role in sourcing and vetting will add value for members who are self-employed and in small businesses. This focus directly supports IEEE's commitment to innovation and entrepreneurship, but also recognizes the times in any technologist's career when corporate benefits may be lacking.

Also, IB&SC recognizes the need to help members take advantage of multi-national opportunities in their careers, and to access resources that support their professional mobility. Areas of new benefits research today include a search across numerous countries for legal services, medical services, expat personal coverage, relocation, professional software, travel services and small business office services. FAP is also working with IB&SC, MGA and IEEE USA to examine a potential, global service that facilitates job seeking and proactive career management.

IEEE-MGA Member Engagement and Life Cycle Committee (MELCC) (Appendix C)

The MELCC is a standing committee of the Member and Geographic Activities Board, reporting through the Vice Chair, Member Development. The committee is responsible for establishing programs that facilitate the growth of the member and IEEE. Areas of committee activity include Student Engagement, GOLD, Life Members, Admission and Advancement, Awards and Recognition, and Pre-University.

Sections Congress Recommendation -- There are a good number of benefits that are relevant or accessible to Regions 1-6 members only. IEEE should implement similar benefits of local relevance across all regions.

This Sections Congress '08 recommendation was assigned to the MELCC for follow up. As several other committees were addressing specific areas of this request, the MELCC decided to concentrate on developing an overall strategy and some tools to evaluate the various benefits available to members. An inventory was taken, and it was determined that there are 96 benefits available to members. In an effort to analyze these benefits, a matrix was developed by country listing the various life cycle categories of members (student, graduate student, members 1-5 years, etc.). The benefits were placed in one of three categories. The benefits are relevant and available, but not area specific; and the benefits are not available -- primarily due to economic factors. A fourth category listing possible new benefits was also created. The benefits were also tagged to include additional cost to purchase; discounts to members; and if the benefit required the action on the part of the member to derive the benefit. Once categorized, the benefit can be reviewed for relevancy, and a plan can be developed to move it into a high relevance/high satisfaction category. For example, a benefit that is available; relevant; and has a high satisfaction score in one area, but is not known outside the United States, is a candidate for promotion to members outside the United States. A draft matrix for several countries outside of Regions 1-6 are being developed, and will be reviewed by volunteers in the area for relevance. Benefits will be selected in each category, and the plan is to consider developing pilot programs to roll selected benefits

out in other areas. If successful, this tool may be helpful in developing an overall strategy for managing a member benefit portfolio.

GPA Provides IEEE Members with Access to E-Books and Webinars

In light of one of the Sections Congress 2008 recommendations,

“There are a good number of benefits that are relevant or accessible to Regions 1-6 members only. IEEE should implement similar benefits of local relevance across all regions.”

the Ad Hoc GPA Committee decided that it was important to provide some products and services immediately to all IEEE members, while they went about studying the issues. The Committee selected four IEEE-USA E-Books that it thought would be applicable to all IEEE members, and provided them for free to all members. They are normally sold for \$4.95 each. In addition, it was agreed that the group would provide access to all IEEE-USA archived career development webinars. The Committee created a web presence for their effort located both at:

www.ieeeusa.org/careers/gpa and

www.ieee.org/web/membership/benefits/products/globalcareers.html

The following professional activities free resources are available as a benefit to all IEEE members:

IEEE-USA E-Books



Engineering the Art of Negotiation – Part 1: How to Handle Your Boss

In Part 1, negotiations consultant and trainer John G. Shulman shows you how to get ahead in your organization and experience more career satisfaction by building better relationships with your superiors through interest-based negotiation. [Download this e-Book](#)



Engineering the Art of Negotiation – Part 2: How to Handle Your Colleagues

In Part 2: How to Handle Your Colleagues, internationally renowned negotiations consultant and trainer John G. Shulman shows you how you can get ahead in your organization and experience more career satisfaction by building a better relationship with your colleagues using the principles and practices of interest-based negotiation. [Download this e-Book](#)



The Best of TE: On Innovation











The *Best of Today's Engineer: On Innovation* is a compilation of the IEEE-USA magazine's best articles on — what it means, what it is, how to do it, what to think about it, how to achieve it, and how it might be affecting some aspects of engineering. [Download this e-Book](#)



The Best of TE: On Consulting

IEEE-USA's first e-Book puts 65 pages of content for consultants right at your fingertips. Access information on how to start a local consultants network; how to make sure you get paid for your work; how to make the transition from marketing to paid consulting; IEEE-USA's 2004 Profile of Consultants; and a sample consulting contract. [Download this e-Book](#)

Webinars

-  [Mentoring: Your Career's Competitive Advantage](#)
Looking for a boost in your career? Find yourself a mentor — or let one find you. In today's competitive career world, you need to have a trusted source of guidance, advice, coaching, and feedback. You need someone who has a genuine interest in you and your career. That's a mentor.
-  [Engineers and Public Policy](#)
Engineers are rarely consulted in political decisions. Why is that? This webinar will discuss the role engineers play in the political process and ways for us to do a better job at it. When they try, engineers can have a profound effect on legislation and our nation's laws. The problem is we rarely try.
-  [Discovering and Using Your Innovation Style](#)
IEEE-USA has launched Innovation Styles, a Web-based evaluation, feedback and coaching system designed to boost innovation for individuals, teams and organizations. The Innovation Styles Profile (ISP) is a personal self-assessment that shows how you use the four different approaches to innovation and change. These insights will help you to optimize your innovativeness and improve how you work with your colleagues' varied innovative styles. To help you make full use of your Profile, join us for this free IEEE-USA Webinar.
-  [Career Management: Maximizing Your Employability](#)
This free webinar is designed for engineers, technical leads, supervisors and managers who want to maximize their own employability or the employability of those they represent. Employability is the key to achieving fun, fulfillment and financial peace of mind in today's global workplace. Participants will learn about the four cornerstones of employability, and how to put these in place —the first step to achieving great things at work.
-  [Engineering the Art of Negotiation](#)
Tired of hidden agendas, dealing with difficult people, or politics derailing projects? Learn a process-driven approach to negotiation and persuasion that you can use to keep projects on track and keep difficult people in check. Participants will receive a complimentary copy of the forthcoming IEEE-USA E-Book, *Engineering the Art of Negotiation: Part 1 — How to Handle Your Boss*.
-  [Exploring Career Options: Managing Your Way to Life-Long Success and Fulfillment](#)
Historically, the question of job security has not been an issue for technology professionals. For many, the concern is geared toward career options, not just job satisfaction. Technology professionals have the same questions and concerns about career mobility, job advancement, and opportunities for growth.
-  [Project Management](#)
The Project Management Webinar is designed for engineers, technical leads, project leaders and functional managers who want to practice the fundamentals of project management to help them and the groups they represent. Participants will learn basic project management techniques and how to apply them, whether at work, within the IEEE, at home, or in the community. Participants will receive one complimentary IEEE-USA E-Book.
-  [IEEE and the U.S. Member — Demographics and Preferences of our Members](#)
Marc Beebe, IEEE manager of Strategic Research and Planning, presents findings from the ongoing work on IEEE membership models.
-  [IEEE's Memberships, Career, Employment & Financial Services](#)
IEEE's Membership, Career, Employment and Financial Services — You will hear from Peggy Hutcheson, IEEE-USA's Employment and Career Services Chair; Brian Pratz, IEEE Product Manager, Member and Geographic Activities; and Lynn Koblin, IEEE Manager, Member Benefits.
-  [Enhance Your Career With Online Networking](#)
More than 12 million people in 130 industries around the world are members of the Web-based professional networking community LinkedIn. Nearly three-quarters of a million belong to

competitor sites Ecademy and Ryze, while Europe-based Xing (formerly OpenBC) boasts tens of millions of member-to-member connections in 16 languages. A whopping 63 million blogs connect people around the globe. Google has archived more than one billion posts to message boards and discussion groups. Any way you look at it, a lot of people are doing a lot of multi-national mingling.



[Networking Solutions for Career Success](#)

Whether you're actively job searching, considering a career change, or simply trying to get ahead in your career, networking is likely to be your key to success. In this information-rich session, Dr. Michelle Tullier will examine the factors that make networking work.



[It's Time for the Interview \(Part 2\)](#)

Now that you have learned how to prepare for the interview, it's time to put your skills to the test. Learn about what actually happens in the interview. Learn how to read body language and cues from your interviewer to ensure a successful interview.



[Interviewing Types and Preparation \(Part 1\)](#)

Ace that Interview and wow them! Make sure you are ready for your interview before you walk in the door. Learn about the various types of interviews and steps that you can take to prepare for the interview.

During the past several months, the GPA has been able to collect data about numbers of hits and visits that the GPA website has received. It is clear from the data that when marketing material was delivered to specific regions, the visits/hits spiked. The GPA has drawn the conclusion that marketing will be a key component to a successful professional activities program. One of the recommendations that the GPA will make is that marketing and promotion must be an integral part of Globalization of Professional Activities. (Appendix D)

What Do the Regions Want that Does Not Yet Exist?

Upon review and analysis of the existing professional activities products, services and programs, the GPA Committee determined that IEEE already has a vast array of offerings, and does not need to create new products, services, or programs at this time. However, GPA will request as part of their recommendations that existing products, services and programs be tailored to meet members' local and/or Regional needs (See Section on Recommendations).

Strategic Recommendations

- Adopt the following definition for Professional Activities:

Professional Activities focuses on maintaining and enhancing lifelong employability and career maintenance, while providing advice to and collaborating with public bodies, corporations, NGOs and non-profits to benefit the members, their fields of practice, and the general public, and continuing to promote ethical conduct.

