



Section – Region Vitality

Murty Polavarapu, Region 2 Vitality Coordinator

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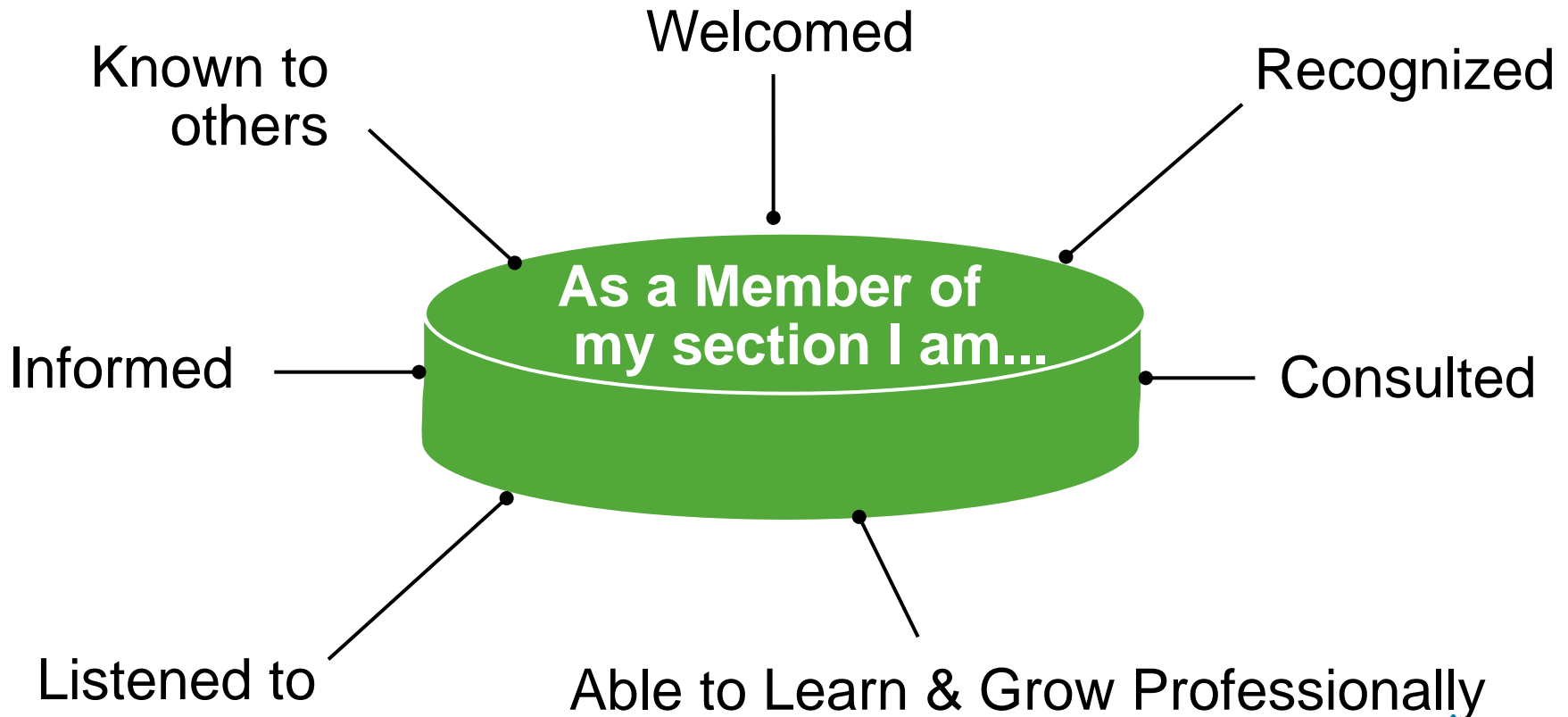
Outline

- ▶ What is vitality?
- ▶ Section Vitality Report Findings
- ▶ Recommendations
- ▶ Regional Vitality Coordinator Objectives
- ▶ Plans
- ▶ How can I help you?
- ▶ Q&A

What is vitality?

