

Director Message
“Let’s Work Together
as One Team”

Increase ComSoc Activities Leads
to Membership Increase
and Retention

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North America Region, 2018 Regional Chapter Chairs Congress (RCCC’18)
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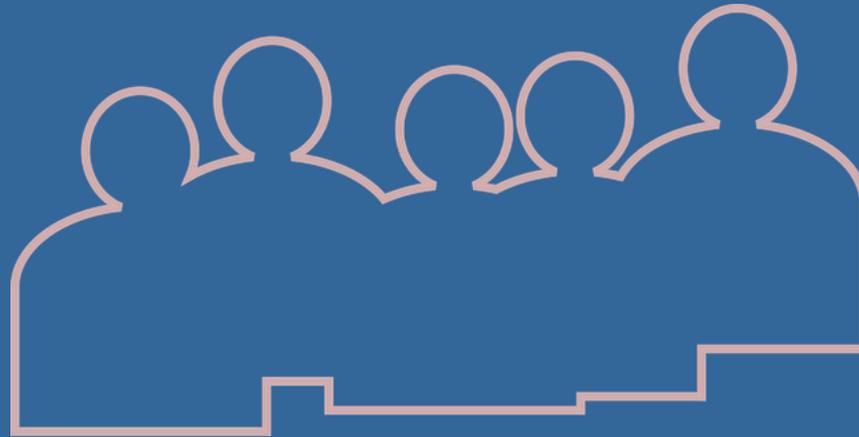
NAB & NA RCCC Hot Topics Recommendations to ComSoc BoG



May 2018

Many hot topics, challenges and suggestions

were raised by Region Representatives and Chapter Chairs at the **IEEE ComSoc North America Regional Chapter Chair Congress meeting**, May 19th & 20th 2018 in Kansas City, MO



Five (5) key recommendations

rendered for BoG Consideration by the IEEE ComSoc North America Board at the F2F meeting, May 20th

1. Recommendation:

Marketing

BoG to request the Marketing Committee create a “30sec – 3min – 30min” pitch (what it is, why, what value and how to take advantage), adjusted to member types (i.e., Members, Students, professionals, academics, government, etc.).

Deadline: by end of June 2018

2. Recommendation:

Region and Chapter Matters

Empower volunteers at the four ComSoc Regions and the ComSoc chapter levels to function more autonomously for enabling membership growth by: (1) enabling member continuous feedback to keep on top of shifting trends and stay relevant; (2) ensuring OU Analytics privileges apply automatically upon assignment of role; (3) creating a collaborative NA RCCC space to share files and lessons learned / Best Known Practices; (4) ensuring new chairs receive welcome message, readiness preparatory information and expectations list upon new assignment, plus sending previous chair a thank you for serving message from the President and ask or support in training of new chair.

Deadline: by end of July 2018.

3. Recommendation:

Membership Fees & Types

In conjunction with the ComSoc Strategic Committee and the ComSoc MGA Council, create a Tiger Team of staff and volunteers to develop the appropriate membership fee models and pricing for ComSoc membership, by Oct. 2018, report deadline addressing how it strengthens ComSoc and how this increases member opportunity and sense of value.

Deadline: assign Tiger Team by end of July 2018.

4. Recommendation:

Humanitarian and Community Outreach

Investigate how ComSoc can become involved in humanitarian and community development activity.

Deadline: report by end of 2018.

5. Recommendation: **Volunteer Recognition**

ComSoc to recognize most active/ successful volunteers at the Region and Chapter level.

Deadline: by next ComSoc meeting at Globecom 2018 meeting.

Thank you

Identification and Prioritization of All Hot Topics, Challenges and Suggestions

made by the

**North America Region Representatives
and Chapter Chairs**

participating at the

2018 NA RCCCC in Kansas City, MO May 19-20, 2018

All Hot Topics, Challenges

Facilitated by Panel Discussion; ALL ATTENDEES

Many in attendance belonged to more than three societies. Stats show that to be the general case: CompSoc, Signal Processing and Vehicular Technology were top three. Question: how many volunteer for more than ComSoc? Why ComSoc?