- Establish an IEEE Member Geographic Activities (MGA) Professional Activities Committee with representatives from Regions 7-10 and a liaison from IEEE-USA for purposes of collaboration. The Committee will conduct committee business, hold meetings (teleconferences, webinars, face-to-face), and some limited travel to the various Regions to meet with and assist the Professional Activities Coordinators in the Regions and in local Sections. As part of this, the standing Committee will assist Regions and Sections to develop business plans to implement such modifications, and/or the development of new products.
- IEEE should provide all members with increased access to professional activities products, services and programs, including:
 - Establish Regional Professional Activities Committees and Coordinators, and Professional Activities Representatives in all Sections throughout Regions 7-10. To create a strong professional activities network for all IEEE members, GPA recommends a Professional Activities Coordinator for every IEEE Region.
 - Develop Handbook for Regional Professional Activities Coordinators. The handbook would include listings of products, services and programs that other Regions/Sections have utilized or conducted successfully. The handbook would include instructions for conducting professional activities, including workshops, webinars, and other such events.
 - Create Regional product and service owners' directory for contact information to facilitate creating local products. A list will be created to familiarize professional development/activities Region Representatives with various products and product owners.
 - Continue to expand the availability of web-based products and services to all IEEE members. This expansion may lead to the creation of new, locally-based resources within all IEEE Regions.

- Provide Professional Activities social networking tools for Professional Activities Volunteer Leaders (e.g., online communities, LinkedIn, Facebook, etc.) to discuss delivery of professional activities to their local members.
- Conduct Webinars on how to develop and conduct webinars. The GPA believes that the best and most economic way of reaching the largest number of culturally and geographically diverse groups of members is through webinars. GPA recommends looking into site licenses for webinar software that can be provided to Regions/Sections.
- Provide all IEEE members with access to the Alliance of IEEE Consultants Networks' Database. Existing product is built to accommodate all IEEE members throughout the world. Further business details will need to be negotiated with IEEE-USA, but current infrastructure exists to meet the needs of all IEEE members. GPA would explore the potential for local user interface to create a local look and feel for particular Sections within Regions 7-10.
- Help to establish Consultants Networks. This activity is already underway. IEEE-USA volunteer leaders have provided talks and assistance to networks outside of Regions 7-10. Regions, Sections or local networks have paid speaker expenses, thereby not utilizing U.S. member dues for this assistance.
- Provide links and contacts to Entrepreneurial Activities/Village.
- Develop a training process to train the trainer. By training volunteer leaders to train others, we can expand our professional activities network and offerings exponentially.
- Assist local members in conducting webinars in local languages, and create index by language on websites.
- Increase awareness of the ability to interact with local, regional and national government bodies.
- Certification and Training Courses (e.g., Computer Society, ComSoc) made available to Regions for a special rate
- Provide links and contacts to support Social Responsibility Activities/Programs.

Conclusion

The Ad Hoc Committee on Globalization of Professional Activities (GPA) clearly believes that there is a current and growing need to provide IEEE members with member benefits that meet their lifelong employability and career needs and objectives.

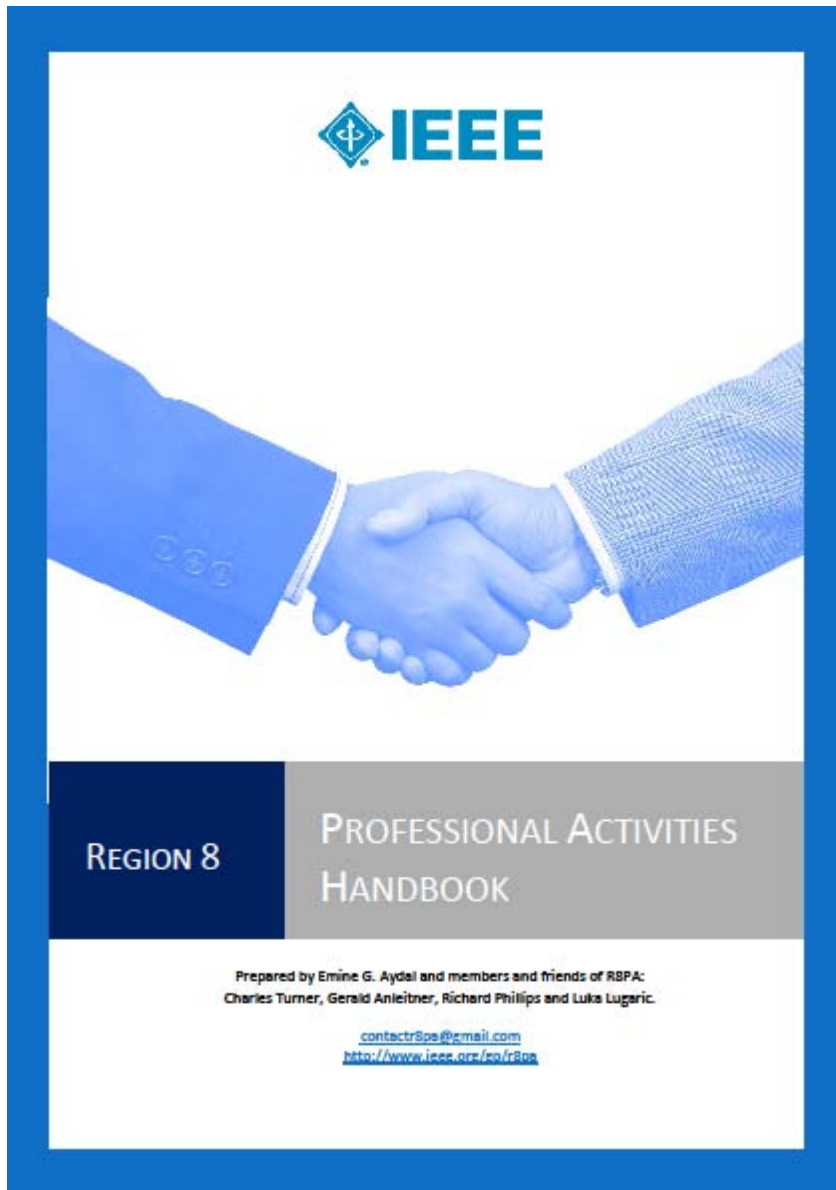
Further, based on the IEEE Constitution, the GPA believes that it must be a priority of IEEE to fulfill its mission to provide all members with the necessary tools to help them achieve their goals and aspirations. By assisting and empowering our members in the area of professional activities, IEEE will play a crucial role in helping our members enhance their skills, knowledge, lifelong learning and employability, in turn, contributing to improvement in technology and quality of the global society.

GPA acknowledges that members in Regions 1-6 already have many, very useful professional activities benefits, while members in Region 7-10 have not been afforded the same access. Based on these findings, we are determined to work diligently, economically and efficiently -- while recognizing cultural and country diversity -- to provide all members with useful professional activities products, services and programs.

We encourage the IEEE Board of Directors to support the GPA's recommendations. We look forward to working to enhance the member experience for years to come.

Appendix A: Region 8 Professional Activities Handbook

To see entire document go to page 65 of this PDF:



Appendix B: Products & Services for Career Lifecycle

Product/Service	Product/Service Description	URL
<ul style="list-style-type: none"> • My Science, My Math, My Engineering Brochure 	<p>This IEEE-USA brochure is targeted for middle school students and is distributed to children’s museums, precollege students, teachers and schools.</p>	<p>http://www.ieeeusa.org/communications/ia/ia-06-23-06.asp</p>
<ul style="list-style-type: none"> • tryengineering.org 	<p>Tryengineering.org is a resource for students (ages 8-18), their parents, their teachers and their school counselors. This is a portal about engineering and engineering careers, and we hope it will help young people better understand what engineering means, and how an engineering career can be part of their future.</p>	<p>www.tryengineering.org</p>
<ul style="list-style-type: none"> • IEEE-USA’s <i>Careers in Electrical, Electronics and Computer Engineering Brochure</i> 	<p>This IEEE-USA brochure is targeted for high school students, and is distributed to precollege students, teachers and schools. Many IEEE volunteers who go into the classroom request these brochures as materials to be shared with the students.</p>	
<ul style="list-style-type: none"> • Engineering Go for It! 	<p>This magazine is targeted at high school students and makes them aware of engineering as a career option.</p>	
<ul style="list-style-type: none"> • IEEE-USA PEC Teacher Grant Program 	<p>This grant program encompasses K-12 teachers, who are interested in implementing innovative science and technology programs, within or</p>	<p>http://www.ieeeusa.org/volunteers/committees/pec/teacher-grants.html</p>

Product/Service	Product/Service Description	URL
	<p>outside the standard classroom curriculum. Funding for extracurricular science and technological educational programs are normally scarce and difficult for teachers to access. This grant program, in support of pre-university teachers, is designed to recognize and fund highly innovative science and technology programs, and specialized projects. Educators will be required to utilize IEEE-USA volunteer assistance in the development and implementation of their innovative programs.</p>	
<ul style="list-style-type: none"> • Teacher In Service Program (TISP) 	<p>TISP provides effective technological literacy outreach to local school administrators and teachers by IEEE Sections. IEEE Sections will work closely with local school districts to (1) identify needs based on school performance (math science standards) and (2) provide valuable technological and scientific activities and support for teachers and their students. IEEE Section volunteers, guided by the initiative leaders, will develop and present technologically-oriented subjects to local pre-university educators in a professional development setting.</p>	<p>http://www.ieee.org/web/education/preuniversity/tispt/index.html</p>
<ul style="list-style-type: none"> • Best Communication Award 	<p>IEEE-USA PEC sponsors a special award for “Best Communications” for the National Future City Competition, held in Washington, D.C., during National Engineers Week.</p>	
<ul style="list-style-type: none"> • <u>TechXplore Award</u> 	<p>IEEE-USA PEC co-sponsors an annual award</p>	<p>www.techxplore.org</p>