- ▶ Vitality is a complex arena.
- ▶ Vitality has many definitions
- ▶ Vitality reflects member needs and interests
- ▶ Vitality programs require effort to organize and administer

Section Vitality Provides Focus on a Positive Member Experience at the Local Level





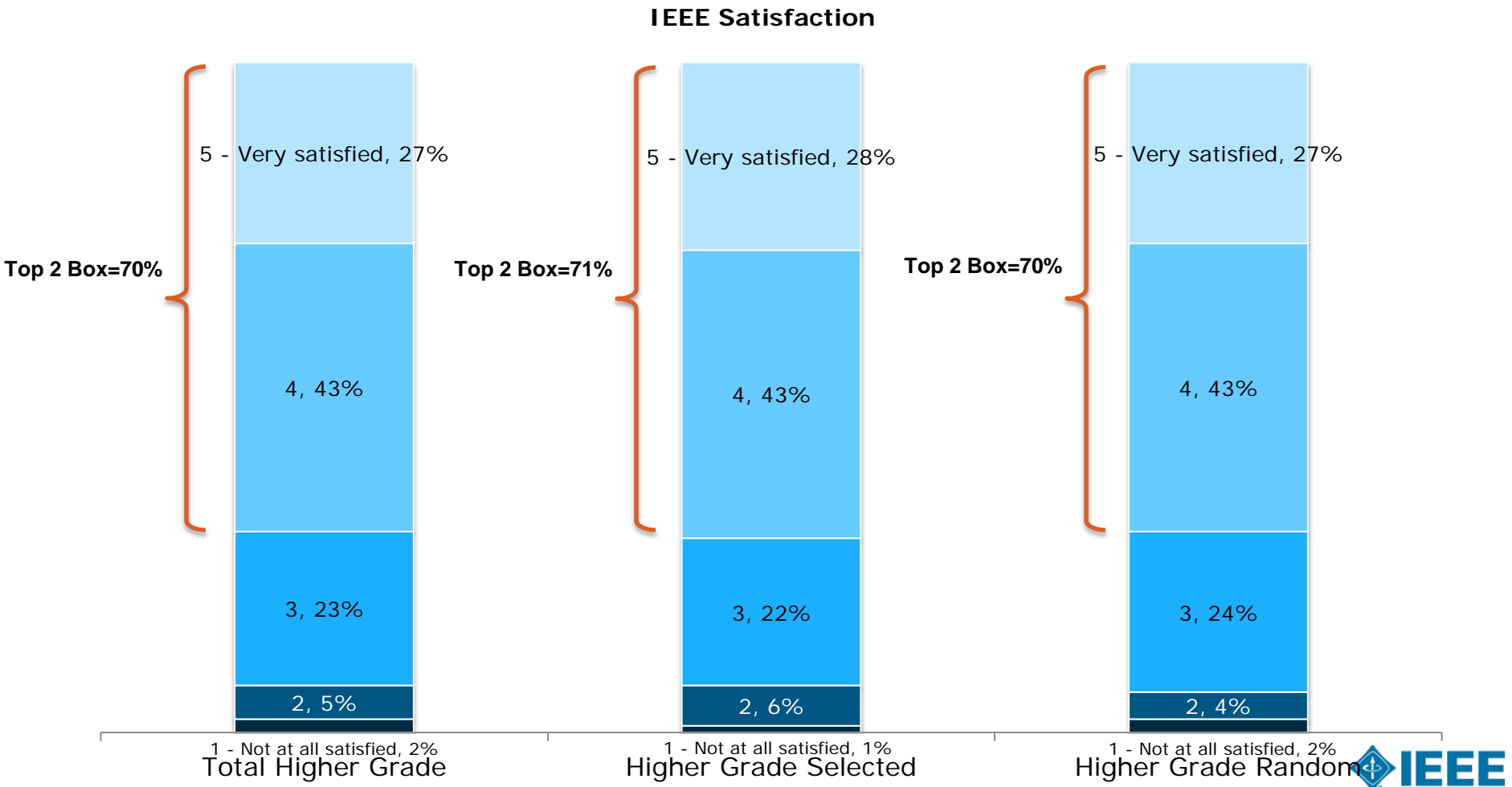
Section Vitality Survey

- ▶ December 2012 to mid-January 2013
- ▶ All IEEE Member Grades
- ▶ Regions 1-10
- ▶ 2258 Higher Grade and 711 Students
- ▶ 50 Sections – 25 per Control and Selected groups each
- ▶ Small, medium, large sections