Issues Identified were:

1. Members change their interest areas, or companies and hard to retain.
2. Can't market activities outside chapter member base.
3. There are tens of thousands of engineers and only thousands are members, why? IEEE was known for research, academic and networking strength, how do we stay relevant when there are competing providers: open source, free, available faster, networking available, addressing present and near present issues and solutions not those far out in time. How do we appeal to millennials?
4. Need IEEE Roadshow type material train on how to deliver pitch in a systematic way on what IEEE can provide prospective members and volunteers.
5. Asking someone to volunteer is taken as adding more workload.

All Hot Topics, Challenges (cont'd)

6. Members vote in what's relevant by showing up or not. Especially millennials will turn to what and who provides them with best value and IEEE competes internally and externally for their attention.
7. ComSoc doesn't have any humanitarian or public society development activities.
8. Greying members are leaving: interested, but not enough to remain members when dollars compete for life or health insurance.
9. IEEE membership is the first barrier to then becoming or remaining society members.
10. Geographic dispersion, traffic congestion, venue availability and affordability are becoming worse.
11. Access to IEEE Xplore is free to members of employers or academia that get a package access.
12. Employers are not reimbursing for membership, and many may see IEEE volunteering competing for employee time and attention.
13. Distinguished Lecturers may only be too rigid in sticking to certain talks that are not as relevant.

All Hot Topics, Challenges (cont'd)

14. People are interested in open source tools that they can access for free and or can contribute to for improving employment opportunity or fame. If they are members and can get that, there may be benefit.
15. ComSoc not on Collabratec.

All Suggestions

Suggested Considerations were:

1. Work with other society chapters in section – are in same membership and prospective geographic footprint -- and non-profit providers on joint activities.
2. Get to know your members - focus on relationship building - and start them in attending some events and then help with small volunteer tasks. Pitch to the specific interest they have: networking, publishing, meeting key people, etc.
3. Do broader non-member activities, and non/low-technical popular activities that attract those with some interest to those involved in STEM areas; may get lawyers, patent folks, government, high school, accountants, in-career transition folks, etc. to attend and may become members or at least increase IEEE and ComSoc visibility.
4. Sell networking with like-minded folks.
5. Demographic issue not unique to IEEE; however, ASME has increased membership by adapting organisation to the new realities. Need to transform IEEE.
6. Tailor pitch to demographic, in a specific applicable strategic way.
7. Need to understand volunteering / membership “camel hump”: 1st hump is the student and YP when time is available, career building is important; 1st trough is where career maturing and family building takes most time; 2nd hump is when career and family is mature so more time is available. So, latch prospects on 1st hump cycle, keep relationships in trough, and bring back at 2nd hump.

All Suggestions (cont'd)

8. Encourage student branch participation in section and chapter activity – should have advisory role.
9. Create activities to provide leadership, cultivate volunteers (non-members, and members).
10. Take initiative to ask people to get involved, they may not ask to involved, but will accept being asked.
11. Pitch volunteering roles as leadership roles, and leadership development opportunities. In some cases, framing “volunteering” as a “way to give back” may be received better.
12. Universities are seed beds for members and activities. Outreach to students is very important. Professors are great recruiters.
13. Industry needs IEEE.
14. Create student summits that students lead.
15. Reach out to high school kids in final year.

All Suggestions (cont'd)

16. Document Best Known Practices (BKP) – build pipeline on how to strengthen bonds.
17. Ask hiring managers to include in job postings the need to describe how applicants stay current, what activities they participate in outside work, what memberships do they have?
18. Coach volunteers, don't alienate them or leave them helpless.
19. Stream events or record them for future view at person's own time.
20. Use social media to appeal to genre / demographic intended – millennials don't email.
21. Focus on relevant topics and publicity method to appeal to broad audience.
22. If employer doesn't pay membership fee, note that they don't pay for your driving license either.
23. Offer courses for "retooling."
24. Learn from other organisations that program for younger kids so they hear the brand and understand its value early.