Product/Service	Product/Service Description	URL
	<p>with the National Science and Technology Education Partnership (NSTEP) for the Best Electrotechnology Project in the TechXplore Competition. This competition is a high impact education program that connects teams of students with technology professionals from electronics, telecommunications and high-tech companies to explore the world of technology. It is geared to all levels of precollege students. U.S. IEEE members have participated in this program as mentors to the teams of students.</p>	
<ul style="list-style-type: none"> • Student Career Development Activities: Your Career Launch Pad Brochure 	<p>This brochure promotes the services that IEEE-USA provides for student career development. These brochures are distributed to Sections and Student Branches.</p>	
<ul style="list-style-type: none"> • Think S-PAC (known as the “bridge” poster) 	<p>This poster is targeted for Sections that are interested in promoting or co-hosting an S-PAC with a Student Branch.</p>	<p>http://www.ieeeusa.org/volunteers/committees/spac/files/Bridge.pdf</p>
<ul style="list-style-type: none"> • Think S-PAC ink pens and Post-it Notes 	<p>These pens and notepads are distributed at conferences where university programs are being promoted.</p>	
<ul style="list-style-type: none"> • Student Professional Awareness Conferences (S-PACs) 	<p>Student Professional Awareness Conferences (S-PACs, pronounced "ess-paks") explore the subjects that affect engineers' careers, regardless of how well engineers prepare themselves technically.</p>	<p>http://www.ieeeusa.org/volunteers/committees/spac/general_info.html</p>
<ul style="list-style-type: none"> • Student Professional Awareness 	<p>Student Professional Awareness Ventures (S-</p>	<p>http://www.ieeeusa.org/volunteers/committees</p>

Product/Service	Product/Service Description	URL
Ventures (S-PAVs)	PAVes, pronounced "ess-paves") are projects or activities conceived, planned and implemented by IEEE Student Branches to develop an awareness of engineering professionalism.	/spac/spave_general_info.html
<ul style="list-style-type: none"> • IEEE-USA Career Navigator Website 	IEEE-USA Career Navigator is an online compilation of links to employment sites, services for consultants and entrepreneurs, and career-related materials for all technical professionals.	www.ieeeusa.org/careers/
<ul style="list-style-type: none"> • Career Planning Guide for IEEE Members 	Whatever your career goals and interests are, this new online planning tool can help you achieve greater satisfaction and have a greater impact at work. Because your career values and goals are unique, you are the only person qualified to determine the course of action that will best suit your interests. IEEE-USA's new Career Planning Guide for IEEE Members will help you identify and tailor solutions to your unique needs, goals and work situation. Price: Price: \$4.95 (Members); \$19.95 (Non-members)	www.ieeeusa.org/communications/ebooks/
<ul style="list-style-type: none"> • Member Professional Awareness Conferences 	Member Professional Awareness Conferences (M-PACs) are structured events where IEEE members listen to experienced engineers from diverse backgrounds discuss professional topics, such as ethics, management and career transitions.	www.ieeeusa.org/volunteers/pace/mpac.asp
<ul style="list-style-type: none"> • IEEE-USA Today's Engineer 	Keeping up with today's engineering profession can be a difficult task, but <i>IEEE-USA Today's Engineer</i> provides career articles, guidance, tips, strategies, solutions and advice for all segments	www.todaysengineer.org

Product/Service	Product/Service Description	URL
	<p>of the profession that can help keep you on track. <i>Today's Engineer</i> strives to help members build careers and shape public policy, and covers topics that are shaping legislation, the technology workplace and the engineering world.</p> <p>ONLINE</p> <p>This online, monthly web zine is free to all U.S. members. Visit www.todaysengineer.org.</p> <p>E-MAIL UPDATES</p> <p>What could be faster? Why not have news and information on IEEE-USA's products, services and government activities e-mailed to your in-box? U.S. IEEE members who have provided an e-mail address are automatically subscribed to this monthly products and services update, unless they opt out.</p> <p>To receive a second, bi-weekly government activities update, <i>What's New@IEEE-USA Eye on Washington</i>, visit us at www.ieeeusa.org/communications/emailupdates/. This update highlights important federal legislative and regulatory developments that affect U.S. engineers and their careers. In addition, subscribers will receive legislative bulletins and action alerts on IEEE-USA public-policy priority issues.</p>	
<ul style="list-style-type: none"> • IEEE-USA Salary Service 	<p>The best solution ever for analyzing compensation of technical professionals!</p> <p>The IEEE-USA Salary Service offers annual subscribers next-generation tools for accurately benchmarking technical professionals'</p>	<p>http://salary.ieeeusa.org</p>

Product/Service	Product/Service Description	URL
	<p>compensation individually or organization-wide. The Service combines the power of online relational databases, sophisticated regression modeling, and data extracted from IEEE-USA's renowned Salary and Fringe Benefits Survey.</p> <p>The Salary Service for individual IEEE members is free for those who complete the annual Salary Survey, and it features an advanced Salary Calculator. The Salary Service for paid subscribers includes all published reports, a custom report-generation tool, an individual compensation analyzer, an employee satisfaction analyzer, and an employee recruitment analyzer.</p> <p>Price: Free (Member Version); \$399 – \$499 (Non-Member Versions)</p>	
<ul style="list-style-type: none"> • IEEE Job Site 	<p>Electrical, electronics, computer and other electrotechnology and information-technology professionals! Find your next great job through the IEEE Job Site! Search the job listings by technical area, title and location, and find the next rung on your career ladder.</p>	<p>http://careers.ieee.org/</p>
<ul style="list-style-type: none"> • IEEE-USA Employment Navigator 	<p>IEEE-USA Employment Navigator provides tools for members to quickly connect to hiring employers, build and send effective resumes, and link to salary benchmarking and other career resources.</p> <p>This members-only service collects five million job leads from 160,000 websites and places them in a single searchable database. This information comes from corporate web sites, job boards and niche job sites (geography, industry and occupation specific). It also finds jobs in education, government and newspaper sites. The</p>	<p>www.ieeeusa.org/careers/employmentnavigator/</p>

Product/Service	Product/Service Description	URL
	<p>result is that with this tool, IEEE-member subscribers will have access to those hard-to-find opportunities that never leave an employer's web site (an estimated 30 percent of jobs in the database).</p> <p>The portal also provides tools for resume creation and distribution.</p> <p>Price: \$50 for a six-month subscription (Members only)</p>	
<ul style="list-style-type: none"> • Career Asset Manager & Resume Writing Services 	<p>The Career Asset Manager is a tool to assist all members with documenting their career, employment and professional development history. This service provides members with forms to use to fill out such information.</p>	<p>www.ieeeusa.org/careers/CAM</p>
<ul style="list-style-type: none"> • Education Partners Program 	<p>Education Partners, exclusively for IEEE members, offers on-line degree programs, certifications and courses at a 10% discount to members. The Partners are a carefully selected number of universities and corporations, reviewed and approved by highly qualified IEEE volunteers, to ensure members receive the most effective learning resources.</p> <p>Educational Activities currently is partnering with the following universities and corporations. (Please note you must be an IEEE member to receive the discount on courses offered by the Partners.) If you are not a member, visit IEEE Membership to become one today.</p>	<p>http://www.ieee.org/web/education/partners/eduPartners.html</p>
<ul style="list-style-type: none"> • IEEE Financial Advantage Program 	<p>FAP is an exclusive IEEE Members-only program, designed to help you take control of your professional and personal needs and your</p>	<p>http://www.ieee.org/portal/pages/services/financial/fap/about.html</p>

Product/Service	Product/Service Description	URL
	<p>financial future. Available to you and your family are a number of quality products with special cost-savings and value-added benefits that non-IEEE members simply cannot get. Affiliate members of the IEEE are not eligible.</p>	
<ul style="list-style-type: none"> • <i>The Beyond Job Satisfaction Fieldbook</i> 	<p>Reads like a winner! Provides the reader with valuable career guidance.</p> <p>Learn how to set your career goals, what steps to take to accomplish them, and how to set yourself up for success. Learn how to use goals to make great things happen for your company, as well as for yourself. This book contains tools and templates for maximizing your vitality at work.</p> <p>Price: \$29.95 (Members); \$59.95 (Non-members)</p>	<p>www.ieeeusa.org/careers and select <i>Beyond Job Satisfaction Fieldbook</i></p>
<ul style="list-style-type: none"> • IEEE-USA Consultants Database 	<p>The ideal online site for consultants and clients to find each other!</p> <p>On the IEEE-USA Consultants Database, consultants can easily register their credentials, and update them at any time. Clients can post projects, and search the database to find the right consultant.</p>	<p>www.ieeeusa.org/consultants</p>
<ul style="list-style-type: none"> • IEEE-USA Leadership Courses 	<p>Take your career to the next level with these performance-boosting courses!</p> <p>IEEE-USA online Leadership Courses will benefit all engineers looking to be more effective in their profession, particularly those moving into managerial roles, or seeking continuing education to maintain P.E. licensure. AchieveGlobal, a world leader in professional development courses, has teamed with IEEE-USA to bring you career-</p>	<p>www.ieeeusa.org/careers</p>

Product/Service	Product/Service Description	URL
	enhancing courses at discount prices.	
<ul style="list-style-type: none"> • Entrepreneurs Services & Online Village 	<p>The Entrepreneurs Services and Online Village is a gathering place that will allow you to become a mentor, or to seek the guidance of other mentors. Mentors can be a sounding board or provide input on best practices concerning organizational and legal issues finance</p>	<p>http://www.ieeeusa.org/careers/entrepreneurs/default.asp</p>
<ul style="list-style-type: none"> • <i>The Engineer's Guide to Lifelong Employability</i> 	<p>Need help managing your career? IEEE-USA's <i>The Engineer's Guide to Lifelong Employability</i> is a practical resource book on locating and obtaining engineering jobs throughout your career. The Guide will teach you the skills you need to prosper in today's technical job market, locate great jobs, conduct electronic job searches, and apply knowledge on how to properly transition from school to work, research prospective employers, and effectively interview and negotiate job offers.</p>	<p>www.ieeeusa.org/careers</p>
<ul style="list-style-type: none"> • Expert Now 	<p>The best educational content presented at IEEE conferences and meetings has been collected and modularized in one hour courses to enhance rapid, self-paced learning. Courses are developed by recognized experts in their fields and peer reviewed to ensure quality. Delivered right to your desktop, the highly-engaging instructional design includes assessments, audio and video files, diagrams, animations, and automatic place marking.</p>	<p>http://www.ieee.org/web/education/Expert_Now_IEEE/index.html</p>
<ul style="list-style-type: none"> • IEEE-USA E-Books 	<p>This new and expanding series of downloadable publications provides practical career and public-policy information in a convenient and inexpensive format. IEEE-USA E-Books represent the best</p>	<p>http://www.ieeeusa.org/communications/ebooks/</p>