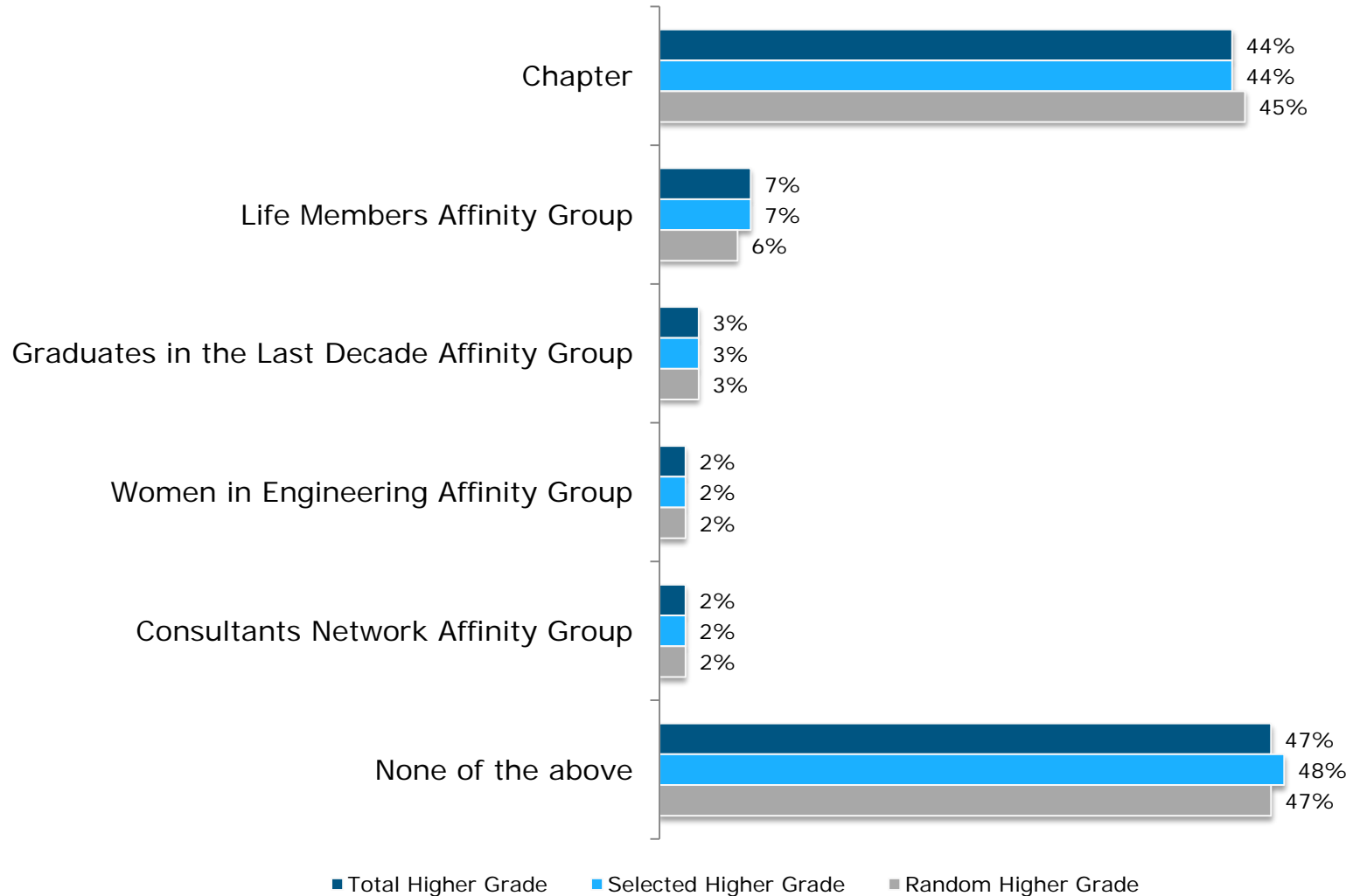
Report Findings



Higher Grade - Similar to other IEEE surveys, satisfaction to IEEE is "good", but not "great"

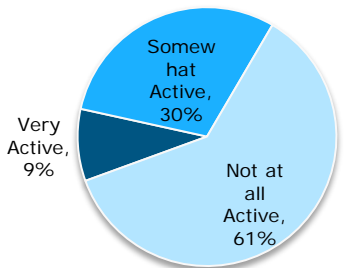


Reported IEEE Group Participation – Higher Grade members

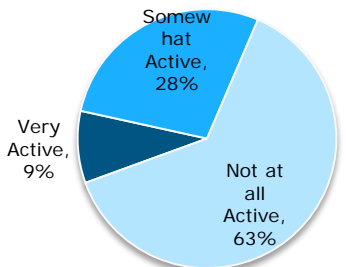


More than half of all Higher Grade members claim to be “Not at all Active” with IEEE groups primarily because they lack the time, but lack of invitation and awareness also play a role

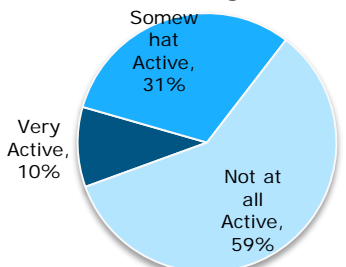
Group Activity Level
Total Higher Grade



Selected Higher Grade

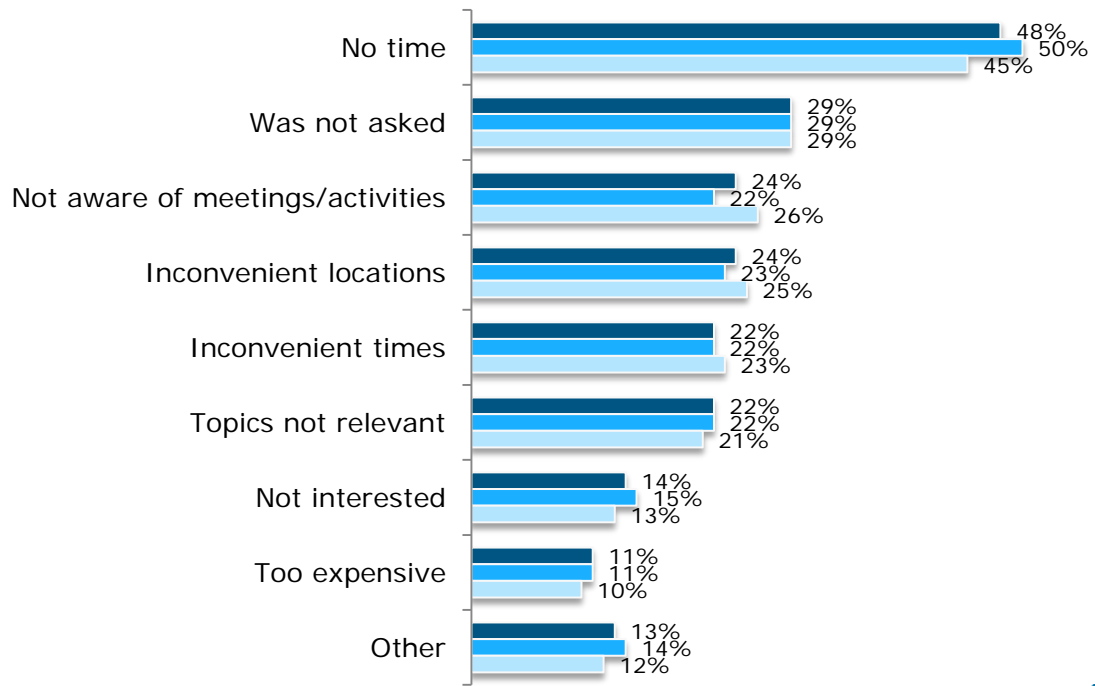


Random Higher Grade



Reasons For Not Being Involved

■ Total Higher Grade ■ Selected Higher Grade ■ Random Higher Grade



Satisfaction with SECTION

– Higher Grade members

Groups		Higher Grade Member : Section Satisfaction (%)				
		Not at all satisfied				Very satisfied
Section	Total	5%	12%	34%	32%	17%
	Selected (N=1149)	4	13	34	31	18
	Random (N=1087)	6	12	34	32	16
Chapter	Total	5	11	30	35	20
	Selected (N=501)	3	11	31	35	20
	Random (N=483)	5	11	29	35	20
Life Members	Total	5	10	27	29	29
	Selected (N=83)	3	11	32	24	30
	Random (N=62)	9	6	18	40	27
Section Only	Total	8	15	42	25	10
	Selected (N=547)	6	16	44	24	10
	Random (N=509)	10	14	39	27	10

Note: Groups with enough N

Satisfaction with other local groups

– Higher Grade members

- Life Members Affiliate Group was the most satisfied group among all

Groups		Higher Grade Member : Satisfaction to Local Group (%)				
Section	Total	Not at all satisfied			Very satisfied	
		5%	12%	34%	32%	17%
	Selected (N=1149)	4	13	34	31	18
	Random (N=1087)	6	12	34	32	16
Chapter	Total	2	11	30	36	21
	Selected (N=501)	2	10	28	37	23
	Random (N=483)	3	11	33	34	19
Life Members	Total	2	6	24	32	36
	Selected (N=83)	2	7	27	24	40
	Random (N=62)	2	4	21	44	29