Product/Service	Product/Service Description	URL
	<p>information collected from leading experts in the subject fields, including authors appearing in <i>IEEE-USA Today's Engineer</i>, and the collective wisdom of IEEE-USA policy committees. Choose from such titles as <i>The Best of Today's Engineer: On Consulting; The Reliability of the Electric Transmission Infrastructure in the 21st Century; Interoperability for the National Health Information Network; and The State of Radio Frequency Identification (RFID) Implementation and Its Policy Implications</i>.</p>	
<ul style="list-style-type: none"> • Professional Engineer Licensure Review Courses 	<p>Get the added professional edge by becoming licensed as a Professional Engineer (P.E.).</p> <p>In this CD-ROM course, Professor Martin Roden, Ph.D., presents detailed analysis and discussion of sample tutorial practice problems in electrical and computer engineering. The presentation provides insight into proper approaches to problems covering computers, electronics, controls, communication and power — the types of problems found in the morning Breadth portion of the recently restructured P.E. exam. Using this course, you will improve your chances of passing the exam by reinforcing the theory you learned in school, and focusing on the essential concepts required to analyze and design complex systems.</p> <p>Price: \$185 (Member); \$220 (Non-member)</p>	<p>http://www.ieeeusa.org/careers/ click on P.E. Review</p>

Member Benefits Across All Regions

Adrian Pais
GPA Committee
Meeting
3 September 2009



Agenda

- Introduction & Project Focus
- Professional Activities vs. Member Benefits
- Benefit Matrix by Country Example
- Next Steps
- Challenge with financial related benefits
- Member Benefits Bulletin
- Questions?

Introduction & Project Focus

- A Sections Congress '08 Initiative
 - “There are a good number of benefits that are relevant or accessible to Regions 1-6 members only. IEEE should implement similar benefits of local relevance across all regions.”
- MELCC focus was to complement the work being done by the GPA Committee to include all member benefits.

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Professional Activities vs. Member Benefits

- Professional Activities focuses on “those benefits that maintain & enhance lifelong employability & career maintenance, while providing advice to and collaboration with public bodies...”
- There are additional benefits that also need to be included in the discussion – 96 in total at last count.
- Project focus was to define a process to capture and categorize benefits by country for review and follow up.

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Benefits Matrix by Country

- Process we decided on was to use some information we already had by country and create a “benefits matrix”.
- Matrix would be developed for major member life cycle categories – student, higher grade 1-5 years...
- Benefits slotted into one of 3 categories:
 - Category 1 – Benefit is relevant & available.
 - Category 2 – Benefit is relevant & available, but U.S. centric.
 - Category 3 – Benefit is not available.
- Also tagged benefit as having a discount, being active or passive and having an additional cost associated with it.

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Brazil Life Cycle: Career Years 1-5 & 6-10: Relevant & Available

- | | |
|---|--|
| <ul style="list-style-type: none"> ■ Online Communities (/_/_/A) ■ AskIEEE (/_/_/P) ■ Volunteering (/_/_/A) ■ Association with IEEE Brand (/_/_/P) ■ Member Grade Elevation (/_/_/A) ■ Career Alert (/_/_/P) ■ Proceedings of the IEEE (D) (D/\$/P) ■ Career Asset Manager (/_/_/A) ■ IEEE Standards (D) (D/\$/P) ■ Careers Webinars (/_/_/A) ■ IEEE.tv (/_/_/P) ■ Certified Software Dev. Professional (/_/_/A) ■ Merchandise (D) (D/\$/P) ■ Contact Center - Internet (/_/_/A) ■ Participation in Local Meetings (/_/_/A) ■ Contact Center - Phone (/_/_/A) ■ The Institute Newsletter (/_/_/P) ■ Discounts on IEEE Publications (/_/\$/P) ■ IEEE Spectrum Magazine (/_/_/P) ■ Education Partners Program (D) (D/\$/A) ■ IEEE Women in Engineering (/_/\$/P) | <ul style="list-style-type: none"> ■ What's New @ IEEE (/_/_/P) ■ Expert Now (D) (D/\$/A) ■ IEEE Xplore Abstracts (/_/_/P) ■ Graduates of the Last Decade (GOLD) (/_/_/A) ■ IEEE-USA eBooks (D) (D/\$/P) ■ Humanitarian Programs (/_/_/A) ■ Membership Card (/_/_/P) ■ IEEE Conference (D) (D/\$/A) ■ myIEEE (/_/_/A) ■ IEEE e-mail Alias (/_/_/P) ■ Participate in Local Technical Forums (/_/_/A) ■ IEEE Member Digital Library (Access to) (/_/\$/P) ■ Participation with LinkedIn Group (/_/_/A) ■ IEEE memberNet (/_/_/A) ■ ShopIEEE (D) (D/_/P) ■ IEEE Mentoring Connection (/_/_/A) ■ Travel Services (/_/\$/P) ■ IEEE Potentials Magazine - Digital (/_/_/P) ■ Voting (/_/_/A) ■ IEEE Societies (/_/\$/P) ■ IEEE WCET Certification Program (/_/\$/A) |
|---|--|

Key for (/_/_/)

D: Members receive exclusive discounts

\$: Members must pay more for access

A: Members must actively engage to get benefit

P: Members can passively receive benefit



Brazil Life Cycle: Career Years 1-5 & 6-10: Relevant & Available

- Online Communities (_/_/A)
- AskIEEE (_/_/P)
- Volunteering (_/_/A)
- Association with IEEE Brand (_/_/P)
- Member Grade Elevation (_/_/A)
- Career Alert (_/_/P)
- Proceedings of the IEEE (D) (D/\$/P)
- Career Asset Manager (_/_/A)
- IEEE Standards (D) (D/\$/P)
- Careers Webinars (_/_/A)
- IEEE.tv (_/_/P)
- Certified Software Dev. Professional (_/_/A)
- Merchandise (D) (D/\$/P)
- Contact Center - Internet (_/_/A)
- Participation in Local Meetings (_/_/A)
- Contact Center - Phone (_/_/A)
- The Institute Newsletter (_/_/P)
- Discounts on IEEE Publications (_/\$/P)
- IEEE Spectrum Magazine (_/_/P)
- Education Partners Program (D) (D/\$/A)
- IEEE Women in Engineering (_/\$/P)
- What's New @ IEEE (_/_/P)
- Expert Now (D) (D/\$/A)
- IEEE Xplore Abstracts (_/_/P)
- Graduates of the Last Decade (GOLD) (_/_/A)
- IEEE-USA eBooks (D) (D/\$/P)
- Humanitarian Programs (_/_/A)
- Membership Card (_/_/P)
- IEEE Conference (D) (D/\$/A)
- myIEEE (_/_/A)
- IEEE e-mail Alias (_/_/P)
- Participate in Local Technical Forums (_/_/A)
- IEEE Member Digital Library (Access to) (_/\$/P)
- Participation with LinkedIn Group (_/_/A)
- IEEE memberNet (_/_/A)
- ShopIEEE (D) (D/_/P)
- IEEE Mentoring Connection (_/_/A)
- Travel Services (_/\$/P)
- IEEE Potentials Magazine - Digital (_/_/P)
- Voting (_/_/A)
- IEEE Societies (_/\$/P)
- IEEE WCET Certification Program (_/\$/A)

Key for (_/_/)

D: Members receive exclusive discounts

\$: Members must pay more for access

A: Members must actively engage to get benefit

P: Members can passively receive benefit



Brazil Life Cycle: Career Years 1-5 & 6-10: Relevant/Available, but too U.S.-Centric

- Entrepreneurs Village (_/\$/A)
- IEEE-USA Career Enhancement Courses (_/_/A)
- IEEE Potentials Magazine - Print (_/\$ /P)
- Awards (_/_/P)
- Employment Navigator (_/_/A)
- Career Navigator (_/_/A)
- IEEE Job Site (_/_/A)
- Consultants Database (D/\$/A)
- IEEE-USA Career Checkup (_/_/A)
- Consultants Services (_/\$/A)
- Employment and Career Strategies Community (_/_/A)
- IEEE Women in Engineering (_/\$/P)



Note the overlap with professional activities

Key for (_/_/)

D: Members receive exclusive discounts

\$: Members must pay more for access

A: Members must actively engage to get benefit

P: Members can passively receive benefit



Brazil Life Cycle: Career Years 1-5 & 6-10: Not Available

- Insurance Services (Access to) - Small Employer Group (/_\$/P)
- Insurance Services (Access to) - High Limit Accident (/_\$/P)
- Insurance Services (Access to) - Group 20-Year Level Term (/_\$/P)
- Financial Services (D) - Canada MBNA Credit Card (D/_/P)
- Insurance Services (Access to) - Professional Liabilities (/_\$/P)
- Financial Services (D) - College Parents of America (D/_/P)
- Public Policy Awareness (/_/_/P)
- Financial Services (D) - Educational Financial Services (D/_/P)
- Insurance Services (Access to) - Group Level Term Life to Age 65 (/_\$/P)
- Financial Services (D) - Grogan Advisory Services (D/_/P)
- Insurance Services (Access to) - Long Term Care (/_\$/P)
- Financial Services (D) - Hong Kong Gold Visa Card (D/_/P)
- Insurance Services (Access to) - Short Term Medical (/_\$/P)
- Financial Services (D) - Puerto Rico Bank of America Card (D/_/P)
- Insurance Services (Access to) - Travelers - Auto & Home (/_\$/P)
- Financial Services (D) - Simple Tuition (D/_/P) Scholarships (/_/A)
- Financial Services (D) - Singapore Diners Club Card (D/_/P)
- Insurance Services (Access to) - Group Disability Income (/_\$/P)
- Financial Services (D) - U.K. MBNA Credit Card (D/_/P)
- Insurance Services (Access to) - Group Term Life (/_\$/P)
- Financial Services (D) - U.S. Bank Credit Card (D/_/P)
- Insurance Services (Access to) - Liberty Mutual - Auto (/_\$/P)
- Home & Office Services (D) - DHL Express (D/\$/P)
- Insurance Services (Access to) - Medicare Supplement (/_\$/P)
- Home & Office Services (D) - MyHomeBenefits (D/\$/P)
- Insurance Services (Access to) - RxAmerica Prescription Plan (/_\$/P)
- Home & Office Services (D) - Office Supplies and Furniture (D/\$/P)
- Insurance Services (Access to) - Short Term Recovery (/_\$/P)
- Insurance Services (Access to) - Cancer Expense (/_\$/P)
- Insurance Services (Access to) - Travel and Accident Insurance (/_\$/P)
- Insurance Services (Access to) - Catastrophe Major Medical (/_\$/P)
- Microsoft Software Offer for IEEE Students (/_/_/P)
- Insurance Services (Access to) - Catastrophic Disability Income (/_\$/P)
- Salary Service (/_/_/P)
- Insurance Services (Access to) - Dental (/_\$/P)
- Today's Engineer (/_/_/P)
- Insurance Services (Access to) - Group 10-Year Level term (/_\$/P)
- IEEE Student Job Site (/_/_/A)