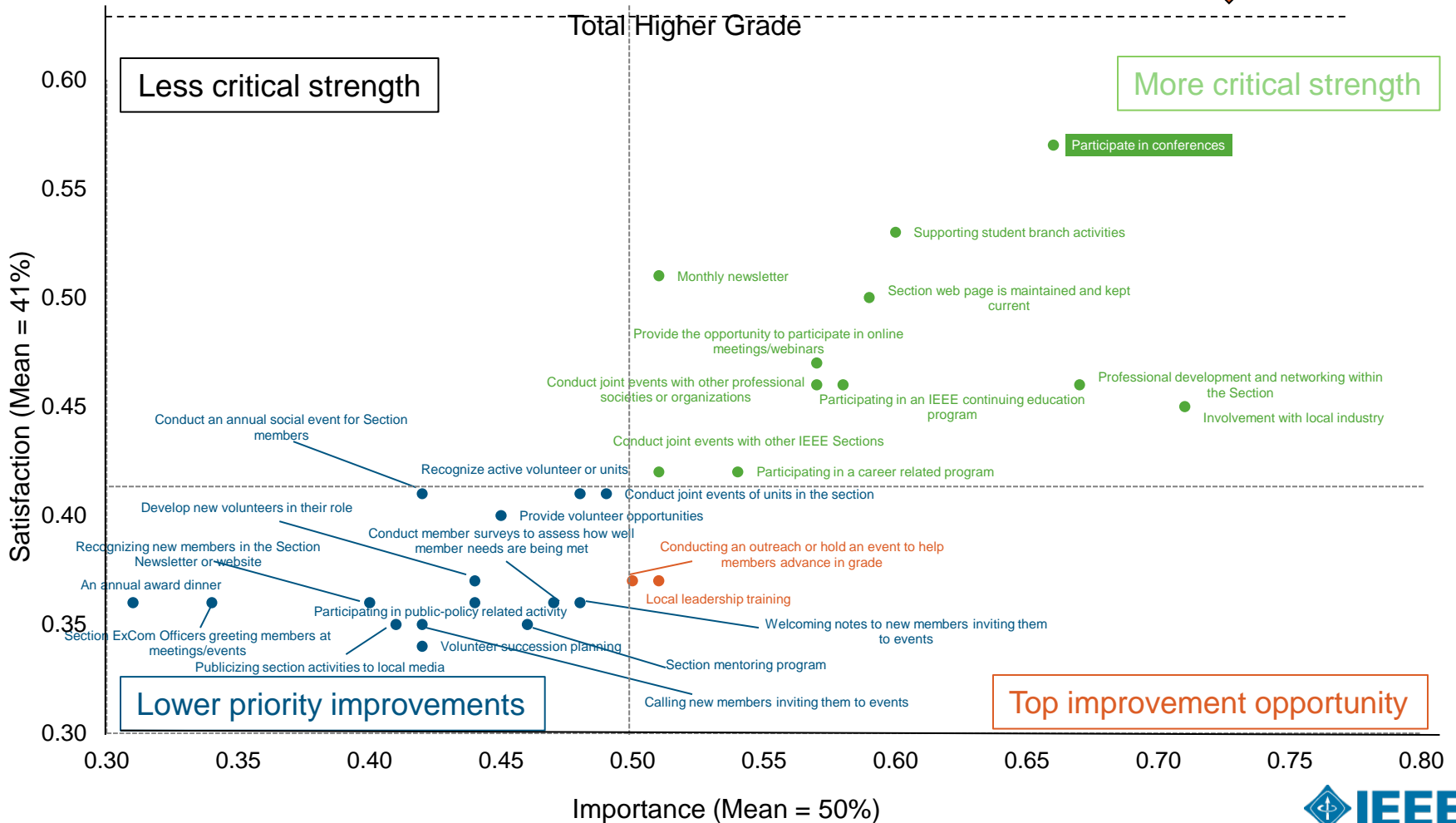
Note: Groups with enough N

Higher Grade members – Total

Importance vs Satisfaction

Top 2 Box %

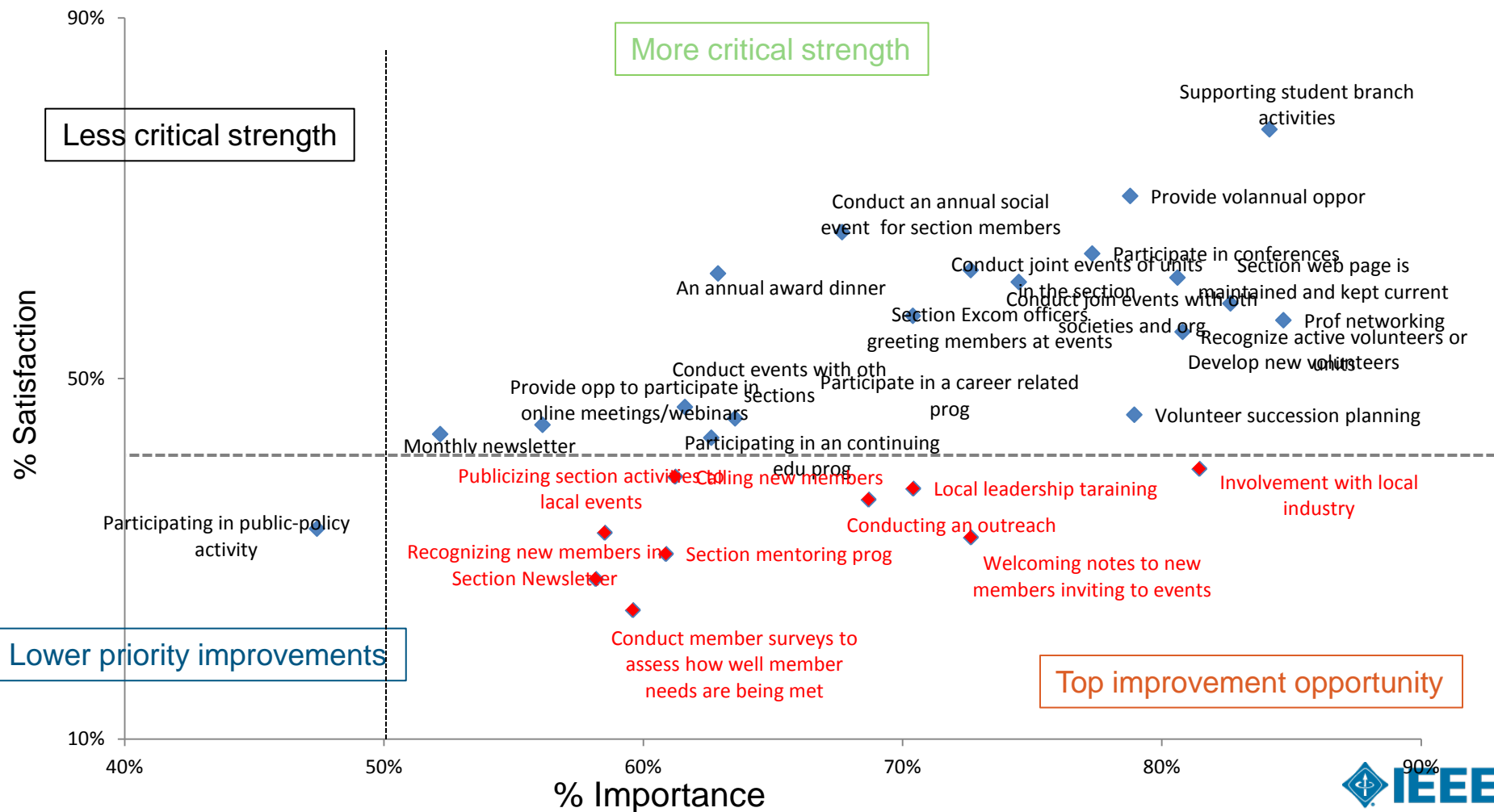
Satisfaction Target, 65%



Higher Grade members - Volunteers

Importance vs Satisfaction

Top 2 Box %



Note: Mean % of satisfaction and importance were from total higher grade members (41%, and 50%) respectively

BASE: Selected Higher Grade (n=1163) Q5. How important or not are the following section activities to you? Q6. How satisfied or not are you with the following section activities?

Higher Grade Members

	Importance				Satisfaction			
	Total	NonUS	US	Diff NonUS vs US	Total	NonUS	US	Diff NonUS vs US
Involvement with local industry	71%	75%	65%	10%	45%	42%	52%	-10%
Professional development and networking within the Section	67%	70%	61%	9%	46%	47%	45%	2%
Participate in conferences	66%	74%	53%	21%	57%	59%	52%	7%
Supporting student branch activities	60%	65%	54%	10%	53%	53%	51%	2%
Section web page is maintained and kept current	59%	63%	52%	11%	50%	50%	49%	1%
Participating in an IEEE continuing education program	58%	62%	53%	9%	46%	44%	50%	-6%
Conduct joint events with other professional societies or organizations	57%	64%	46%	18%	46%	49%	39%	9%
Provide the opportunity to participate in online meetings/webinars	57%	62%	51%	10%	47%	47%	46%	2%
Participating in a career related program	54%	58%	48%	10%	42%	40%	44%	-3%
Monthly newsletter	51%	55%	45%	10%	51%	50%	54%	-4%
Local leadership training	51%	59%	40%	18%	37%	38%	32%	6%
Conduct joint events with other IEEE Sections	51%	58%	40%	18%	42%	44%	38%	6%
Conducting an outreach or hold an event to help members advance in grade	50%	56%	41%	15%	37%	39%	32%	7%
Conduct joint events of units in the section	49%	56%	39%	18%	41%	43%	37%	7%
Welcoming notes to new members inviting them to events	48%	52%	42%	10%	36%	38%	30%	8%
Recognize active volunteer or units	48%	54%	39%	15%	41%	43%	36%	6%
Conduct member surveys to assess how well member needs are being met	47%	53%	37%	16%	36%	38%	33%	5%
Section mentoring program	46%	50%	38%	12%	35%	37%	30%	7%
Provide volunteer opportunities	45%	51%	37%	14%	40%	40%	41%	-2%
Participating in public-policy related activity	44%	48%	39%	9%	36%	36%	35%	0%
Develop new volunteers in their role	44%	49%	37%	11%	37%	38%	33%	6%
Calling new members inviting them to events	42%	50%	28%	22%	35%	39%	25%	14%
Conduct an annual social event for Section members	42%	49%	31%	18%	41%	41%	41%	0%
Volunteer succession planning	42%	47%	35%	12%	34%	37%	26%	10%
Publicizing section activities to local media	41%	47%	31%	16%	35%	38%	29%	10%
Recognizing new members in the Section Newsletter or website	40%	44%	35%	9%	36%	38%	30%	8%
Section ExCom Officers greeting members at meetings/events	34%	37%	29%	8%	36%	39%	32%	7%
An annual award dinner	31%	36%	23%	13%	36%	37%	34%	3%



Conclusions

- ▶ Engagement in local groups beyond the section does appear to result in higher satisfaction with the section.
- ▶ In the eyes of the members, there is very little difference in satisfaction between random sections and selected vital sections. This is consistent for both Higher Grade and Student members.
- ▶ The fact that 61% of local members do not engage in local activities should be seen as an opportunity.
 - Only 15% cite lack of interest for not being involved
 - Lack of time (48%) is major reason , but if we create more valuable events they will incented to become more involved.
- ▶ When comparing volunteers versus non-volunteer members, there are significant differences in both importance and satisfaction.

Recommendations

- ▶ Sections should focus on those activities that are most impactful to the member.
- ▶ A vital section should focus on providing its members:
 - *Involvement with relevant local industry*
 - *Professional development and networking within the Section*
 - *Communications – including a current and well maintained Section web page and providing a monthly newsletter*
 - *Continuing education programs*
 - *Opportunity to participate in online meetings/webinars*
 - *Joint events with other sections and professional societies*
- ▶ Volunteers should utilize data to prioritize the activities of the section and not their own opinions.

Region Vitality Coordinator Objectives

- ▶ Monitor vitality status of sections
- ▶ **Enable** sections to increase their vitality
 - Recommend programs, activities & best practices
 - Ensure that sections conduct regular trainings for all existing & new volunteers
- ▶ Report on status of section vitality to Region & MGA

Plans

- ▶ Development of Vitality Dashboard for Section and Region Visibility
 - MGA Ad Hoc Committee
 - Target YE 2013
- ▶ Work with Area Chairs and Section Chairs to understand where help is needed
- ▶ Enable replication of best practices
- ▶ Provide / facilitate resources

Questions?

murtyp@ieee.org

Sources / Acknowledgments

- Region Vitality Coordinator Webinar (April 2013)
 - With some edits