Key for (/_/_/)

D: Members receive exclusive discounts
 \$: Members must pay more for access
 A: Members must actively engage to get benefit
 P: Members can passively receive benefit



Next Steps for the Sections Congress Item Team

- Drafting examples for Brazil, Japan, Croatia & South Africa
- Plan is to review with volunteers from that country for feedback on completeness and relevancy
- Category 1 benefits "Relevant and Available" are opportunities for promotion.
- Category 2 benefits "Relevant, but too U.S.-Centric" are opportunities to adapt the benefits, so they can be leveraged by country.
- Category 3 benefits "Not Available" are opportunities that have a financial component, and probably require a business case analysis.
 - See next slide on the scale of membership and ability to leverage for discounts

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2008 Top Ten Membership Countries* Higher Grade Members Only

Rank	Country	2008 HG Membership	% of All HG Members
1	USA	185,380	62.0%
2	Canada	13,187	4.4%
3	Japan	11,813	4.0%
4	India	8,398	2.8%
5	United Kingdom	7,850	2.6%
6	Australia	5,548	1.9%
7	Germany	5,507	1.8%
8	China	3,830	1.3%
9	Italy	3,606	1.2%
10	Korea (South)	3,066	1.0%



* Based on primary mailing addresses, as of 31 Dec 2009

Non-Technical Benefit Development Tool Kit

In 2006, IB&SC formed an ad-hoc committee to develop a Toolkit approach to developing benefits in Regions 7-10

- The "Toolkit" consists of a few simple steps that any member or volunteer can follow to develop a new member benefit, in coordination with IEEE's policies and procedures
- IEEE legal counsel provided "boilerplate" guidelines for affinity credit card agreements, and for general marketing agreements

Results:

- **Singapore Section, used this Toolkit approach to complete a renewal contract for Diners Club credit cards**
- **Germany Section used this Toolkit approach to complete a new marketing agreement for Hotel.de travel services**

Where to access:

[Http://www.ieee.org/portal/cms_docs_iportals/iportals/volunteers/membership_dev/MembershipBenefitDevelopmentToolkit.pdf](http://www.ieee.org/portal/cms_docs_iportals/iportals/volunteers/membership_dev/MembershipBenefitDevelopmentToolkit.pdf)



IEEE Member Benefits Bulletin

- Increasing awareness and satisfaction

- IEEE Member Benefits Bulletin is the monthly e-newsletter delivered to all IEEE members featuring various member benefits
- Topics covered; IEEE.tv, *IEEE Spectrum*, renewal messages, FAP messages, IEEE e-mail alias, Foundation messages, monthly survey, IEEE t-shirt contest giveaway (monthly), memberNet, myIEEE, global student competitions, and more . . .



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Member Benefits Bulletin Distribution History

- First issue was sent October 2008.
- Bulletin is delivered the third full week of each month.
- Sent to all active members with email address in BMS. Affiliates are not included.

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Results

- Through 11 months, the bulletin has achieved a 24.32% open rate.*
- Average of 73,000 opens per issue
- Links are tracked monthly and reported back to participating OU's.
- Over 70,000 unique clicks tracked



Remember: The Professional Activities Committee can use the benefits bulletin to promote your product and service changes, when they are ready to be communicated to members.

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* Benchmark standard is 20%

































Appendix D: GPA Website Metrics (Hits/Visits)

Stats for GPA website Date Range: 5/1/2009 to 8/24/2009

Daily Activity by File



Day	Hits	Visits	Bandwidth (KB)
5/1/2009	1	1	42
5/2/2009	0	0	0
5/3/2009	0	0	0
5/4/2009	0	0	0
5/5/2009	1	1	42
5/6/2009	1	1	42
5/7/2009	4	4	168
5/8/2009	0	0	0
5/9/2009	1	1	42
5/10/2009	0	0	0
5/11/2009	1	1	42
5/12/2009	1	1	42
5/13/2009	3	3	126
5/14/2009	2	2	84
5/15/2009	2	2	84
5/16/2009	0	0	0
5/17/2009	2	2	84
5/18/2009	2	2	84
5/19/2009	7	5	294
5/20/2009	2	2	84
5/21/2009	3	1	42
5/22/2009	3	3	84
5/23/2009	5	5	209
5/24/2009	1	1	42
5/25/2009	2	2	84
5/26/2009	3	3	126
5/27/2009	1	1	42
5/28/2009	3	3	126
5/29/2009	4	3	167
5/30/2009	1	1	42
5/31/2009	4	4	167
6/1/2009	8	8	335
6/2/2009	11	9	462
6/3/2009	5	5	210
6/4/2009	4	4	168
6/5/2009	6	6	251
6/6/2009	2	2	84
6/7/2009	1	1	42
6/8/2009	3	3	125
6/9/2009	6	5	251
6/10/2009	4	3	167
6/11/2009	3	3	126
6/12/2009	7	7	293
6/13/2009	4	4	167
6/14/2009	5	5	209
6/15/2009	113	97	4,406
6/16/2009	58	51	2,182
6/17/2009	102	89	3,908
6/18/2009	45	42	1,848
6/19/2009	23	19	964
6/20/2009	11	11	461
6/21/2009	15	12	629
6/22/2009	14	12	587

6/23/2009	16	11	672
6/24/2009	11	10	461
6/25/2009	7	6	293
6/26/2009	8	5	336
6/27/2009	5	5	210
6/28/2009	1	1	42
6/29/2009	3	3	126
6/30/2009	2	2	84
7/1/2009	1	1	42
7/2/2009	5	5	209
7/3/2009	3	3	126
7/4/2009	0	0	0
7/5/2009	0	0	0
7/6/2009	2	2	84
7/7/2009	7	7	294
7/8/2009	2	2	84
7/9/2009	43	36	1,812
7/10/2009	12	9	463
7/11/2009	5	5	209
7/12/2009	20	13	797
7/13/2009	18	16	756
7/14/2009	24	20	1,012
7/15/2009	189 	152 	7,391 
7/16/2009	177 	156 	6,807 
7/17/2009	100 	87 	4,198 
7/18/2009	35	32	1,469
7/19/2009	40	37	1,679
7/20/2009	50	46	2,097
7/21/2009	40	32	1,637
7/22/2009	71	68	2,983
7/23/2009	28	25	1,176
7/24/2009	30	25	1,259
7/25/2009	11	11	462
7/26/2009	11	11	461
7/27/2009	34	31	1,386
7/28/2009	15	14	630
7/29/2009	21	21	882
7/30/2009	32	22	1,303
7/31/2009	96	72	3,700
8/1/2009	37	32	1,552
8/2/2009	26	24	1,092
8/3/2009	68	56	2,814
8/4/2009	132 	113 	5,414 
8/5/2009	44	40	1,848
8/6/2009	1,307 	1,074 	51,419 
8/7/2009	878 	761 	36,574 
8/8/2009	211 	189 	8,817 
8/9/2009	167 	138 	6,929 
8/10/2009	259 	219 	10,833 
8/11/2009	144 	128 	5,922 
8/12/2009	88	72	3,656
8/13/2009	69	61	2,691
8/14/2009	57	44	2,394
8/15/2009	34	31	1,386
8/16/2009	40	33	1,681
8/17/2009	48	45	1,976
8/18/2009	56	51	2,312
8/19/2009	56	54	2,229
8/20/2009	36	34	1,514

8/21/2009	29	26	1,221
8/22/2009	37	30	1,513
8/23/2009	17	15	715
8/24/2009	32	26	1,262
Total(s)	5,557	4,753	225,655
Average(s)	47	40	1,945

Appendix E: Quarterly Report to NIC Committee

Globalizing IEEE Professional Activities 2nd Quarter NIC Report

Co-Chairs:

Russell Lefevre & Francisco Martinez

Staff:

Scott Grayson & Fanny Su

IEEE-USA Board of Directors Meeting

29 July 2009



About the Initiative

- **Description:** The purpose of the new initiative is to (1) inventory and assess the current state of Professional Activities within IEEE, (2) compile data on member interests and preferences related to Professional Activities, their management and financing, and (3) develop a strategic plan to assist all regions in developing Professional Activities tailored to their specific needs and interests.
- **Need:** The work proposed will be a substantial step toward helping IEEE fulfill its Constitutional obligations to address the *professional*, as well as scientific and educational, needs of all members, regardless of geographic location.
- **Anticipated Outcomes/Deliverables:**
A written report summarizing IEEE's current professional activities and offerings, presenting the views of active IEEE volunteers on the nature of professional activities (what do professional activities include?) and the needs for such activities in particular geographic area. This will be developed in part using survey methods, drawing upon the combined expertise of IEEE research and the Committee.



About the Initiative

- A strategic proposal to enable and empower IEEE, throughout its Regions, Sections, or new IEEE entities to better serve the professional needs and interests of members. This plan will be based on the assessment and will provide sufficient detail to permit the IEEE BoD to evaluate the costs and benefits of the plan and decide whether to move forward

- Anticipated desired outcome(s) of the initiative and the metrics to measure the outcome(s):
The report and strategic plan will be presented to the IEEE Board of Directors for consideration in developing future IEEE strategic and operation plans and budgets. Assuming that the Committee concludes that IEEE should take steps to help establish additional Professional Activities and/or adjust the mechanisms for program delivery, the Board will have a plan describing a specific strategy for achieving this goal.



Summarize the progress made during 1st Quarter and describe the overall status

- Activity:
 - 8 December 2008: held telecon among MGA VP and IEEE-USA President to define next steps and committee structure
 - 9 December 2008: Established an online community for committee work and collaboration located at: <https://www.ieeecommunities.org/gpa>
 - 12 December: IEEE Globalization of Professional Activities Committee formed
 - Two Co-Chairs, 2 representatives from IEEE-USA (Regions 1-6) and one representative from each of the remaining four regions (7-10).
 - 29 January 2009: IEEE GPA Committee held first telecon and created the following action list:
 - Send committee members the urls for ebooks, webinars, and the various career websites for their review. **COMPLETED: 29 January 2009**
 - Committee members will create comprehensive list of existing professional products and services within their regions (could include events, workshops, seminars) **COMPLETED : 4 February 2009.**
 - Committee members will compile a list of products and services that may be needed within their region. **COMPLETED: 4 February 2009.**
 - Obtain IEEE Corporate Research on existing member survey data regarding professional activities and provide the data to the committee in preparation for the upcoming face to face meeting. **COMPLETED: 9 February 2009.**



Summarize the progress made during the 1st Quarter and describe the overall status

- Activity (cont'd):
 - 12 February 2009: Held face to face meeting in San Juan, Puerto Rico and developed the following action items:
 - **ACTION:** All committee members will compile a list of eBooks which Committee members feel would be applicable for IEEE members within their region. A list of four ebooks will be chosen to provide to all IEEE members for free. **COMPLETED:** 27 February 2009
 - **ACTION:** The Committee will develop its own web presence to let IEEE members know a new initiative on globalizing professional activities is underway and provide them with products and services immediately. Website is located at: www.ieeeusa.org/careers/gpa. This website provides four professional development eBooks to all IEEE members for free. The site also links to professional development archived webinars. These archived webinars are open to all members. **COMPLETED : 31 March 2009**
 - Information added to www.ieee.org/careers (April 2009)
 - 15 April 2009:
 - Teleconference to discuss next steps and recommendations for developing the strategic plan and report (due November 2009)
 - Submittal of Quarterly Report to NIC



Summarize the progress made during 2nd Quarter and describe the overall status

- May: Continued to promote the www.ieeeusa.org/careers/gpa website providing free ebooks and webinars to all IEEE members.
 - Developed awareness of efforts through various IEEE communications vehicles and asked for feedback from members.
 - Have received positive feedback regarding eBooks and webinars.
- June: Learned that MGA formed a committee to respond to all Sections Congress recommendations. Co Chairs Francisco Martinez and Russ Lefevre and Scott Grayson (staff) met with Adrian Pais (chair of Sections Congress Subcommittee) to discuss coordination of work being done on Professional Activities. Both groups plan to work together to coordinate efforts where applicable.



Summarize the progress made during 2nd Quarter and describe the overall status

- July: Telecon planned to discuss findings and report preparation
- August/September: Hold face-to-face meeting in preparation for drafting report
- October: Finalize draft report and circulate to committee for comments
- November: Submit draft report to IEEE-USA, MGA and IEEE Boards



Key Measures of Success

- Is the initiative on, and expected to stay on, schedule?
 - This initiative is ahead of schedule; has already developed a webpage ;and is currently providing professional activities products and services to all IEEE members.
- Is the initiative on, and expected to stay on, budget?
 - Yes, the initiative is expected to stay on budget.

Item	Budgeted Amount	Actual to date (29 July 09)	Anticipated by 31 Dec 09
Telecons (3)	\$.5K	\$.2K	.5K
Face to face meetings (1)	\$10.0K	\$3.2K	\$9.5K
Survey	\$14.0K	\$ 0K*	\$0K"
Total	\$25.0K	\$3.4K	\$10K

*The GPA Con with making recommendations without conducting a new survey.. Therefore the committee plans to use some of the budgeted survey money for marketing and promoting the existing products and services to IEEE members and seeking their input .



Accomplishments

- Launched capability for providing members with professional development IEEE-USA E-Books and webinars.
- Launched a website to familiarize IEEE members with the new initiative of Globalization of Professional Activities
- Developed a list of existing products and services and regional needs for new or enhanced products and services
- Developed an online community for collaboration and committee work
- Formed a committee with representation from all ten IEEE Regions



Major Issues Needing Resolution

- Reach consensus on definition of professional activities
 - Ongoing Activity to be completed by September 2009.
- Develop strategic plan, report and recommendations for Board approval in November 2009
 - ***On-going***



Final Report Will Include:

- Introduction and explanation of New Initiative
- A definition of Professional Activities
- Evidence that there is a demand among IEEE members for Professional Activities products and services (using member segmentation survey)
- An inventory of what currently exists for members
- Description of what the GPA committee has already provided IEEE Members (E-Books and Webinars).
- What does not exist that Regions still would like
- Strategic recommendations about how to proceed, if we decide that Professional Activities are important to the membership (which I think we believe they are).
 - Issues would include: OU structure, delivery, funding (local or Corporate), local staff, local guidance and providing models for programs, such as consultants networks, entrepreneurs, SPACs, PACE, etc.



Significant Risks to Completing the Initiative

- At this time, there is no anticipated risk of failure to complete Initiative.



Next Steps

- Additional telecons and one face-to-face meeting to finalize Professional Activities definition and recommendations.
 - Next telecon scheduled for 31 July 09
 - Next face-to-face meeting last week of August or first week of September.
- Continue to promote existing applicable professional activities products and services to all IEEE Members, and seek their feedback.



Feedback to the NIC

- Feedback from both MGA and IEEE-USA has been extremely favorable and encouraging.





REGION 8

PROFESSIONAL ACTIVITIES HANDBOOK

Prepared by Emine G. Aydal and members and friends of R8PA:
Charles Turner, Gerald Anleitner, Richard Phillips and Luka Lugaric.

contactr8pa@gmail.com
<http://www.ieee.org/go/r8pa>

Prepared by **Emine G. Aydal** and members and friends of R8PA:

Charles Turner, Gerald Anleitner, Richard Phillips and Luka Lugaric.

IEEE Region 8 Professional Activities Handbook

Disclaimer: The material provided in this handbook uses some of the materials that are produced by some of the organisational units in IEEE. That said, IEEE cannot be held responsible for any of the content presented in this handbook.

April, 2009.

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1. Foreword

1. FOREWORD

Professional Activities comprise the set of complementary non-technical skills that engineers need to achieve a successful career, from graduation to retirement.

The program of Professional Activities in Region 8 aims to provide, through workshops, seminars, and web-based resources, a comprehensive range of opportunities for IEEE members to develop their communication, business, and management skills.

Most IEEE members progress in their employment from an initial 100% technical function to one with a large 'professional' component, as they assume greater managerial responsibilities. Within 10 years from graduation, members are seeking increasing support from IEEE and other societies, as they develop their careers, especially in industry. They understand that they need to acquire new non-technical skills to maintain their effectiveness and to improve their prospects for advancement.

In its PA programs IEEE offers products and services available to all members to support their professional development, starting at the student level, through the GOLD years, and on to mid-career employment. These include business and financial skills, leadership skills, project management, ethics, managing intellectual property, and other topics.

Employment and career issues are the most important personal concerns for IEEE members. Achieving success ultimately depends on many factors, but by offering a comprehensive program of PA topics, as Region Professional Activities Sub-Committee, we aim to contribute significantly to improving the job performance of our members.

1. Foreword

Mission

- Develop programs within the scope of professional activities to provide additional value for members of IEEE in Region 8. This includes establishing PA as a major part of Region 8's effort to provide membership value.
- Recruit volunteers to ensure the continuity of professional activities in Region 8 and its sections.
- Promote the professional interests of Region 8 members and provide mechanisms for communication of members' views on their professional needs.

Vision






To establish a full program of professional activities for Region 8 and thus increase the value and worth of IEEE membership for all members of Region 8.

2. Meet the Team

2. MEET THE TEAM

We are pleased to announce the newly-formed board of IEEE R8 Professional Activities Sub-Committee (PASC) for 2009. This year's committee is formed by the following people (in alphabetical order):

Emine Gokce Aydal	(UKRI Section):	aydal@ieee.org
Gokhan Celebi	(Turkey Section):	gokhan@isbir.org
Luka Lugaric	(Crotia Section) :	luka.Lugaric@fer.hr
Erik Stilling	(Denmark Section)	erik.stilling@teliasonera.com
Charles Turner	(UKRI Section):	charles.turner@kcl.ac.uk

				
Emine G. Aydal (chair)	Gokhan Celebi	Luka Lugaric	Erik Stilling	Charles Turner (past chair)

Region 8 Professional Activities Website: <http://www.ieee.org/pa/r8pa>

Contact Professional Activities Sub-Committee: contactr8pa@ieee.org

3. Scope of Professional Activities

3. SCOPE OF PROFESSIONAL ACTIVITIES

Professional activities encompass meetings, conferences, competitions, networks, publications and programs focused on the non-technical aspects of technology careers.

These activities are designed to help members outreach to the public, develop an awareness of professional issues, and develop their skills in such areas as job searching, communications, and project management. These activities are generally localized in geographic sections, society chapters or student branches.

Following is the global list of categories defining the scope of Professional Activities within IEEE as defined in [1]. This list is gathered in order to give a better understanding of Professional Activities to the reader. For the activities within Region 8, please refer to Section 5.

A. Career Management

- Career Counseling
- Careers Satisfaction
- Career Maintenance
- Career Development
- Mentoring
- Networking Skills
- Planning for Retirement

B. Business Services

- Consulting Member Services
- Entrepreneurial Member Services

C. Employment Assistance

- Employment/Job Search
- Resume Writing Skills
- Job Fairs
- Unemployment Assistance
- Rapid Response (for laid off members)

D. Job-Related Training and Qualifications (Technical)

- IEEE ExpertNow
- Society Continuing Education
- Certifications
- Licensure (U.S. & Global)

3. Scope of Professional Activities

E. Job-Related Training (Soft Skills)

- Project Management
- Team Building and Management
- Strategic Planning
- Risk Assessment
- Conflict Resolution
- Negotiation Skills

F. Financial Advantage Services

- Health Insurance
- Prof. Practice Insurance (liability, etc)
- Savings/Retirement Vehicles
- Etc.

G. Service-Oriented or Humanitarian Projects

- GEOSS
- Remote Sensing/South Africa
- Humanitarian Technology Challenge
- Engineers without Borders

H. Public Policy/Government Relations

- Public Policy Advocacy (Direct and/or Grassroots)
- Member Education (on policy issues and process)
- Government Fellowships
- Student Internships (e.g. WISE)
- Voter registration/participation

I. Public Awareness (of the Profession and/or Technology)

- Engineers Week

J. Workforce Development

- Science Fairs
- Precollege/Pre-university Education
- Student Professional Awareness (S-PACs, etc.)

4. Why are Professional Activities so important for Industry?

4. WHY ARE PROFESSIONAL ACTIVITIES SO IMPORTANT FOR INDUSTRY?

For this section, we asked someone in industry to give his opinion about why professional activities are important, and how skills that are gained through such activities are relevant to day-to-day job.

Thus the rest of this section is written by **Richard Phillips** who works in a managerial position in Thomson Reuters.

Having worked for a top UK financial information company for many years, it has become clear to me that the most successful people have a variety of skills to offer. During my own progression I have had to develop many skills which I did not realise were so important at the start of my career.

Clearly having the right technical knowledge, skills and qualifications is a prerequisite for many roles. However, this should be considered the minimum requirement needed to perform that role. Whether you are seeking to gain employment with an organisation or to develop your career within your current organisation, you need to demonstrate a number of other vital skills and attributes. The following are some examples of those;

- Communication
- Presentation
- Organisation
- Influencing People
- Time Management
- Project Management

Organisation & Time Management:

You may be the most technically gifted person in your team but if you cannot *organise*, *prioritise* and *manage* your own workload then you will find

4. Why are Professional Activities so important for Industry?

yourself unable to complete the tasks allocated to you. For a business this is not something that can be accepted, as potentially it could affect other areas of the organisation, its clients and ultimately revenue and profits.

Consider two scenarios:

- Employee A strives for perfection in everything they do but as a result get's nothing done.
- Employee B considers what can be done in the time given and delivers a result to meet the requirements given in the time allocated.

Which employee would you want in your team?

Communication & Presentation:

For the last several years I have been part of the management team within a department of just over 100 people. I have conducted numerous interviews when seeking new staff to join us, some were very good, some were average and some were very poor. I remember one interview where the candidate had an extremely good knowledge of the financial markets (in fact the most knowledgeable person we interviewed for that role) this was something we were keen to have in whomever we recruited. However, the position was for a client facing role. The candidate's communication skills were very poor to such an extent we were not prepared to put that person in direct contact with our clients regardless of his level of knowledge.

Imagine this scenario; you have been asked to present to senior stakeholders or a client on a project that you have been heavily involved with that has recently been completed. The project has significant benefits to the organisation and its clients. You are asked to make it clear to the people attending your presentation what those benefits are to ensure their buy in. Without that, the project will not be a success regardless of how good its product is / was.

4. Why are Professional Activities so important for Industry?

Without good presentation skills you may be unable to deliver the important messages in a clear, understandable and (for me a very important one) interesting manner. Presentations are extremely difficult to get right. I have sat through many that include power point slides with vast amounts of text and technical information; yet, there is no chance I will leave that room remembering all that was on those slides. The likelihood is most people will have switched off half way through as their brains could not take the information overload. The most successful presentations have the attendees interested / engaged in what's being discussed and then going away with the same clear message(s).

How can I learn these skills?

Clearly you will learn these skills simply by doing and getting experience within the industry. However, it is no coincidence that the top companies in the world all invest large amounts of money & resource on training programmes targeting these specific skills.

IEEE's professional activities team offers you the chance to develop these skills in much the same way as if you were attending a corporate training session. If you are looking to develop yourself & your career then these activities will provide you with an excellent base to do that.

I cannot stress the importance of these types of skills within today's industry. I am sure that anyone who utilises the training opportunities provided by the Professional Activities team will find them extremely useful for their current / future career.

Good luck, I wish you all the best for the future.

Richard Phillips, Thomson Reuters.

5. Professional Activities within Region 8

5. PROFESSIONAL ACTIVITIES WITHIN REGION 8

5.1 MAIN GOAL

Increase the understanding and the extent of Professional Activities within Region 8 by providing support and expertise to sections, chapters, societies and student branches within the region.

Add value to IEEE membership by creating a platform for members where they can learn how to improve themselves as individuals as well as experts in their respective fields

5.2 ACTION LIST

As part of its role, Region 8 Professional Activities Sub-Committee aim at reaching our members, and achieving the aforementioned goals by taking the following actions:

5. Professional Activities within Region 8

Type	Activity Description
A1	Organising workshops
A2	Funding the attendance of a speaker(s) to an event organised by another IEEE unit (eg. Section)
A3	Representing IEEE and its members in the fairs both national/international level
A4	Facilitating the availability of the PA-related resources through webinars, websites, etc.
A5	Publicising the PA products and services through written material (eg. Handbook.)
A6	Attending PA-related IEEE Activities
A7	Leverage the production of PA-related materials (offline webinars, etc.)

Table 1: The responsibility list for R8PA-SC

5. Professional Activities within Region 8

5.3 WORKSHOP LIST

Following is the list of workshops we aim to offer in Region 8. Those that are currently offered within Region 8 are marked with asterisk (*).

- a. Project Management*
- b. Leadership*
- c. Body Language*
- d. Conference Management*
- e. Conference Organisation*
- f. Software Productivity*
- g. Project Management with Open Source Tools*
- h. Engineering / Innovation Management*
- i. Technology and Business
- j. Managing your workload
- k. Conducting research for industry
- l. Communication
- m. Problem/risk management
- n. Influencing people
- o. Interviewing
- p. Selling your ideas
- q. CV Writing
- r. Effective Job Search
- s. Intellectual property issues
- t. Standards
- u. Body Language
- v. Presentational skills

The descriptions of some of these workshops are provided in Section 8.

5. Professional Activities within Region 8

If you are an IEEE member and would like to give trainings in one of the aforementioned areas or any similar areas, please send your CV with the description of your workshop proposal to the following address: contactr8pa@ieee.org

You will be informed of the result within a month after receiving your proposal.

5.4 REGION8 PROFESSIONAL ACTIVITIES SUB-COMMITTEE SHORT-TERM PLANS

- Organisation of regional Professional Activities Congress (PAC)
- Production of new offline webinars
- Involvement of more trainers in workshop activities
- Written material for PA, and possibly preparation of a PA kit
- Extend the scope and the number of workshops within the region
- Appointment of Professional Activities Representatives to each section
- Formation of a DB for trainers and event details

Please contact us on contactr8pa@ieee.org if you would like to be involved in any of the above action items.

5. Professional Activities within Region 8

5.5. KEEP CONNECTED TO PROFESSIONAL ACTIVITIES IN R8

As Region8 Professional Activities Committee, we formed an online community under the roof of IEEE for our trainers, workshop organisers, section representatives and those individuals who simply would like to be informed about the current happenings within Region8.

To become a member of this community, please visit the following web site:

<https://www.ieeecommunities.org/ieeeregion8pa>

6. Global Professional Services and Tools

6. GLOBAL PROFESSIONAL SERVICES AND TOOLS

6.1 GLOBAL PRODUCTS AND SERVICES

The following list outlines IEEE products and services available online to IEEE members worldwide [3]:

- **IEEE Mentoring Connection :**



Online matching of members for professional guidance and counseling

- **IEEE Job Site :**



Locate career opportunities easily and confidentially

- **Career Alert :**



A weekly e-mail newsletter containing career advice plus a featured job of the week

6. Global Professional Services and Tools

- **Consultants Database** – a service available for matching technical consultants with clients
- **Career Navigator** – portal into career and professional development resources
- **Continuing Education Partners Program** – up to a 10% discount on online degree programs and certificates
- **Today's Engineer** – monthly web publication devoted to the issues affecting IEEE members' careers
- **Expert Now IEEE** – the best of IEEE's educational content delivered in one-hour long online learning modules
- **Insurance Services*** – selection of reduced-cost insurance products, for the professional engineer (varies by country)
- **Financial Services*** – reduced-cost financial services from IEEE's partnering companies (varies by country)
- **Home & Office Services*** – reduced-cost products and services for your home and office
- **Travel Services*** – enhancing the overall travel experience for IEEE members and their families

(*exceptions apply)

6. Global Professional Services and Tools

6.2 FREE E-BOOKS

With the support of IEEE Global Professional Activities Initiative, the following e-books are provided for free to all IEEE members at the time this handbook is published. Please visit <http://www.ieeeusa.org/careers/gpa/> for further information.

Engineering the Art of Negotiation — Part 1: How to Handle Your Boss Negotiations consultant and trainer John G. Shulman show you how to get ahead in your organization and experience more career satisfaction by building better relationships with your superiors through interest-based negotiation.

Engineering the Art of Negotiation — Part 2: How to Handle Your Colleagues In Part 2: How to Handle Your Colleagues, internationally renowned negotiations consultant and trainer John G. Shulman shows you how you can get ahead in your organization and experience more career satisfaction by building a better relationship with your colleagues using the principles and practices of interest-based negotiation.

The Best of TE: On Innovation This book is a compilation of the IEEE-USA magazine's best articles on — what it means, what it is, how to do it, what to think about it, how to achieve it, and how it might be affecting some aspects of engineering.

The Best of TE: On Consulting IEEE-USA's first e-Book puts 65 pages of content for consultants right at your fingertips. Access information on how to start a local consultants' network; how to make sure you get paid for your work; how to make the transition from marketing to paid consulting; IEEE-USA's 2004 Profile of Consultants; and a sample consulting contract.

6. Global Professional Services and Tools

There are also offline webinars in PA-related topics such as mentoring, career management, interviewing types and preparation, etc. Please visit <http://www.ieeeusa.org/careers/gpa/> for further information.

6.3 MORE ABOUT EXPERT NOW MODULES

We would like to encourage section to make use of Expert Now Modules in preparing events. The Expert Now Modules provide quality educational materials to enhance local IEEE educational & professional activities and further support the value of IEEE Membership.

The full listing of IEEE Expert Now courses can be viewed on the following site:

http://www.ieee.org/web/education/Expert_Now_IEEE/modules.html

Courses are delivered to the Section / Chapter via the LMS (Learning Management System) or if online access is not available, then delivered on CD-ROM which must be returned to IEEE EA.

Courses can be offered simultaneously in multiple rooms and then re-run in second half of meeting. Local experts on topics of chosen courses can be recruited to speak and answer questions at the event.

For detailed information about Expert Now Modules, please contact

- **Beth Babeu Kelly** (Product Manager, IEEE Expert Now) on b.babeu@ieee.org
- **Tara Gallus** (New Product Development Manager) on t.gallus@ieee.org

7. How to organise Professional Activities?

7. HOW TO ORGANISE PROFESSIONAL ACTIVITIES?

The following sections provide the best practices for organising a section / chapter event. In the preparation of this checklist, the advices given in [2] are slightly modified in order to cater for the needs of sections within Region 8.

7.1 GETTING STARTED

- Form a team / committee to plan a meeting centered on IEEE Expert Now course(s)
- Set goals and objectives for the event and contact Region 8 Professional Activities Sub-Committee (contactr8pa@ieee.org) to support the effort
- Allow about 8 weeks to plan and organize the event
- Create a budget for the event and determine the fee, if any, that attendees will be charged and who will be charged (e.g. non-members vs. members)
- Consider scheduling the event to maximize Membership promotion which would be:
 - After 1 March, for one-half year membership applications, or
 - After 15 September, for full-year memberships, which provides the benefit of 3 months of additional membership
- Engage a student branch(es) as an opportunity for students to a) learn, b) network with experienced engineers, and c) assist with administration
- Identify a location for the event
 - Consider the number of rooms needed and how many courses will be offered?

7. How to organise Professional Activities?

- What media equipment will be needed?
- Recruit a local company for sponsorship to cover the costs of expenses (e.g. conference space, food, handouts)

7.2 PREPARING THE PROGRAM

- Review the list of available workshops and choose the relevant ones
 - Multiple workshops can be exhibited simultaneously in different rooms
 - Courses could be presented more than once at the event
 - Courses can vary from one hour to a day workshop, make sure that you allow time for questions
- To access offline webinars, contact Region 8 Professional Activities Sub-Committee (R8 PA-SC) (contactr8pa@ieee.org)
- R8 PA-SC can also contact trainers within Region 8 and find you the right trainer for the chosen topics to present the course and answer questions. (The travel expenses of this trainer are funded by R8 PA-SC to a reasonable amount). In order to apply for a trainer and funding, please fill out the form given in Appendix-1 of this handbook or online on our web page, and send it to contactr8pa@ieee.org.
- Plan to have space to present the benefits of IEEE Membership and make available
- Membership applications and brochures and IEEE Expert Now flyers
- Plan to allow time after sessions for attendees to complete feedback surveys

7. How to organise Professional Activities?

7.3 PROMOTING THE EVENT

- Distribute an announcement by e-mail, local newspapers, IEEE notice service <http://www.ieee.org/organizations/vols/e-notice/>, and on your website
- Allow ample time for the announcement to circulate
- Request membership promotion materials from Membership Development supply (allow 4 weeks for shipments to reach you) (<http://www.ieee.org/organizations/rab/md/mdsupplyform.html>)
- Send a reminder to registrants within two or three days of the event

7.4 AT THE EVENT

- Prominently display an agenda showing the hourly breakdown of course presentations
- Provide name tags for all attendees
- Present the benefits of IEEE membership & distribute membership applications
- Photograph the event
- Invite local media
- Inform attendees that in order to receive feedback surveys provided need to be completed and returned for each course presentation that they attend
- Distribute IEEE Expert Now flyers and/or brochures. These are available on R8 PA-SC site (<http://www.ieee.org/go/r8pa>)

7. How to organise Professional Activities?

7.5 AFTER THE EVENT

- Conduct an “after action” team / committee discussion to evaluate the success of the event
- Summarize and feedback received from the attendees
- Post a report and pictures from the event on your Section / Chapter homepage or to Region 8 Newsletter (r8news@ieee.org)
- Report this Section / Chapter activity into Region 8 Professional Activities

8. Ideas and Examples

8. IDEAS AND EXAMPLES

The Professional Activities can be organised as a stand-alone event or can be embedded into bigger events. Here are examples to the kind of events that may include PA-related workshops:

- Engineering Days
- Student Branch Congresses
- Job Fairs
- Specialised Workshops
- Chapter meetings
- Section Meetings
- Membership Campaigns
- Project Presentation Days
- University Open Days
- Technical Conferences

The following sections give descriptions of some of the workshops provided within Region 8. Please contact Region 8 PA-SC on contactr8pa@ieee.org to get more information in any of these.

PROJECT MANAGEMENT

Development of Project Management Skills workshop is part of IEEE Region 8 Professional Activities program for its members who want to use Project Management to accomplish their goals in IEEE, at work, at home, or in the community. You will learn basic project management techniques, and how to apply them in real life! This workshop is highly interactive with several exercises.

In this workshop you will learn about the basic success factors of projects, to create a vision and express the vision into a project plan. We will define the

8. Ideas and Examples

characteristics of a good project manager, where to find this person and how to gather a good, strong project team of dedicated members.

During the project the project manager needs to create trust and delegate work, check performance according to the goals, prepare and run meetings and report to the project sponsors, as well as to the project members.

Risk assessment and risk management is essential in managing projects. If things go terribly wrong, how do you handle the situation?

When the project is finished, how do we recover the knowledge we have gained? Project evaluations are important and save time and money in future projects.

READING AND UNDERSTANDING BODY LANGUAGE

Whatever we say our body is involved in any conversation. Body language cannot lie while the spoken language can. Therefore, reading and understanding body language are important skills of leaders and managers to analyze people they deal with.

The objective of this seminar is to get some of the principles of body language across to the participants and to encourage them to start to look at persons trying to read their behavior and gestures. It will be shown that each isolated gesture could have several meanings similar to the words in the spoken language. Each gesture is unambiguous when they are embedded in the environment and in combination with other gestures similar as words in the spoken language become unambiguous when they are part of a sentence consisting of more words.

Beside of the frontal presentation group work and discussion of case studies will be the basic structure of the workshop.

8. Ideas and Examples

PROJECT MANAGEMENT WITH OPEN SOURCE TOOLS

In small and mid-sized companies, project management is often performed ad hoc, with a local Microsoft project file and meetings, mails and phonecalls. In large companies, project management and management information tools are often not integrated with day to day project work. This workshop presents an approach to integrate project management and management information systems closer into day-to-day work. Motivational, organizational and technical implications are addressed. We present some commercial and open source approaches, and discuss inherent benefits of both models in the field of (project) management.

SOFTWARE PRODUCTIVITY

Most of the time used for software development (and most of the CPU power in running applications, as a side effect) gets lost due to decisions which do not serve the customer/users. This talk addresses some of the reasons, identifies conflicting interests and proposes measures to improve on motivation, customer satisfaction and cost. This is a soft presentation without formulas and statistics, but with a number of examples and practical conclusions. Despite the narrow title, it does all project phases from concept to operation. Maybe we can replace CMMI by CFL (Customer Focus Levels), if the message comes across.

CONFERENCE MANAGEMENT & ORGANISATION

The goal of this seminar is to assist IEEE volunteers in preparing and holding technical conferences in their section and in Region 8 in general. This includes the discussion of the aims of technical meetings, information about types of meetings, providing guidance in procedures and an exercise planning activities. The seminar is not only aimed at future conference organizers, but an aim is also to learn from past experience.

8. Ideas and Examples

LEADERSHIP

This workshop will introduce participants into interpersonal, group, team and leadership skills. The format for the workshop is through interactive participation, using several exercises and case studies. The skills developed are appropriate for application in management or leadership positions in various types of organizations including business, industry or volunteer activities.

An important part will deal with problem solution and cooperation with difficult team members by a proper involvement in the process of problem solving and decision making. In the workshop the different types of conflicts as well as various strategies and its consequences will be analyzed.

Choosing the right team is a preventive measure to minimize the causes of conflicts and during controversial discussions it is important to have a team which acts as objectively as possible by keeping to the facts and weighing the consequences of the decisions. To select the right person for a position it is very useful to know and to categorize its personality. Self tests and its evaluation as well as case studies will help to understand a scheme of personality types presented.

References

REFERENCES

- [1] Scope of IEEE Professional Activities, (ver. 19 Nov. 2008), IEEE Global PA Initiative Committee, IEEE.
- [2] Best Practices for Organising a section / chapter event, provided by IEEE Expert now, IEEE.
- [3] IEEE Membership Benefits, provided by IEEE Membership Development, http://www.ieee.org/portal/cms_docs_iportals/iportals/volunteers/membership_dev/Member_Benefits_at_a_Glance-2007.pdf , IEEE.

APPENDIX – 1

Professional Activities Event Template	
Activity Type	Eg. Training session / Fair / Conference Participation / etc.
Activity Name	Eg. Job Interviews Training, Career Fair, Leadership Training, Project Management Training, etc.
How many workshops will be held during this activity?	Eg. 1-day workshop, 4-hour workshops for 2 days, etc.
Organiser's contact details	Eg. XYZ from Section A E-mail, telephone, etc.
Speaker's contact details (if requested)	<Speaker's name, e-mail, etc.>
Purpose of the event	...
Audience	Eg. GOLD, Students, Members, etc
Expected number of attendees	Eg. 30+, etc.
Other support resources	<Section, SB , Region , etc. >
Expenses	<XYZ per session>
Extra notes	<Budget notes, Accommodation details>